

Homecoming Events Scheduled

O.U. will roll out the welcome mat October 21—Homecoming Day—for former students and graduates. The big game in Owen Stadium is with Kansas State, and the Union Activities Board is planning a series of events to round out the day.

Friday night activities—on the eve of the game—will feature a variety show, the Sequoyah Indian Celebration and a pep rally.

Greek houses and University residence halls are already laying plans for house decorations which will be judged Friday afternoon and evening. The decorations will be on display during the entire Homecoming weekend.

Mary Lou Stubbeman, '45bus, director

Schedule

Pep Rally, South of Niemann Apartments—7:15 p.m. Friday
Homecoming Variety Show, Building 92, South Campus—8:30 p.m. Friday
Sequoyah Indian Celebration, Main Campus—10:30 p.m. Friday
Alumni Homecoming Registration, Union Building—8:00 a.m. Saturday
Homecoming Parade—10:00 a.m. Saturday
Crowning of Sequoyah Indian Princess, Owen Stadium—1:45 p.m. Saturday
Oklahoma vs. Kansas State, Owen Stadium—2:00 p.m. Saturday
Homecoming Reception, Wilson Center—Immediately following game

of Union Activities, promises a top-rate variety show for Friday evening. "We're going to fuse all available campus talent into what we think will be a spectacular production," she announced. The show is tentatively scheduled for Building 92 on South Campus, but the locale may have to be changed.

The pre-game dinner-dance, which in previous years has been sponsored in Oklahoma City by the Oklahoma County Alumni Club, will not be held this year. Instead, the event is planned for the Evening of November 17, eve of Dads' Day when the Big Red will meet Missouri in Owen Stadium.

Dad will be man of the hour November 18 when the University observes its annual Dads' Day. Missouri vs. Big Red in Owen Stadium will have top billing on the program. Plans are being made for the day, and *Sooner Magazine* will carry a detailed story in the next issue.

One Way Out

The University of Oklahoma, like her sister institutions, is faced with a shaky financial future. There seems to be only one way out—the support of University alumni.

By Roscoe Cate, '26ba

The University of Oklahoma, along with many other universities and colleges, is facing a bleak financial future.

If most economists are correct in their appraisal of the efforts of the long-term armament expenditures now considered inevitable for the United States, the outlook is one of rising prices rather than a stabilized economy.

Even before the fighting started in Korea, changing the economic outlook for the entire world, the *New York Times* reported that 1 in 5 of 630 private colleges and universities was operating on a deficit basis. Publicly controlled institutions—usually required by law to stay out of the red—have had no choice except to reduce services to stay within income, regardless of how drastic the effect of such reductions might be.

The Norman Campus of the University of Oklahoma had to reduce its budget during the current fiscal year to approximately

\$5,000,000 as compared to a \$6,000,000 budget the previous year. This meant staff reductions, less adequate instruction to students, fewer services to the general public of Oklahoma, and temporary abandonment of many plans for improvement of the University's teaching and research.

Many colleges and universities weathered the post-war rise in operating costs largely by virtue of contracts with the government to educate veterans. As this source of income declines rapidly in the next few years, while virtually all operating costs are continuing to rise, the pinch will become severe.

In the 1946-47 school year, nearly half of the University's income was received in the form of fees paid by the Veterans Administration for veterans under the GI Bill. This percentage declined steadily until this year the portion of the University's reduced budget to be financed by veterans' fees is estimated at less than 19 per cent. The best estimate that can be made now is that the enrolment of veterans will drop by about half in the first year of the next biennium and another third by the second year of the 1951-53 biennium.

Rise and Fall: The last State Legislature recognized the problem faced by Oklahoma's institutions of higher education during the present biennium, and provided for a substantial increase in the State appropriation for higher education. However, the decline in veterans' income has occurred more sharply than was anticipated, and the increase in State allocations has not been sufficient.

What does a sharp decline in income do to an institution like the University of Oklahoma?

