

**T**he basic ideals of higher education in America have changed but little since the first American colleges opened their doors. Because of a problem peculiar to our time the efforts to reach the ideals and to fulfill the purposes are falling short in many instances.

The main problem is a practical one; it is a matter of money. With taxation running at an all time high for national needs, state supported higher education has lagged. The result: operational appropriations to cover "bread and butter" functions but none to finance highly specialized and scientific programs which make an institution great.

Leading educators and business men throughout the nation have recognized the fact that funds from state sources alone no longer will meet the educational needs. Where then is the money to come from that will keep the University of Oklahoma well up in the academic procession? It must come from friends and alumni of the University who have the vision to see that nothing is so important to the well-being of the community, state, and nation, as an educated, intelligent citizenry.

This brief statement set the theme for a publication issued by the University of Oklahoma Foundation last summer outlining the need for private funds at this institution. If a public supported University is to excel in the highly specialized areas of research and other educational activities, private funds must be acquired to supplement state appropriations; otherwise many of the traditional functions of such institutions must go unrecognized.

The universities of the Big Ten have set the pattern for public universities throughout the nation. Their achievements, through well-organized research programs and scientific college enterprises, have been most outstanding. It should not be overlooked that there has been some progress made by the schools of this area along that line, and that there is a definite awareness here of the value of such investments to the future economic development of Oklahoma and the Southwest. Most of the gifts received by the University of Oklahoma have come from individuals, friends and alumni of the institution. However, there have been some substantial gifts received from business and industrial organizations, and there are many reasons to believe that such gifts will increase in the future.

The present tax law permits the deduction of charitable contributions up to 5% of net earnings before taxes for corporations and up to 20% deductions on incomes of individuals.

## On the Sooner Scene

By R. BOYD GUNNING

**The problem of keeping the University of Oklahoma well up in the academic procession is one that must be solved by friends of the institution. The Alumni Executive Secretary explains O.U.'s gift program.**

In a recent survey made by the commission on financing higher education, under the sponsorship of the Association of American Universities, it was determined that today business gives to all philanthropic causes between six-tenths and seven-tenths of one per cent of its income before taxes. This approximates 250 million dollars. Of this amount more than four-fifths go to charities: Community Chests, Red Cross, Hospitals. Between one-fifth and one-sixth—40 to 50 million dollars—is devoted to higher education. The opportunities which leading business men recognize in this kind of corporation giving is reflected in some of their recent statements.

Henry Ford II, President of Ford Motor Company, has this to say:

"The increased mechanization and complexity of our times requires more and more trained people. We have begun to do a real good job with many of the natural resources, yet the greatest resource of America is its youth. It is high time we in industry lend a hand with the greater development of these human resources. We believe that higher education for great numbers of our youth and the strengthening of our colleges and universities are partial answers, at least, to the challenge that will face a free America in the years ahead."

John L. McCaffrey, President of International Harvester Company, says this:

"If we are to maintain and expand our educational system, we must do more than offer good wishes. We must give financial support to the limit of our ability. Aside from our interest as individual citizens we have a legitimate business interest at stake. Every business man today needs to know enough about the society in which he lives and operates so that he can follow its changes, intelligently adjusting himself and business to changing times, and making sure that his business serves its most useful purpose for society.

And here is a resolution passed by the

Board of The National Association of Manufacturers in October, 1951:

"Industry recognized the essential contributions made by these institutions to the development of leadership to manage its increasingly complex operations, the contributions in both pure and applied scientific research, the investigations and study of pertinent phases of our life and the development of social and civic competence of our citizenry. Business enterprises must find a way to support the whole educational program effectively, regularly, and now."

Evidence of this philosophy can be found in Oklahoma in the important gifts that have come to the University in recent months. As a part of the ceremonies celebrating the 60th anniversary of the founding of this institution, announcement was made that Mr. and Mrs. Fred Jones of Oklahoma City will provide funds for the construction of the Fred Jones, Jr., Memorial Chapel in memory of their son who met an untimely death as a result of an airplane crash while he was a student at the University.

President G. L. Cross stated at the ground breaking ceremonies: "This is the most important gift received by the University in the first 60 years of its existence." A few weeks later announcement was received from Gladewater, Texas, that a former resident of Muskogee, Mr. Murray Sells, had passed away, naming the University of Oklahoma in his will to receive one-tenth of the residue of his estate. It has been estimated by reliable sources that the value of this gift will be in excess of \$500,000.00.

