



New Speech and Hearing Clinic in Oklahoma City was made possible by gift from Junior League. Dr. John W. Keys, clinic director, is pictured with Mrs. Elizabeth Merrick Coe, '45ba, and Mrs. Elizabeth Hunt Lowry, '42fa, both officers in the Junior League. New building was dedicated May 26.

# Horizons of Greatness

Through private gifts, state universities are able to make significant advancements. The author reports what is being done in other states and at the University of Oklahoma.

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*"The story of human advance is the story of the unconventional which has become the commonplace, the untried which has become the routine, of the non-conforming which has become the customary."*—Owen J. Roberts.

THE IDEA of making private gifts to state-supported universities and colleges has run full cycle. Today it is accepted as a worthy subject for philanthropy. The 1957 fund report of the American Alumni Council verifies that substantial amounts of money are being received through organized fund-raising programs operated in 44 state universities and land grant colleges.

The University of Oklahoma is one of these, having received more than \$3,200,000 in private gifts in the last five years. Perhaps even more significant is the fact that each year the amount received has increased so rapidly that gifts for the fiscal year ending in June 1956 totaled \$892,095. The amount more than doubles that received in the first year of the 5-year period.

New and exciting opportunities are opened to the University because of these generous gifts. It has been said that it is primarily through private gifts that the horizons of greatness are attainable by state universities.

If a state university is to develop programs in highly specialized areas of in-

struction and research it must have private gifts. This applies to those institutions located in the wealthy states as well as those of states with limited resources. As a matter of fact, some of the most successful state schools in the solicitation of private gifts are Ohio State, Michigan, Wisconsin, California, Minnesota and Texas A. & M. College. Great research programs and many fine buildings are found on these campuses as a direct result of this money.

A recent report from the University of Michigan indicates that 56% of the money invested in buildings on that campus came from private benefactors.

The state universities have a special mission because of their adherence to the philosophy that every youngster deserves the right to pursue an education to the limit of his abilities.

State universities also have a philosophy of service developed to meet the needs of the public which they serve. They have extended the concepts of higher education because of the demands for skill and training that are outside the traditional curriculum of most private schools.

So much is expected of a state university that it must continuously demonstrate the ability and willingness to provide a broad, well-rounded program of service to the people of the state and region which it serves. It must be able to substantiate its needs to the state legislature and to its private benefactors and to the citizens it serves. It must give conclusive proof that its services warrant the trust and support of all.

Private benefactors of state universities have a satisfying advantage in that the basic necessities such as classroom teaching, administrative expense, a major portion of the classroom and laboratory buildings, plus limited research are all provided by state funds. Consequently, all private gifts which are received may be directed exclusively toward the accomplishments of extraordinary results.

A brief look at the tremendous influence of the gifts received by the University of Oklahoma vividly illustrates the point. Since World War II several thousand students have graduated from the University of Oklahoma with the assistance of scholarships or loan funds, practically all of which were financed through private gifts. In a state-supported school, where tuition is comparatively low, a small amount of money can often make the difference as to whether or not a good student completes his education.

In spite of all the good that has been done through the scholarship and loan programs, a great deal more is needed. The fact remains that, although nearly half the high school graduates in Oklahoma are attending some college or university, only half of the upper 10% of high school graduates are entering college. This is an appalling waste of brain power.

Financial grants to faculty members in recognition of outstanding teaching, counseling, and research have had a tremendous influence upon the ability of the University to attract excellent young teachers and to retain those already here in spite of a low salary scale. Fifty-nine outstanding faculty members have benefitted from this experience in the past five years.

A large amount of laboratory equipment essential to research has either been given to the University or purchased with private money. Several times as much money is spent from private sources on research at the University than is available from appropriated funds. The University research program is under the able direction of Dr. Lloyd E. Swearingen, vice president of research and director of the Research Institute.

To adequately describe the significance of the research program requires more

space than has been allotted to this article.

The Junior League of Oklahoma City has made one of the most generous gifts the University has ever received, a new Speech and Hearing Clinic Building will be dedicated on the School of Medicine campus May 26th. Construction of this building was financed by the Junior League, with funds matched from the U. S. Public Health Service. Some of the expensive auditory equipment has been furnished by the Exchange Club of Oklahoma City, the alumnae of Kappa Kappa Gamma Sorority and by parents of children who attend classes at the clinic.

The clinic, in addition to training deaf and speech deviate children, fits hearing aids for veterans, takes care of private patients and others referred to it by the Vocational Rehabilitation Commission. One

of its most important functions is to serve as a laboratory for training teachers in speech correction and hearing. The program is under the general supervision of the Dean of the School of Medicine and the Dean of the College of Fine Arts. According to Dr. John Keys, Director of the clinic, much of its success is due to the splendid cooperation received from the Crippled Children's Commission and the Vocational Rehabilitation Commission.