Some of the things it does—although this list is only suggestive and by no means exhaustive—are:

a) Prevents granting of deserved salary increases to good professors, resulting in some resignations, and in bad morale of many who do not resign.

b) Prevents paying prevailing rates to



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... A Slim Budget

nonacademic staff, resulting in bad morale, rapid turnover, and inefficiency.

c) Prevents payment of adequate retirement pay to those who have rendered long and distinguished service.

d) Prevents keeping grounds and buildings in as good condition as students and the public expect at a state university, and make it difficult to carry on annual maintenance in the way that is necessary in order to avoid a need for a periodic major renovation.

e) Frustrates top research men because of the difficulty of getting equipment, supplies and laboratory assistants for research projects; and causes some to go into private industry or government service.

f) Prevents development of the kind of library needed by all students, and particularly graduate students.

g) Limits sharply the efforts of the University to extend its services to the general public of the State through adult education classes, educational films, correspondence study, short courses and conferences, and many other school and community services.

h) Limits the counseling, guidance and remedial services for individual students which the University knows are needed by hundreds of students not now receiving such services.

i) Prevents giving enough scholarships to take care of outstanding highschool graduates who want to attend the University.

A Difference of Opinion: In recent years there has been a feeling in some educational groups that colleges and universities should look to the federal government for substantial financial aid, through scholarship allotments and subsidies of various kinds.

There is, of course, a difference of opinion as to the merits of federal aid to higher education. It is sufficient for the purposes of this article to point out that the vast cost of the armament programs which this country is undertaking lessens the chance for substantial federal aid. Except for certain fields such as medicine which are of direct importance to any military effort, it seems unlikely that any new kind of federal aid to higher education will be provided soon.

Of course there is a prospect that veterans of the Korean War will be given educational benefits under a new GI Bill, but the preliminary discussion indicates that this will be limited to men who have rendered combat service, and there is a tendency to try to keep future legislation of this kind on as economical a basis as possible.

The income from Veteran Administration fees has not been quite the bonanza which many persons believe it to be. The payments have been based on actual audits of the cost of teaching and instructional

supplies, excluding all expenditures for general administration, libraries, organized research, extension, operation and maintenance of the physical plant, and organized activities related to instructional departments.

The payments to educational institutions provided for in the GI Bill were intended merely to take care of the additional direct instructional costs incurred by the institutions concerned. Therefore, these payments did not help the institutions meet the post-war increase in the cost of operating all of the various functions other than instruction.

Committees of the Oklahoma Legislative Council have been told by Roger Phelps, State Budget Director, that the Oklahoma institutions of higher education must have some increase in their State allocations in 1951-53 in order to avoid a major crisis during the next biennium.

However, it appears now that the most the institutions can expect would be for the State allocations to be increased sufficiently to keep the total operating budget for each institution on about the same level as during the last school year. This, of course, would not provide any extra money to take care of the price increases resulting from the Korean War situation, and would not provide additional money for improvements in the University's teaching and research work as compared to the level of last year.

A Bright Spot: The brightest spot in this somewhat gloomy picture is the increasing interest of alumni throughout the country in the welfare of their institutions.

Within the last two years, University of Oklahoma alumni have financed numerous important projects which never could have been undertaken through the University's badly strained general budget.

One alumnus made a gift that led to the establishment of a great teaching and research laboratory at Lake Texoma which will greatly increase the State's knowledge of fishery management and will train many young people in the science of fish conservation. Another alumnus volunteered a substantial sum of money to make possible a unique national meeting on the Oklahoma campus for specialists in a social science field, which brought great credit to the University and will result in an important book publication.

Several alumni have established new scholarship funds; and hundreds of alumni have contributed to existing scholarship funds. One alumnus, with the help of friends and associates, started a campaign which raised money for badly needed uniforms for the University Band. Several have given valuable book collections to the University Library.

Started only two years ago, the Alumni Development Fund already is playing a major role in the financing of special projects for the University. Most gratifying is the remarkable increase in the number of alumni and former students participating in the fund during the last year.

