

# EDITORIAL COMMENT

## Non-Political Doesn't Mean Blindness

The University of Oklahoma Association, now representing some 70,000 alumni and former students of the University, has long maintained a policy of strict neutrality in Oklahoma political campaigns. An association so large and so inclusive could hardly do otherwise without embroiling itself in bitter and disastrous internal dissension.

At the same time, alumni must face the fact that the financial fate of the University will be decided to a considerable extent in the primary elections next year.

President W. B. Bizzell has pointed out repeatedly and clearly that the institution faces a financial crisis. Enrolment has passed the record total of 6,200 and larger appropriations are critically needed to erect new buildings, increase the teaching staff and raise salaries sufficiently to keep good men on the faculty. The kind of appropriations given the University by the next Legislature will determine whether the institution is to continue raising its standards along with the increase in size, or whether it will become simply a mass education factory with steadily declining academic standards.

The treatment that the University can expect from the Legislature depends largely upon the kind of men elected to membership. As the *Norman Transcript* recently pointed out, "Almost anyone who wants to serve in the Legislature will tell an alumnus that he will give fair consideration to the University's requests for funds, but the attitude of numerous members of both House and Senate last winter makes it plain that the alumni cannot get results that way."

The only way in which alumni can be sure that logic and facts on educational appropriations will be given due consideration by the Legislature is to see to it that good men become candidates and are elected.

Again quoting the *Transcript*: "Logic and facts won't prevail if a large portion of the members start the next legislative session already unfriendly to the state's leading educational institution because they cannot dominate it from a patronage standpoint."

In other words, University alumni as a group have no business supporting an alumnus purely because he is a graduate of the University, or opposing someone else because he is not. But the candidate's attitude toward the University—whether he is a graduate or not—is a matter of public interest because it affects the people's University. And it is an issue that alumni may well take into consideration in the political campaigns next year.

## Stidham Earns Confidence Of Sooner Fans

For a number of years, many Sooner football fans have been calling for aggressive spectacular football. No matter how scientific the punt-and-wait-for-a-break system might be, the fans didn't like it. They wanted action.

Their answer came in Memorial Stadium at Norman November 6 when the Sooners piled up a score of 33 to 7 over Iowa State. It was the largest score piled up by a Sooner team since 1930. It was a good display of football and the fans loved it.

Sooner fans who went to Manhattan, Kansas, the previous week, and saw O. U. wallop Kansas State reported that game one of the most interesting to watch of any they had seen in recent years.

In brief, Coach Tom Stidham in his first year as Sooner coach produced a team that was alert, versatile, and on its toes. Members of the Sooner squad showed plainly all season that they liked their coach, and had confidence in him. The coaching staff worked together harmoniously, and seemed to

make the most of the various talents of the specialists on the staff.

The picture is further brightened by the fact that many of the outstanding players of the 1937 season are sophomores and will be back for two more years.

As athletic director, Stidham found himself in hot water a few times during the year. But he pulled through and won the respect of those around him.

No coach is perfect, and the road ahead of Stidham is not strewn with roses, but he can look forward to a pleasant winter with no wolves howling at his door.

## A Grain Of Salt Is Recommended

Public opinion is a very fickle thing. It is easily swayed. It often jumps at conclusions. Alumni should remember that, in trying to keep the general public from drawing erroneous conclusions about news from the University campus. A case in point is the recent discussion over the banning of political meetings from the University campus. The ruling happened to catch Senator Elmer Thomas and Congressman Will Rogers who had been booked for appearances on the campus by students interested in politics. A few students with a personal interest in the meeting thereupon issued a call through the student newspaper for a "mass meeting" of students to protest the regents' ruling.

Of the more than 6,200 students enrolled in the University this fall, approximately sixty students attended the "mass meeting." A reporter who attended remarked that most of those who were there apparently came in order to make a speech rather than to listen. At any rate, the attendance represented just about one per cent of the student body.

Yet the next day, newspaper headlines in your home town newspapers probably stated something like "Students Protest Ruling of Regents." If you read the whole story carefully, you probably learned the real facts—that it was a very small group of students who made any protest. The sad thing is that most persons read only the headlines, and perhaps glance briefly at the story. In this case, probably a great many persons received the impression that there was a big student "uprising" against the regents' ruling.

Alumni who watch the Norman news carefully and put the proper evaluation on it in their contacts with non-graduates in their home communities can perform a very valuable service to the University.

## A Christmas Gift That's Different

The giving of magazine subscriptions as Christmas presents appears to have grown considerably in the last few years. *The Sooner Magazine* has no special Christmas card to send out, and is carrying on no special campaign for gift subscriptions, but it does happen to be a magazine quite appropriate for gift subscriptions.

If you have a relative or a friend who is a graduate or former student of the University, and you want to give a worthwhile gift that doesn't cost too much, a \$3.00 subscription to this Magazine might be a most acceptable present. Besides sending ten issues of the Magazine with pictures and news about Sooner alumni and the University, you would give the recipient the pleasure of participating in a worthwhile program—that of looking out for the best interests of higher education in Oklahoma.

If you don't know whether the person is already getting the Magazine, a penny postcard sent to the Alumni Office will bring the information by return mail. And we'll dig up a Christmas card for you to send as announcement of the gift.