



A Half Century of Achievement

CELEBRATION OF OKLAHOMA UNIVERSITY'S SEMI-CENTENNIAL
IS TO BE A FOUR-YEAR OBSERVANCE, STARTING THIS YEAR

AN ambitious four-year program leading to the establishment of large endowment funds for the University of Oklahoma, and climaxing with a nationwide semi-centennial celebration in 1942 has been formally announced by Dr. W. B. Bizzell, president of the University.

The University will be a half-century old in 1942, and friends and officials of the institution see this golden anniversary as the occasion for a summing up of achievements during the fifty years, and the rallying of forces to start the next half-century with resources sufficient to make O. U. the outstanding center of higher education in the Mid-Continent area.

This objective might sound too ambitious to persons unfamiliar with the University's achievements of recent years. But in the cold light of factual analysis, the idea does not seem unreasonable.

Geographically, the University of Oklahoma is situated in a favorable location to serve the prosperous Southwest and Mid-Continent regions. Financially, Oklahoma has a wealth of natural resources and private fortunes. There is solid foundation for the belief that investment of much of this wealth in higher education would be the best possible and the most permanent investment that could be found. Certainly the prospects for increased enrollment are much brighter at the state university of a comparatively new state like Oklahoma than in the older states where the population is more static.

The announcement of plans for the four-year program was described by President Bizzell as "the most significant in the University's history." Already under way is a movement to obtain endowments and special gifts for professorial chairs, scholarships and buildings. Several gifts already have been received and others are in prospect for early announcement. These

are sought to finance numerous University needs that probably cannot be met by Legislative appropriation.

No great state university has ever been developed without large endowments to supplement legislative appropriations, President Bizzell points out.

The alumni Executive Board and the University administration began active work in February on the charter for a corporation to receive gifts. The corporation is to be a permanent, independent agency, separate from the University and the Alumni Association, and its trustees will administer gifts or endowments according to terms specified by the donors. This setup will be similar to endowment foundations operated with great success at such universities as those of Virginia, Missouri and Kansas.

In addition to scholarships for students and endowments for professorial chairs similar to those in the older universities, it is expected that buildings will be given to house the state's artistic treasures now packed away in storage at the University because of lack of display space, and the state's archeological and geological discoveries stored in basements of campus buildings. Other buildings are seriously needed for display or research purposes.

"We have perhaps the finest collection of oriental art outside the Metropolitan Museum of Art in New York," President Bizzell told alumni, "but only a fraction of it is available to the public. We have one of the finest collections of paintings in the Southwest, but no suitable place for the public to view it.

More gifts are promised if adequate housing can be provided. Since the demand for more utilitarian classroom buildings to take care of steadily increasing enrollment is likely to absorb any increased appropriations from the state, the University administration believes that

At the top of the page is a picture of the University campus as it appeared when one lone building constituted the physical plant. This first building burned in 1903. On the right is a view of the part of the present campus that surrounds the North Oval. Erection of the new Biology Building has started construction on a somewhat similar South Oval. The campus now extends as far east as the Santa Fe railroad.

private benefactions are essential to provide buildings for the more cultural phases of the University's program.

Plans are being made for a national broadcast next fall when first announcement of gifts will be made.

The four-year program will include an athletic phase, and officials already are negotiating for a football game with one of the older Eastern universities, to be played at Norman in the fall of 1942.

Arrangements have been started for a pageant depicting the history of Oklahoma on an epic scale, to be given in the spring of 1939.

Final event of the anniversary celebration will be a two-week academic festival in the fall of 1942, which is to bring famous educational leaders from all over the world to the O. U. campus at Norman.

An advisory board of fifty Oklahoma leaders, which will probably be increased later to one hundred, will be announced soon. This board will be in charge of the entire program.

The tentative program was approved by the Alumni Executive Board at its February meeting, and alumni leaders and the University administration will work together in perfecting plans.



The *Daily Oklahoman*, Oklahoma City, in its Sunday issue of February 27 published an eight-column editorial strongly urging the rich men of Oklahoma to establish "living memorials" by contributing to projects for the public welfare.

Suggesting various fields for intelligent individual philanthropy in Oklahoma, the editorial specifically mentioned the University of Oklahoma as follows:

"The state university is preparing to launch a program in connection with the semi-centennial of the founding of the Norman institution in 1942. The university seeks foundations for needed scholarships, the establishment of professorial chairs in history and Indian art, the erection of buildings to house valuable art and archeological collections. *There in the heart of the cultural body of Oklahoma is ample field for the generosity of any alumnus of the institution.*"

The editorial declared that "no state in the Union has produced as much

wealth nor as many multi-millionaires as Oklahoma has produced within the fifty years that circumscribe its life."

"Oil gushing from the soil has flooded the coffers of the chosen with multiplied millions. True enough, the oil industry is paying its way. It stands its full share of the tax load, but over and above the tax money, individual fortunes have been wrested from nature to create a company of men with the touch of Midas.

"Perhaps it is because of the youth of the commonwealth that its business genius has been so largely devoted to 'taking out,' instead of 'putting in.'

"The fact remains that few benefactions worthy of the honor mark the family career of any Oklahoman with a memorial that will live a generation after the name of the rich man has been carved upon a piece of granite in a cemetery."

Asserting that plowing back into the people the wealth that comes into the hands of man is a well established prin-

ciple, the *Oklahoman* stated that there are numerous opportunities for worthwhile benefactions in Oklahoma.

"Few men and few families are remembered because they had money—many men live in history because of their spiritual selves reflected in a sustained contribution to the general welfare," the editorial commented.

Among the living memorials already in operation in Oklahoma are the Frank Phillips Collection of historical material at the University of Oklahoma, and the Lew Wentz Loan Foundation for O. U. students.

The Matzene oriental art collection and the Woodruff collection of paintings are also outstanding contributions to the cultural resources of the University of Oklahoma.

Other similar gifts are promised when proper facilities for exhibition have been obtained. The University now has no adequate place to display its art treasures.