Along with other institutions, the University of Oklahoma is certain to face many difficult financial problems in the next decade. As the University faces the uncertainties of the future, the growing interest of alumni in the welfare and development of the University by special gifts or through the Alumni Development Fund inspires confidence that the University will be able to cope with any problems the future may present.

Draft Chills Students

Selective service status of students enrolled at the University hinged on an operations bulletin pertaining to the draft act as the fall term began.

Commenting on the draft, Dr. J. E. Fellows, dean of admissions and registrar, summed up the situation at mid-September:

"We have been advising students of the provisions of an emergency supplement issued in August primarily to provide authority to defer capable students who received their orders for induction prior to the opening of the academic year. Since the supplement was of a temporary nature, we are awaiting another directive."

If the scholastic standing of the student places him among the upper half of his class, and he has completed an academic year in a full-time course of instruction, he is eligible for deferment, according to recent selective service regulations.

At O.U. basic ROTC training is required of all physically fit non-veteran male students. Selected basic ROTC students are given a chance to sign deferment agreements as provided in the Selective Service Act of 1948. They are deferred from induction until the valid deferment agreement is cancelled.

The existing draft regulations pertaining to college students are of a temporary nature and were designed to answer questions for students who planned to continue their college work this fall. The American Council on Education has announced it is anticipated that an overall plan for the deferment of selected students will be announced at least several months prior to the end of the current academic year.

Radio, Politics & Football

Sponsorship of University gridiron game broadcasts took on the aspect of a political football early in September when the Democrats announced their party had signed a contract to sponsor the radio time.

When the Republicans objected, the University stood firm: the Regents decided against political sponsorship.

Radio station KOMA, which had signed the contract with the Democrats, pulled a rabbit out of the hat when they proposed a joint sponsorship. The trick was simple: both parties were to be allowed to draw lots for the games which they would sponsor.

What hope there was for the joint sponsorship plan had died when the Regents met September 13. Politics was removed from University football with the announcement that the radio station had secured two non-political firms to sponsor the time.

They're from Texas!

Editorial error of the year award—so far as O.U. and Kilgore, Texas, are concerned—goes to *Esquire* magazine.

"Oklahoma, OK," feature article about O.U. football, displayed a picture of three girls identified as "co-ed cheerleaders who typify the great Oklahoma spirit—plus." When the October issue, which carried the article, hit the newsstands, Kilgore was ready to hit right back. The comely co-eds belonged not to O.U. but to Kilgore College.

The Kilgore mayor banned sale of the magazine in his city and demanded an apology from its publisher. *Esquire* apologized and complimented Kilgore College on "having such pretty cheerleaders."

In true Texas fashion, the Kilgore mayor quipped: "*Esquire* should have known that such beautiful girls could only come from Texas." But there are those who believe a trip across the Oklahoma line might change the mayor's idea about feminine scenery in Soonerland.

Celebrity Series Cancelled

Remodeling at the University has forced cancellation of the Celebrity Series program scheduled for 1950-51. The usual auditorium, Holmberg Hall, will be in the process of remodeling during the year.

James C. Mayfield, acting manager of the series, announced early in September that he had contacted agents asking to be released from contracts already signed with Jan Peerce, Patrice Munsel, Gregor Piatigorsky, Oscar Levant, Cornelius Otis Skinner and the Oklahoma Symphony.

The Series had been planned for Building 92, South Campus, but Mayfield said the committee decided the auditorium was not suitable for the type of performances scheduled for this year.

Series ticket holders will be refunded their money, and will be sold tickets on the same priority basis next year.

Jobs for Teachers-to-Be

Graduates of the University College of Education know where to look for help when it comes time to seek a job.

The University's teacher placement service reports placements of teachers have jumped 70 per cent since 1948. Between 400 and 500 teachers find positions every year through the service.

