

## This month . . .

**T**HIS magazine now has an office of its own, located in the north wing of the Press building—room 203—and anyone wishing to cuss the editor or buy a page of advertising can find headquarters at a definite place.

This office is equipped with chairs for visitors, and any alumni or former students wishing to make suggestions as to what should or should not be done with the magazine are invited to visit the sanctum as often as they wish.



We have a notion that the magazine ought to have a department devoted to letters from alumni and former students.

Have you anything you want to get off your chest? Can you tell the athletic department how to build an all-victorious team in a few terse, dynamic sentences?

Can you tell what is wrong with higher education, now that you have been out of school for a time and are about to discover what you should have learned, but didn't?

Have you lost touch with a college friend you would like to locate? Have you been to far-away places worth telling about, or had unusual experiences that would be of interest to former classmates?

Let's hear from some of you Sooners who have scattered far away from Norman.

We hope to establish a regular department of letters.



The University's request for the state legislature to provide funds for constructing petroleum engineering and geology buildings fits neatly into a national tendency toward wider recognition of the part played by educational institutions in the development of industry.

Testimony to the benefits which the industries of the country have received from the higher institutions of learning is contained in a letter which President Conant of Harvard university received recently.

The letter was signed by such men as Walter S. Gifford, president of the American Telephone & Telegraph company, Alfred P. Sloan, Jr., president of the General Motors corporation, Thomas G. Watson, president of International Business Machines corporation; Pierre S. du Pont, chairman of the board of E. I. du Pont de Nemours and company, and Walter C. Teagle, president of the Standard Oil company of New Jersey.

The letter, as published in the Harvard Alumni bulletin, reads as follows:

Dear President Conant:

The coming three-hundredth anniversary of the founding of Harvard college is an appropriate occasion for calling public attention to the indebtedness of American industry to the universities. In the tercentenary about to be celebrated, Harvard is commemorating not only its own birth, but the founding of higher education in this country. For this reason, it seems fitting that some of us who are engaged in industry should take this opportunity to send our greetings to Harvard as the first of a now large family of centers of learning in this country, and at the same time to acknowledge the vital importance of university education to industrial progress.

The large and increasing number of university-trained men in industry and business gives ample evidence of the great influence that university education has had on industrial progress. In addition, a different sort of contribution has been made that in promise and initial achievement seems to be of almost revolutionary importance.

Scientific research is still young even in the life of the universities, which are primarily responsible for its existence. Having caught the spirit of research from the universities, industries have applied its methods to their own affairs—in many cases with amazing results. The last quarter-century has seen the number of industrial research laboratories in this country grow from a mere handful to more than 1,500, and the number is rapidly increasing.

Without the evolution of research in the universities, these industrial laboratories might never have come into existence. Besides the very idea of research, the universities have furnished industry with men possessing knowledge not only of the underlying scientific facts and theories, but of the methods and techniques of research. From the universities also flows much of the basic knowledge of science on which modern technical industry has built and will build in the future.

It seems fitting at this time, therefore, that we who are engaged in the management of industry, in recognition of our indebtedness to the group of institutions which you represent, should send to you, as President of Harvard University, our greetings and our congratulations. In doing so we hope to stress—what may not have been widely enough recognized—that our industrial progress, and hence much of our national well being, has many of its roots in, and derives much of its nourishment from, the institutions of which yours is the senior representative.



Josh Lee would be heading for the top fast if the *Tuttle Times* had its way. Even before Lee could take his new office as senator, the *Times* had nominated him for vice-president in 1940.

That is jumping the gun considerably, but as a matter of fact, persons who know Lee well—even some practical politicians who don't get overly enthusiastic—believe that he has a great future before him.

The *Arkansas City* (Kan.) *Traveler*, an out-of-state newspaper which presumably could view him dispassionately, published

## COOPER'S Coffee Shop

"Downtown"

SOONER HEADQUARTERS

Since 1922

For TIRES, TUBES, BATTERIES

# LINDQUIST

TIRE SHOP

217 W. Main

Phone 704

## The UpholsteringShop

Mrs. Louis P. Burns

C. H. Jackson

DECORATORS — UPHOLSTERERS

101 E. Comanche

Phone 1721



## Southerland Laundry

*That's a Good Laundry*

Phone 343

On White Street

IMAGE IS NOT AVAILABLE  
ONLINE DUE TO COPYRIGHT  
RESTRICTIONS.

A paper copy of this issue is available at call number LH 1 .06S6 in Bizzell Memorial Library.

