

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 Tourney 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.

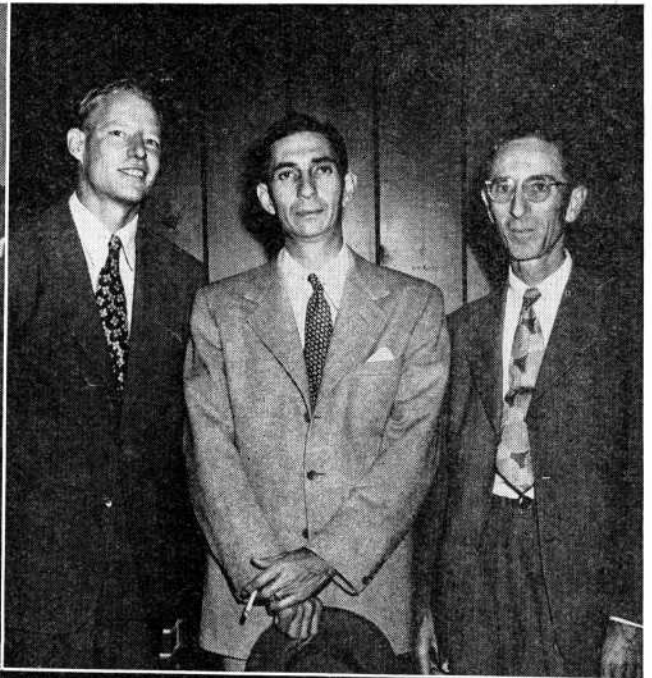
Television in the east and north gets around the short range problem by use of a co-axial cable that pipes the programs long distances. The first was between South Bend, Indiana, and Chicago, and of course, football built it. The largest is between Chicago and New York.

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.

# A Texas Loss Starts Dallas Merriment



It was openhouse time October 9 in Dallas. Some 300 to 400 Sooners—students and alumni—gathered in the Picnic Pavilion of the Texas State Fairground immediately following the annual gridiron tilt which this year really “tilted” the Texans.

Pictured above are various groups of alumni at the openhouse. It was a gala affair in Dallas and one of the outstanding highlights of the entire weekend was this get-together sponsored by the Dallas alumni group of the University.

Dallas officials who were in charge of the openhouse were headed by Jerry J. Nolan, '39bus, president; James S. “Cotton” Mendenhall, Jr., '35bus, vice-president; Joe Mekan, '45eng, secretary; Henry McConnell, '36ba, '39Law, treasurer, and Walter Ditzler, '14ba, '17Law, past president.

The camera caught some of the Houston group in a mood of merriment. Among those seen in the

upper left picture are: J. W. Burkhart, '30-'31 and Mrs. Burkhart; Stanley Morian, Jr., '34eng, and Mrs. Morian; T. J. Fuson, '34eng, and Mrs. Fuson (Nita Marlatte, '32bs); Mrs. Jack Chadderdon (Mary Frances Reid, '37bs), and her husband; Joe Mannas, '33-'35, and Mrs. Mannas; B. E. Patterson, '33-'40; John Eckel, '29eng, and Mrs. Eckel; I. F. Bingham, '32bs, '34eng, and C. B. Truitt, '31bs, and Mrs. Truitt.

In the upper right-hand picture apparently peering into the future are left to right: James S. “Cotton” Mendenhall, Jr., '35bus, vice-president of the O.U. alumni club of Dallas; Jerry Nolan, '39bus, president, and Walter Ditzler, '14ba, '17Law, the immediate past president.

Outside the Pavilion and grinning from ear to ear because of the victory are, lower left: Mr. Warren Hatfield, '28, and Mrs. Hatfield; Henry McConnell, '36ba, '39Law; Walter Ditzler, '14ba, '17Law,

Jack Steele, '43bs, and Jerry Nolan, '39bs, all of Dallas.

The three huddled together in the lower picture are: John Mason, '29bs, '31ba, '32eng; John Lee, '30 pharm, '30ph.d, and Warren Mayfield, '18bs, '20med.

## Handicapped Students Aided

Thanks to Will Rogers fund scholarships, 26 handicapped students are attending the University of Oklahoma this year. They boost to 182 the number given assistance at O.U. since 1939, when a fund was established in the humorist's memory.

To be eligible for aid under the fund, applicants must be handicapped, an O.U. student and in financial need. Scholarship recipients receive monthly sums which range from \$30 to \$50. The amount is determined by the difference between the student's needs and resources.