

This Month

The Cover

Amos Goodfox, state chief of college Indian clubs during the last year, photographed by Harold Tacker at the Indian students' state convention last month on the O.U. campus. Goodfox is a student at Oklahoma A. and M. College. (Yes, this is *Sooner Magazine*).

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● Here's a word of thanks and appreciation to the four hundred *Sooner Magazine* readers who took time to fill out the questionnaire on purchasing plans for the next year. The information collected is of great value to the manager of the magazine in contacting advertisers. You might be interested to know that the average subscriber has an income of approximately \$3,400 per year. Forty-one per cent of the readers expect to buy automobiles this year! Your alumni magazine set some kind of a record in the March issue, with fifty-two different advertisers represented in the single issue.

● What kind of articles do you *Sooner Magazine* readers want? . . . Okay—just as we expected. No two of you agree. However, some comments from readers on what particular articles you like or dislike would be very helpful to the editor. The University campus provides good material for dozens of articles every month on scholarly and scientific subjects, but the general opinion of our readers—as nearly as we can tell so far—is against very many articles of this nature. Are we wrong about this?

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The SOONER MAGAZINE

Expensive Economy

A RECENT survey has disclosed that the University of Oklahoma spent only 1.6 per cent of its budget for organized research in the year 1938-39. During that same year the average spent on organized research by fifteen comparable universities averaged 2.6 per cent; the average for land grant colleges was 13.9 per cent, and the average for all colleges and universities other than land grant institutions was 3.3 per cent.

In view of the great difficulty the University administration has faced in trying to maintain its salary and maintenance budget this year, despite increased enrolment and the budget reductions ordered by the governor, it is quite likely that O.U.'s percentage expenditure on research is even lower now than it was for 1938-39.

Of course, as long as students are permitted to enrol, instructors must be provided for them. If the state appropriates only enough money to pay for classroom instruction, a minimum of administrative expense, and the bare necessities for plant maintenance, there will be little available for organized research.

But is this kind of economy sensible, in the long run, for a commonwealth like Oklahoma that is still discovering and developing its resources?

One of our own alumni—George C. Smith, '08, who is assistant to the president of the Missouri-Kansas-Texas Railroad Company and is an authority on industrial affairs—spoke not long ago to the Tulsa Chamber of Commerce and pointed out some significant facts.

Industrial research, he said, today employs 32,000 workers at a cost of about \$250,000,000 annually. Research in leading chemical companies represents an expenditure of \$2.80 for every \$100 of net sales. Forty per cent of Du Pont's income is derived from sale of products *unknown ten years ago*.

Industry spends large amounts of money on research because it has found that research pays big dividends.

The possibilities for research in problems of the oil industry and in chemistry and in utilization of various mineral resources of Oklahoma are obvious, and the University has accomplished much in these fields with very limited funds and personnel. There are also great possibilities, though somewhat less obvious, in research projects in such fields as government and economics.

The administration of the University has been careful to keep its expenditures within the lawful appropriations; but the drying up of the research program from lack of financial support is disheartening to those who realize that the distinguishing mark of a real university—as compared to a college—is that the university extends the boundaries of knowledge as well as performing a teaching function.

There is irony in the fact that in the year when research funds at the state university have reached a new low, civic leaders of the state are campaigning for the establishment of new industries in Oklahoma. New industries do not appear overnight. To succeed, they must be based on careful preliminary research by qualified men.

True, the amount of the state's general fund deficit is being lowered a small fraction by the decimation of the University's research program. In the same way, a farmer might save a little money temporarily by refusing to buy seed for a new crop.