

The President Speaks

By DR. GEORGE L. CROSS

President Cross reports this month on the enrollment of the University, emphasizing the reasons why only 2,400 women are enrolled out of a total of more than 12,000 students. The President explains the steps that have been and are being taken to make better facilities available to coeds.

THE last day of enrollment for the present semester at the University of Oklahoma was October 13. In a comprehensive analysis of our enrollment figures, received from the dean of Admissions late in October, the total figure is almost identical with that of a year ago. Once again the University has topped the 12,000 mark. There seems little doubt but that we would have had an increase this autumn had not Congress passed the Draft Act during the summer months.

After the draft bill was signed by the President, we received letters from several hundred young men who had applied for and received admission saying that they did not plan to attend school this fall but would enlist in the Armed Forces. Another limitation on enrollment this fall was the continued critical shortage of housing for woman students, which will be relieved when the new dormitories now under construction are completed.

We have students from every county in Oklahoma, from 46 states, from Hawaii, Puerto Rico, and 31 foreign countries. Our student body exceeds by approximately 1,800 that of any other institution in the state, and is among the dozen and a half largest in the nation, or, for that matter, the world. These figures are most satisfying for they indicate that the University not only is serving the state in an outstanding manner, but it is becoming an important influence in world affairs.

I am concerned about the fact that of the more than 12,000 who enrolled with us this fall, only approximately 2,400 are women. This situation is not unique at the University of Oklahoma for the proportion of men to women everywhere in the country is high, perhaps much too high. I say this because I believe that the amount and kind of education provided for our women will determine in a great measure the standards of home and community living as well as the ultimate stability of our nation. I have always felt that more young women should attend the University of Oklahoma than have been coming here.

Poor Housing in the Past

In the past, this has been impossible because of the very obvious reason that the institution and the community has not been able to provide housing for them. We have had permanent dormitory facilities for only 250 girls and until recent years it has been impossible legally to construct dormitories at the University of Oklahoma through the issuance of bonds, although other institutions in the state have been able to do so. Because of this shortage of housing for women, our postwar expansion in the size of the student body has been limited almost entirely to men.

During the past several years we have been thinking a great deal about our important responsibility of providing educational opportunities for young women. Some of this thinking has resulted in ac-

tion, and I want to explain to you in my page this month some of the things that are being done here to improve the situation for our coeds.

First of all, we have under construction and rapidly approaching completion a housing project which will accommodate 848 girls. This project is being developed directly south of the Library on land purchased several years ago, known commonly as the Bymaster tract. The project received much thought and planning before it was started. It was recognized that there are advantages both to living in small groups and in large groups. Accordingly, four large dormitories were planned, each of which will care for 212 girls, and there is a centrally placed dining hall and lounge building which all will use. The dormitories are arranged in the form of a quadrangle, with the lounge and dining hall in the center. The dining hall and lounge will be the common meeting place of these young women and will insure that each student becomes widely acquainted with others living in the area.

Life in Small Group

However, there will be an opportunity for life in a small group also, for each of the large dormitories is divided into four units, housing 52 girls. These units are separated by fire walls. The dormitories do not have long halls running the entire length of the building. These small groups of 52 girls each will constitute social units which will give the young women advantages comparable in many ways to those of sorority life.

All freshmen girls, regardless of whether they pledge a sorority or not, will be required to live for their first year in this all-University housing. In this way, it is hoped that we will avoid many of the pressures and disappointments of a sorority rush system in which many freshmen girls have felt that they had to pledge—"or else."

We recognize, of course, that every student needs counsel and guidance—counsel and guidance not only in regard to courses and programs of study but social and personal problems as well. Some persons think that it is difficult or impossible to provide individual attention in a college the size of the University of Oklahoma and that a school with a small student body is much more desirable in this respect. Certainly this is not the case at the University of Oklahoma where counseling and guidance is under the supervision of a well organized Department of Student Affairs.

The University's new dormitories will have a counselor for every 40 girls. These counselors will be graduate women who will be pursuing advanced work in personnel work or related fields and they will be qualified by training and personality to deal effectively with students and their problems. They will deal with each girl as an individual and try to plan with her a program of



study and extra-curricular activities that will promote her maximum development. *Despite the great size of our student body, we feel that each student is now receiving more personal attention than was the case in the pre-war years before our counseling and guidance program had been developed.*

Close Supervision of Coeds

Life in the University dormitories for women will be closely supervised by officials of the University. Uniform regulations designed to protect the health of the girls will be in effect at each University operated house. Closing hours for women students are established at 8:00 p.m. for freshmen, and 10:30 p.m. for upperclasswomen, Monday through Thursday, so that sufficient rest and study may be insured. At present, closing hours on the weekends are 12 o'clock midnight on Friday and 1:15 on Saturday and 10:30 p.m. on Sunday. However, it is my impression that the 1:15 a.m. closing hour following the activities of Saturday evening is a bit too liberal, and in all likelihood the hour will be set up to midnight or 12:15 sometime within the near future. With respect to each individual student, the wishes of the parent are consulted in order that the activities of the student may conform to the desires of the parents.

