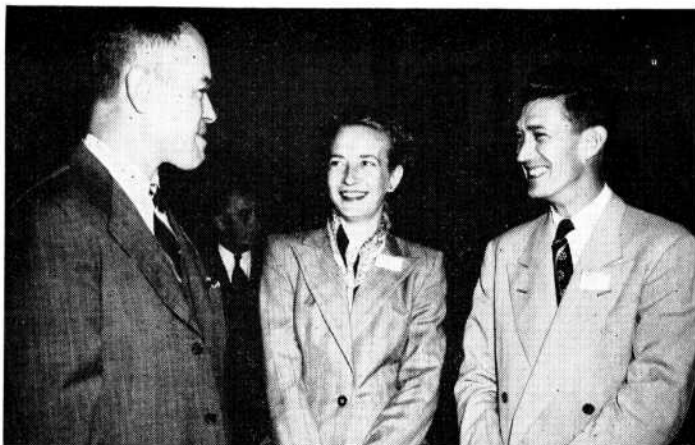


The University Needs

A Gift of Your Size

By Paul A. Andres



Alumni counselors of the Alumni Development fund met at a luncheon in the Union October 1. Plans were made for the coming year. Three of the alumni present were T. E. "Eg" Clement, '24-'31, Norman, and Mrs. Andy Crosby and Andy Crosby, '39ba, '41Law, Lawton.



Four distinguished participants include: Hugh Southwich, '21pharm, Garber; Mrs. A. B. Imel, '15-'16, Cushing; Mrs. Violet Sockler and Mr. Imel, '14ba.



Before the Fund Luncheon William Highland, '41Journ, and Mrs. Highland, Nowata, say hello to Mrs. J. L. Lindsey, Norman

AT LAST—THE CHARITABLE "LITTLE" MAN HAS COME INTO HIS OWN.

O.U. has finally created a fund which is happy to receive anything from \$1 to \$50. The fund is also happy to have its subscribers tell it where to spend every nickel contributed.

This unique fund is named for the alumni, designed for the alumni and directed by the alumni—it is the Alumni Development Fund.

The purpose of the Alumni Development Fund is quite simple; it is to stimulate gifts from as many alumni as possible and to receive those gifts which will then be applied by the Board of Directors of the Fund to the urgent needs of the University.

What is so urgent that a special fund had to be set up to take care of the needs? Lots of things:

Last year, which was the first year of the fund, alumni gave approximately \$6,000 to finance research in the field of public health, to provide scholarships, scientific equipment, murals for the proposed new geology building, Greek and Roman works of art, research in both parasitology and entomology, a vacuum grating spectograph, cartographic laboratory, art exhibitions, models for mathematics and astronomy, equipment for nutrition research and important industrial development surveys. The money is also being used to study the vitamin D value of Oklahoma butter, to purchase 18th and 19th century cook books, early Oklahoma costumes and needed periodicals and scientific journals.

The fund also has accepted many contributions to the two existing war memorial funds—the Memorial Scholarship Fund and Books as Living Memorials.

A good example of the actual work done by the contributed money is to be found in the research done this past summer on Lake Texoma. Four graduate students were given \$200 fellowships each for research in parasitology and entomology.

The expedition, directed by Dr. J. Teague Self, chairman of the department of zoological sciences, and Dr. Carl Riggs, acting director of the Oklahoma Biological Survey, was sponsored jointly by the University, the Army engineers and the Oklahoma Game and Fish Commission. Eight weeks were spent on Lake Texoma studying the eating and living habits of the fish, their diseases, their habits under various weather conditions and their growth to see if the lake is productive. According to Riggs the purpose of the detailed investigations was to train personnel in the gathering, classifying and evaluating of the data obtained, to learn all there is to know about the fish in Lake Texoma and to discover the physical and chemical content of the lake.

What does all this add up to? Briefly, better fishing for better fish in a better lake—and all for your benefit.

Another great accomplishment was the awarding of 14 two-hundred dollar scholarships to needy students.

The above record represents a lot of doin'. It also represents a lot of givin'—lots and lots of small gifts.

The Board of Directors of this fund consists of 10 members, five selected by the Executive Board of the Alumni Association and five representatives of the University Administration. This board has the responsibility of outlining the specific projects that will be financed by the fund each year and for allocating the contributions received.

On this year's board, representing the alumni, are HARRY H. DIAMOND, '12Law, Holdenville, chairman; ROY STEWART, '31ba, Oklahoma City, Vice-Chairman; D. E. HODGES, '25ba, Bartlesville; GROVER D. STROTHER, '20ba, Oklahoma City and TED BEAIRD, '21ba, executive-secretary-manager of the University of Oklahoma Association.

Faculty administrative officers representing the University are: PRESIDENT CROSS; Financial Vice-President ROSCOE CATE, '26ba; DEAN EDGAR R. MEACHAM, '14ba; EARL SNEED, JR., '34ba, '37Law, acting dean of the law schools and Dean Couch, '31bs, '37ms.