Frank A. Ives, director of personnel and placement, reports that in addition to the high school and elementary school placements made during the last year, more than 40 O.U. graduates recently have secured new teaching positions in colleges and universities throughout the country.

Scholarships for 400

O.U. is helping its scholars to the tune of about \$50,000. Nearly 400 students will have all or part of their fees paid by scholarships and fellowships this fall.

Some of the awards waive one-half the University fees, and others range in value to fellowships which amount to as much as \$2,000.

With a Little Imagination

Something New Can Be Added

University of Oklahoma (Alumni) Association officials are in the midst of a concerted campaign to organize alumni clubs in the 77 Oklahoma counties. Major cities in the U. S. whose alumni population warrant such organizations are also on the list for prospective clubs. And with the newly formed groups beginning to operate, there comes a problem which has been facing officers of clubs already actively engaged in alumni activities.

The problem is simply this: How can we assure our members of regular meetings that will be attractive enough to warrant sustained interest on the members part? The answer to this question is made no easier by the administrative and athletic duties that keep O.U.'s two top headliners, President George L. Cross and Athletic Director Bud Wilkinson, from making the number of appearances that alumni would like them to make.

Another answer is easily forthcoming and has been used with a great deal of success. A bowl film or a football game film of any outstanding game (all O.U. games will be available on film) is entertainment enough to produce more than a sprinkling of the faithful.

All of these possibilities—speakers Cross and Wilkinson and football films—are restricted and are not the sole answer to the programming problem. Social affairs have enjoyed notable success among many of the clubs, and functions honoring visiting firemen from the University have also been well attended. Perhaps the greatest lack in club planning is the absence of a project or objective. What can be done along this line of reasoning is without limits. For example consider the case of the Henryetta group.

This enterprising club initiated an alumni program last spring (*Sooner Magazine*, July, 1950) that was unique in approach. In co-operation with school authorities, they held a reception and dance for the highschool seniors of their town following the annual commencement. School officials and civic leaders of Henryetta, whether they were alumni or not, participated. The success of the idea was so apparent that the club adopted the program as an annual project.

It would be foolish to assume that the same idea would appeal to every club. Many

could not follow such a program if they wished. It is mentioned here as an example of interesting and unusual planning.

Many club members are unaware of the purpose of alumni clubs. A survey of alumni leaders in other Universities would probably show that the paramount purpose is to promote the interests of the alma mater (and at the same time the interests of the alumni in a given locality). A theory that would indicate that a project or projects are the best possible means of achieving a satisfactory end for both parties involved.

To try to tell clubs what they should do would not only be presumptuous but a pure waste of time, since instate clubs have many more opportunities for civic activities than do out-of-state organizations. But as a means of getting at program possibilities consider the following suggestions.

1. Local scholarships. Scholarships at the University are relatively limited. Almost every community has at least one or two

Party Date Set

Members of the Oklahoma County Alumni Club will be host at its annual pre-game dinner-dance for former students and graduates at the Biltmore Hotel in Oklahoma City on the eve of the O.U.-Missouri game.

Scheduled for 6:30 p.m., November 17, the event has been held in previous years as part of Homecoming activities. "Members of the Oklahoma County Club believe the Missouri game will be one of the outstanding ones of the season and that a large number of former students and alumni will be present," Dick Virtue, '44ba, club president, pointed out when he announced the change in date.

"Tickets for the dinner-dance are tentatively set at \$5.50 per couple, but we have been unable to establish the price definitely due to rising food costs which make the Biltmore unable to quote prices until a few weeks before November 17," Virtue said. The ticket committee is headed by Herbert Branan, '13ba, '38Law, and Mrs. Kitty Shanklin Rountree, '23ba, is serving as vice-chairman of the committee.

Publicity for the event is being handled by Harry Kornbaum, '33, and Colonel H. Nelson, '39journ. Mrs. Gertrude Hacker Kennedy, '26ed, and Mrs. Dave Deakins Price, '25, are co-chairman of the decorations committee.