Although some frequently lose sight of the fact that the primary objective in attending a University is to obtain an education, programs of study and opportunities to specialize in various fields are most important. The University of Oklahoma offers the widest range of fields and specialties available anywhere in the state, and our programs for women are not exceeded anywhere in the Southwest.

Our records indicate that the women at O.U. favor especially the College of Arts and Sciences, the College of Fine Arts, the College of Education and the College of Business Administration. In these colleges there are exceptional opportunities for training in medical and laboratory technology, library science, public health, pre-nursing, recreational leadership, home economics (dietetics and nutrition, child development, textiles and clothing, home service, home furnishings, institutional management, and economic education), journalism, personnel work, psychology, social work, speech, accounting, secretarial science, government, art, drama, music, pharmacy and education. Our program in radio is also very popular with women students, and here the faculty as well as the physical facilities are among the best in the country.

Of course, all of the facilities of the University are open to women students so that women with unusual talents or interests may major in areas which are not mentioned above. It is not uncommon here for young women to study engineering, architecture and law. Some women graduates in

these fields have had outstanding careers. There are opportunities also in pre-medicine.

Enrollment in the University College

It is commonly known that most young women (and men) have not decided on a field of special interest at the time they enter the University. Recognizing this fact, the University of Oklahoma enrolls all freshmen in the University College under a single dean, and attention is given to certain tool subjects which are necessary regardless of what field of interest may be selected later. Each freshman is carefully enrolled by a faculty adviser and each freshman is given various types of tests to measure her ability to do various types of college work, to determine interests and aptitudes which may be helpful with respect to the selection of a career.

It is the responsibility of the University to help each student select the proper career, and we have met this responsibility at the University of Oklahoma by offering special vocational guidance to women students through the University Guidance Service. Each year we sponsor a career conference during the spring semester, and at that time outstanding speakers from all over the nation discuss the vocational opportunities open to college-trained people. These speakers are available also for personal conferences with interested students and they offer practical suggestions concerning the qualifications needed for success in the various fields. They also suggest ways of entering these professions and vocations.

In addition, the University operates a comprehensive employment service which helps its graduates get properly placed in the business or professional world. The Placement Bureau maintains extensive contacts with industrial and commercial corporations and with the schools and colleges of the country.

We feel that it is in the best interest of our country to insure that every talented young man and woman has an opportunity to acquire a higher education. We realize, also, that many of our finest and most brilliant young people often do not have the means of going to college. There is little correlation between intellectual ability and the economic or social status of one's parents. We have tried, therefore, to keep the cost of attending the University as low as possible.

Our rates for room and board last year were approximately 12 percent under the nation's average. In our dormitories, the cost of room and board is \$225 per semester. The educational fee paid each semester by a student is \$48, and it is therefore possible for any student to estimate accurately how much it will cost him to attend the University. For needy students with exceptional ability, a limited number of scholarships are available. The University also has a number of loan funds for the convenience of students who need aid temporarily.

Ratio of Men to Women

I should add, perhaps, that the ratio of men to women of approximately 9 boys to 2 girls is a bit misleading because approximately 3,000 of the men here are married. When the married men are deducted from the total, the ratio, of men to women drops from 9 to 2, to 3 to 1. However, even this proportion is too high, and the interests of the state and nation will be better served if a larger proportion of the young women can be induced to attend institutions of higher learning. I hope that the proportion of women at O.U. will increase markedly, and I intend to see that living facilities and educational opportunities of top quality are provided so that Oklahoma's young women will not have to go elsewhere in search of such facilities.

Sooner Sports

Rumors Are Flying

One of these days the Big Seven Conference may be warbling "Is you is, or is you ain't my baby," to the University of Oklahoma, according to the *Dallas Morning News* sports editor, George White.

White writes, "If there appears any chance of it obtaining favorable action in pre-meeting canvass of the voting powers, Oklahoma is expected to make application for readmission (to the Southwest Conference) at the December meeting." White quotes no definite source, but states that his information was derived from usually reliable sources.