The objectives for each year are selected, according to Boyd Gunning,

'37ba, '37Law, director of the Alumni Development Fund, as follows:

"Each spring a survey is made of University needs by asking each department of each college and school of the University to submit a list of three needs which they consider most important in their particular fields. From this rather lengthy list, the Board of Directors of the Fund selects the objectives which have been established for this year."

The current objectives mentioned above were recently released from Gunning's office. They are 12 in number.

Included are requests for additional SCHOLARSHIPS to help the promising and needy student stay in school, contributions which will help provide UNIFORMS for O.U.'s great marching band—*The Pride of Oklahoma*—and also enable it to attract outstanding high school musicians to the University by offering limited scholarships.

The University has established a School of Public Health and hopes to train personnel to fill the many vacancies which exist throughout the state in this field. Funds are needed for SPECIAL EQUIPMENT and RESEARCH PROGRAMS to help fight diphtheria, typhoid and the other diseases which are an annual threat to our state. Also included is a BUSINESS CONSULTANT SERVICE of the type not now available in Oklahoma. This service, which would be invaluable to businesses of all sizes, could be utilized by the economic activities of the state and its assistance in working business problems would be of great value.

At the present, there are no funds available for PUBLICATION of worthy research projects in order that they may become permanent and accessible to others. Organized research programs are conducted by almost every department of the University and often lead to important discoveries in the various fields of study. Publication of these studies will prove to be a contribution to mankind.

With more than 130 students on the O.U. campus representing 35 foreign countries, many are confronted with financial emergencies. Some are paying their entire expenses while others experience delays in the receipt of expense checks from home. An INTERNATIONAL STUDENT FUND is envisioned which would enable them to obtain loans and help to meet these emergencies when real need is shown.

All phases of the engineering program have critical need for funds to buy engineering equipment. A PRESIDENT'S EMERGENCY FUND is also needed to provide for the needs which allocated funds have not been able to foresee.

Whether we realize it or not, our world has shrunk and Oklahoma and the Far East are neighbors. The ASIATIC INSTITUTE is one of the few special agencies in the U. S. to study Far Eastern problems. Alumni contributions will enable the Institute to expand its facilities to serve this area better.

In the line of FILM PRODUCTION, the University employs a motion picture production staff. Funds are needed to produce films both of an educational and publicity nature which show the University at work. These films would be available for showing to alumni groups, schools and other agencies upon request.

LOCAL GOVERNMENT STUDIES are being made by a University faculty member who is a specialist in local government. Alumni financial aid will enable the service to be expanded to such an extent that a community information bureau will be available to civic leaders for help in planning their local governments.

The last objective may indeed be called visionary because it will provide EDUCATIONAL AIDS FOR THE BLIND. Wire recordings of commonly used books, presidential addresses, special lectures, great symphonies and many other aids which may be purchased for permanent use in the University library.

Can all this be done with small contributions? Certainly it can—and the alumni can do it as they have before.

Last year 29 states and 5 foreign countries were represented on the alumni list of those contributing.

Mr. Joe Hamlen, chairman of the Harvard fund for many years, stated the importance of all alumni funds when he said, "Great as is the financial value of the fund, still greater, however, is its power to create unity, goodwill and understanding among alumni; and it is in this way, perhaps more than any other way, that it tends to strengthen and fortify the University."

The University of Oklahoma Foundation was organized in 1944 and in May, 1948, the Alumni Development Fund came into existence. Both of these fund raising programs were duly approved by the Board of Regents of the University and the Executive Board of the Alumni Association. The two plans combine the best features of alumni funds of some 150 colleges and universities which were studied—and some have operated such programs since 1890.

An interesting example of what can be accomplished is related in the history of a \$10,000 gift made to the University which led to a development which is now valued at approximately seven and one-half million dollars. This development is Max Westheimer Airport. The original donor of this gift and the University itself never dreamed that anything of this type could be possible. However it did happen and it might very well happen again with gifts of any size—a gift of your size.



At the speakers' table Guy Brown, '42ba, '48ma, field director of the Alumni Development Fund, Ted Beard, '21ba, executive secretary-manager of the University of Oklahoma Association, and Carl Mason Franklin, executive vice president of the University, look over some notes. Beyond Mr. Franklin is Mrs. T. M. Beard, the former Kathryn Hazel, '24, Boyd Gunning, Mrs. Joe Curtis, '22ba, Mrs. Gunning, '38fa, and Joe Curtis, '20ba, '22Law, president of the executive board of the Alumni Association, Pauls Valley.



Fisher Muldrow, '22, Seminole; T. Howard McCasland, '16ba, Duncan, and Boyd Gunning, '37ba, '37Law, director of the Alumni Development Fund get in a word of greeting before the luncheon.



D. E. Hodges, '25ba, '27Law, chats in the Union lobby with Mrs. Hodges and Ben Harned, '36ba, Bartlesville, and Carl Steckelberg, Henryetta.