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A winter picture of the Union Tower.

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Most important article in this issue is the one on "Some paradoxes in State Finance." No author's name appears on it, because it is the work of several men, and is a composite of the best information available from a number of experts in the special field under discussion.

This is the first of a series of articles designed to present the background of Oklahoma's present financial difficulties, and some of the inconsistencies in the present set-up. Later in the series, various suggestions that have been advanced for improving the situation will be presented in order that alumni may be better informed.



An editor often wonders what features of his magazine are best liked by his readers. Of course, the fact is that different readers like different things and that is why a magazine tries to present a variety of material.

But generally speaking, *Sooner Magazine* readers seem to like the Roil Call section and the Sports Review best of all.

The magazine is very happy to have Harold Keith, '29, '39ma, to conduct this department. Keith has been sports publicity director at the University ever since his graduation, and is thoroughly steeped in Sooner sports lore. And he knows how to write it!



On a recent automobile trip (might have been up Missouri-way), we kept fiddling with the auto radio trying to find interesting programs. On that one trip we happened onto three programs involving Sooner alumni. One was a broadcast about the federal government's anti-trust prosecutions and the name of A. Holmes Baldrige was mentioned as one of the principal prosecutors. From Hollywood came a musical program by Pinky Tomlin and his orchestra. And over a national network came a musical program from Oklahoma City by a group that contained several O.U. graduates.

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# The SOONER MAGAZINE

## What's the Answer?

So many reductions have been made in the University's budget, in the face of steadily increasing enrolment, that the need for more financial support in order to prevent serious impairment of the institution's services is self-evident.

Cold facts are available to show how distressingly low the salaries of the faculty have become; how far below national standards the per capita expenditure on students has declined; and how far above the national standards the number of students per instructor has grown.

It is probably quite necessary to keep on emphasizing these facts, in order to let the people of Oklahoma know about the needs of their University.

But the task of solving the University's problem goes deeper than this. We discovered during the last legislative session that a convincing array of facts about serious needs didn't mean much when the state's general fund was so overtaxed by the needs of other institutions and departments and agencies of the state government, that there wasn't enough money to go around.

There is little reason to believe that we will fare any better in the next legislative session, unless the condition of the general fund is considerably improved. This cannot be accomplished without some fundamental changes in the state's tax structure.

University alumni might as well face this fact when they study means of helping their alma mater get the appropriations that are needed.

No matter how desperate a picture of needs is presented to the legislature, the efforts will be fruitless as long as the legislators can reply "We're sorry, but the money simply isn't there to appropriate."

Alumni who want to help the University solve its financial problems need to devote some serious thought to the state's tax structure—particularly to the general fund which gets only slightly more than a third of the state's tax revenue, while earmarked funds for special purposes receive nearly two-thirds of the state's tax revenues.

A good way to begin this study is to read the article on "Paradoxes in State Finance," in this issue of *Sooner Magazine*. It doesn't pretend to give the final answer to the problem, but it presents some thought-provoking facts.

The solution to the University's low appropriations must be found in the solution to the state's financial difficulties. To attempt any other solution, regardless of how acutely we may feel the University's needs, would be a selfish viewpoint.