Such action and the outcome are both in the guessing category. The University was a charter member of the Southwest Conference before its affiliation with the Big Six (now the Big Seven Conference). It is geographically suited for the change, both from alumni and University positions. O.U. can also claim that its name will lend prestige to the conference. So much for the pros involved.

The cons are just as numerous. Even if the University desired to reaffiliate, it is not without opposition. Texas Tech is known to be anxious for such an opportunity also. Thus, the December meeting of the Southwestern Conference may resolve itself into making a choice between Tech and O.U.

Attendance and receipts offer little to choose between. Although Tech's present facilities will not seat as many as Owen Field, they have signified their willingness to build similar accommodations.

The biggest single factor involved in the struggle for admittance may be the travel situation and Arkansas. According to White's report, Arkansas wants to establish an annual classic on Thanksgiving Day or the Saturday following. Oklahoma would fit such a plan admirably.

There in part is the argument for and against Oklahoma's entry into the Southwest Conference. It must be assumed that the conference wants another member, that Oklahoma would like to be that member, and that the conference wants Oklahoma for the member.

Court Schedule Announced

Basketball practice began October 15 and after a look at the schedule it is no wonder some of Bruce Drake's Sooners wanted to start working out this past summer.

The Sooners start against Texas, Illinois, Ohio State, City College of New York and Syracuse in that order. Every opponent is a major one. All save C.C.N.Y. and Syracuse are state universities or state agricultural colleges. The Oklahoma schedule:

December: 8—Texas here. 13—at Illinois. 18—Ohio State here. 21—C.C.N.Y. at Madison Square Garden. 23—at Syracuse. 27-30—Big Seven Tournament in Kansas City.

January: 4—Kansas here. 8—at Iowa State. 10—at Colorado. 15—Missouri here. 22—Kansas State here. 29—Iowa State here.

February: 3—at Texas. 11—Oklahoma Aggies here. 14—Nebraska here. 19—at Kansas State. 23—at Oklahoma A. & M. 26—at Missouri.

March: 3—at Kansas. 5—at Nebraska. 12—Colorado here.

Sport Spectacles Now Televised

BY HAROLD KEITH, '29BA, '39MA

Owners of television sets in the Fort Worth-Dallas area saw Coach Bud Wilkinson's Oklahoma Sooners score exciting football victories over Texas and Texas Christian that helped mark a pioneer introduction of television in the Southwest.

A Fort Worth station, WBAP-TV, only television station said to be operating between Los Angeles and St. Louis, produced the games for the approximately 1,400 people in Fort Worth and 1,800 in Dallas who own receiving sets.

Three other Southwest stations will shortly begin televising. KLEE of Houston is scheduled to start December 1. Oklahoma City's WKY and Dallas's KRDL plan to launch the industry in their territories sometime after January 1.

Because of television's short range, 40 to 50 miles, clusters of receiving sets must necessarily spring up around individual stations, consequently the Fort Worth-Dallas area is the only one in these parts in which the new industry is now active.

However, officials of the Fort Worth station were enthusiastic over having transmitted their programs 110 miles distance to a set at Henderson, Texas.

The apparent explanation is that television in largish Texas has very little of the impediments that shorten television's range in the more populous east and north—tall buildings and considerable concentrations of industrial machinery.

It is easy to buy a set in the Fort Worth-Dallas area. The easiest size that can be procured at present is a deluxe model selling for between \$400 and \$500. However, a smaller model, featuring a screen approximately six by four inches and priced at between \$169 and \$225, was even more popular until it was sold out of stock.

Taverns in the Fort Worth-Dallas area were among the most enthusiastic early purchasers.

The Fort Worth station's regular broadcasting period is from 7:30 to 9:00 p.m. An average of only 30 minutes of "live" televising is done. Most of the programs are reshowings of films a few days old. All showings are in black and white.

Television in the east and north gets around the short range problem by use of a co-axial cable that pipes the programs long distances. The first was between South Bend, Indiana, and Chicago, and of course, football built it. The largest is between Chicago and New York.

Most startling developments in the future will probably be (1) some scheme that will extend the range to that of radio, and (2) the use of color showings, instead of black and white. However these may be several years away.

New York City, which began televising before the war, has the greatest number of sets. But the new industry is headed for a speedy growth in the broad, progressive Southwest where the programs reach out farther and where the quality and style of football is ideal for spectacular television shows.

Charles Thomas Ladwig, University journalism instructor, served as a naval air pilot during World War II.