Beyond these examples a number of other important gifts have been received in recent months. For example, graduates of the University School of Geology and companies who have employed graduates of this school recently contributed more than \$62,000.00 to be used for equipping the new million dollar Geology Building on the campus. In addition to this, more

than 2,000 individuals contributed to the Foundation and the Alumni Development Fund in the year 1951-52. There were gifts as small as \$5.00 and as large as those described above. All of these gifts were most welcome and useful and they represent a wide spread interest in the academic program of the institution.

Here is an example of what the University can accomplish if adequate funds can be found. The University has assembled for teaching purposes a great many outstanding men and women who are capable and eager to do vital research. However, as in all state universities, practically all of the appropriated funds received by the institution must be used in financing the basic functions of teaching. Very little money is left for research. Often the price of a single piece of research equipment totals more than the annual research fund. This is true in Oklahoma as it is true in Illinois, Michigan, Wisconsin, Missouri, Minnesota, Texas, and in fact all of our sister states. Research simply depends upon the states business men who recognize its importance in their own businesses, and upon individuals who see the need for sustaining progress.

Dean Laurence H. Snyder of the Graduate College who is director of research at the University, recently made the statement, "It is now realized by all those concerned with the development of scientific, social, cultural, and economic progress that practical applications and desirable advances in these fields depends upon research."

Some of the important buildings needed at the University which will likely be built only when private funds are found in finance them include a University Museum, Auditorium, Observatory, an Adult Study Center, and Archives and perhaps even the completion of the Library itself.

In order to define and clarify such needs, to stimulate an interest among the maximum number of people in those needs, and to receive and administer gifts and bequests the University of Oklahoma Foundation was organized in 1944. The purpose of the Foundation was conceived as a trust to perpetuate the opportunities and the wealth of Oklahoma by developing the frontiers of knowledge.

The Foundation is governed by a Board of Trustees elected by the contributors to

the Foundation except for ex-officio members, namely the President of the University, President of the Alumni Association, and President of the Dads' Association. The Foundation is completely independent of the University, or the state, in conducting its affairs. It is prepared to accept gifts of money and property gifts may be made outright, or under provisions whereby the donor reserves an income to be paid as an annuity throughout the lifetime of one or more persons. Gifts may be designated for specific purposes or given unrestricted so the Foundation Trustees may determine how the gift may be used most effectively. A number of lasting memorials have been established through this organization. As indicated before, significant deductions are allowed in the state and income tax laws of the federal and state governments for gifts and bequests for the Foundation. The success of this program depends entirely upon the response by alumni and friends, and upon the realization by many people that it is only in this way and through these means that many of the fundamental objectives of the University can reach fulfillment.

# OFFICIAL BALLOT

## 1953 Election of Board of Trustees of the Oklahoma Memorial Union, Inc.

**VOTING REGULATIONS:** In accordance with Article VIII (Nominations and Elections) of the Amended Articles of Incorporation of the Board of Governors of the Oklahoma Student Union, the following nominees are candidates for membership on the Union's Board of Trustees. Every paid member of the University of Oklahoma (Alumni) Association is entitled to vote for four (4) of the nominees. The four elected will each serve three-year terms.

**IMPORTANT:** Vote for only four (4) nominees. Ballots must be received on or before *May 1*, at the office of the Secretary, Board of Trustees, Oklahoma Memorial Union, University of Oklahoma, Norman, Oklahoma. Each ballot must be signed to be valid.

### NOMINEES

(Vote for 4)

- Mentor Baker, Jr.  
Oklahoma City
- Hardin Ballard  
Purcell
- Phil Burns  
Oklahoma City
- Frank Clecker\*  
Oklahoma City

- R. J. Clements\*  
Oklahoma City
- Fred Daugherty  
Oklahoma City
- Ralph Enix  
Kingfisher
- Cleo Fitzgerald  
Stillwater

- Jack Luttrell  
Norman
- Jack Smith  
Ardmore
- Guy Steele, Jr.  
Norman
- Neil Johnson\*  
Norman

\*Indicates Trustees presently serving on the board.

Signed \_\_\_\_\_