"We Have the Best"

# WIMBER Candy Co.

121 W. Main

Phone 223

## Champlin Super Service Station

Champlin De Luxe Tires  
Greasing—Washing—Repair Work  
E. F. Sherman, Mgr.  
Open Day & Nite Phone 644

# 48

# Clark

*Oldest & Strongest*

## FIRST NATIONAL BANK

Norman, Oklahoma

## Campus Pharmacy

796 Asp

Phone 2324

WE DELIVER

EAT WITH THE ELITE

AT THE

# Copper Kettle

the following editorial which has been reprinted a number of times:

Oklahoma has elected to the United States senate a quondam public speaking professor at the University of Oklahoma, Josh Lee, and we predict that if the youthful senator-elect lives up to what those who know him expect, the country will hear much from and of him.

Josh Lee is one of the most attractive public figures in America today. He is a remarkably fine speaker, with an instinctive knack of saying the right thing in the right manner. He replaces a man who is also a gifted orator—Senator Gore—but the two represent a different political age. Gore's is a form of oratory that is fast dying out. Lee's manner of speaking is thoroughly modern and streamlined.

Newspapers and magazines during the football season that recently closed have carried a great volume of material concerning the growing threat to amateurism in college athletics.

A year ago the Southeastern conference openly came out for athletic scholarships, deciding to give financial aid to athletes as such—tuition, board and lodging, books, and college fees—thus frankly adopting a practice that it claimed was "impossible to eradicate."

On the other hand, the Southern conference made illegal any "preferential consideration whatever" to athletes as such, the penalty for infringement being ineligibility.

And so the battle has raged, with a flood of arguments, both pro and con. The University of Oklahoma, by its own choice and as a member of the Big Six, stands firmly for the amateur spirit in athletics, although Dean A. B. Adams has favored athletic scholarships for room and board, and alumni occasionally complain that high school football stars are being lured out of the state by attractive offers elsewhere.

The *Yale Alumni Weekly* contends that the big money angle of modern college football is to blame for the increasing competition for players, and the development of the athletic scholarship.

"The athletic scholarship, awarded either openly or by indirection, is no new thing, to be sure, but today has grown to such proportions that it has to be faced if it is not to spoil the game and bring discredit upon the offending colleges themselves," says the *Weekly*.

"There seems to be but one way to meet this menace," the magazine continues. "And that is to attack it all along the front by tightening regulations at home against it and for colleges that believe in amateur sport to confine their intercollegiate football relations to competitors that refuse to have anything to do with the purchase of football players, which is what the athletic scholarship comes down to in the last analysis."

A Sooner athletic official of long experience comments that open establishment of athletic scholarships wouldn't end the competition for players—it would only

move it down to a lower standard of ethics and there would still be a temptation for the player to shop around for the best scholarship offer.

Is Nebraska going to take a walk from the Big Six, which it has dominated for lo, these many years?

There has been talk that Nebraska is looking with a measure of eagerness on the possibility of joining the Big Ten, possibly as replacement for Chicago.

Frederick Ware, sports editor of the *Omaha World-Herald*, says that it is all talk so far, but that there really is a possibility. At the same time, Ware pays high tribute to the Big Six conference and calls it the most practical, workable college sport organization that has ever been put into operation.

He points out that every member is a state school, every member that is a university dominates the state in which it is located, and the small membership permits round robin schedules and the settling of championships beyond question and challenge, at the same time leaving enough open dates to permit the scheduling of a sufficient number of outside opponents.

—THE EDITOR

## Campus Calendar

- January 4—Classwork resumed after Christmas holidays.
- January 4—Sooners open Big Six basketball schedule with game against Kansas State at Norman.
- January 9—Kappa Sigmas have a dance at the University club, with the Boomers playing.
- January 9—The Kansas Jayhawks come to Norman for a basketball game with the Sooners.
- January 10—Organ recital by Mildred Andrews, 4 p. m. in the University auditorium.
- January 13—The Oklahoma Aggie cage team invades the Sooner Fieldhouse.
- January 15 and 16—Third University Playhouse presentation of the year.
- January 17—Second in the series of chamber music concerts, 4 p. m. in University auditorium.
- January 22—Final examinations for first semester begin.
- January 28—Examinations end.
- January 29 and 30—Registration for second semester.
- January 30—Phi Delta Theta dance at the University club, with the Boomers playing.
- January 30—Sigma Alpha Epsilon will have a dance in the Union ballroom, Ramblers playing.