Another important gift is represented by the Fred Jones, Jr. Memorial Chapel which will be under construction on the Main Campus within the next few months. The magnificent new Geology Building, which houses the largest School of Geology in the world, was equipped by gifts from graduates of the school.

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## O.U. Foundation Assists With Institutional Needs

The Articles of Incorporation provide that the Foundation shall exist "for charitable, benevolent, religious, educational and scientific purposes." The gifts received by it are administered "exclusively, for the benefit of the University of Oklahoma." Members of the corporation are persons, corporations or associations who contribute to it amounts of \$100 or more.

The trustees, who of course serve without pay, have rendered an extremely valuable service to the institution in terms of expert management of Foundation money and property.

The treasurer of the Foundation is Q. M. Spradling, controller of the University. All accounts are audited annually by an independent C.P.A. firm.

The Foundation accepts gifts either unrestricted or to carry out specific purposes designated by the donors. At the present time there are 155 restricted accounts in the Foundation intended for a variety of purposes which considered together are almost as broad as the activities of the University itself.

The success of this program is entirely dependent upon the confidence and support of alumni and friends of the institution.

The University of Oklahoma Foundation, Inc., was organized in 1944 to ac-

cept gifts and bequests for the benefit of the University. The Foundation has received well over a million dollars to provide assistance to worthy students and to finance urgent needs of the institution beyond the range of appropriated funds.

The Foundation is under the direction of an independent board of trustees, elected by members of the corporation for three-year terms.

Present trustees include Ward S. Merrick, Ardmore, Chairman; Neil R. Johnson, '15ba, '17Law, Amarillo, Vice Chairman; T. H. McCasland, '16ba, Duncan, Vice Chairman; Norman W. Brillhart, '17ba, Madill; Errett R. Newby, '07bs, '08ba, Oklahoma City; Dow Hamm, '22ba, Dallas; Charles P. McGaha, '18, Wichita Falls; Richard L. Wheatley, '22Law, Vinita; C. A. Vose, Oklahoma City; Wallace C. Thompson, '20bs, Houston; Oscar R. Champion, '30bs, Fort Worth; Roy Guffey, '26bs, Dallas; Frank Cleckler, '21ba, Oklahoma City; Fred E. Tarman, '10ba, Norman; Walter Neustadt, Ardmore; Henry B. Bass, Enid, H. B. Fuqua, '19ba, Fort Worth; Grady D. Harris, Jr., '45ba, '49Law, Oklahoma City; W. D. Owsley, '32bs, Duncan, and R. Boyd Gunning, '37ba, '37Law, Executive Secretary, Norman.

ployee of Be-Mac Transport Company, Inc., Oklahoma City.

R. Jerry Johnson, '56, Uvalde, Texas, recently completed a week's orientation in Newton, Iowa, for the Maytag Company. He now is city sales representative for the firm's St. Louis, Missouri, branch. The branch territory includes southern Illinois, eastern Missouri and northeast Arkansas.

Lieut. (jg) Thomas Richard McCalla and Mrs. McCalla (the former Shirley Howard, '56fa) now live in Naples, Italy, where he is on shore duty with NATO headquarters.

Ensign Paul A. Tucker, '56eng, now is stationed at Port Mugu, Naval Air Missiles Testing Center, in California.

Lieut. Tommy L. Walker, '56bus, Oklahoma City, has graduated from a ranger course at the Army's Infantry School, Fort Benning, Georgia. Walker entered service last July.

BIRTH: Paul E. Leftwich, '56m.ed, and Mrs. Leftwich (the former Nancy Gambill, '49-'51), Oklahoma City, have chosen the name Paul Scott for their son born March 8 in Wesley Hospital, Oklahoma City. They also have a daughter, Kathryn Sue, 13 months.

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These are but examples of the many accomplishments made possible by friends of the University through their generous gifts. There are many other examples which would perhaps be just as impressive and we hope there will be many more in the future.

The University of Oklahoma enjoys a unique position among educational institutions of the Southwest. Because of its stable and intelligent administration the University has been able to demonstrate a capacity for leadership that few institutions can match. President George L. Cross has held his position since 1944 and his administration has been unparalleled by any other institution in the region for the successful recognition and treatment of educational problems.

As a young institution, this University has vigor and a fresh approach to education that cannot be matched by many. We have the resourcefulness and leadership to innovate, experiment and pioneer; hence to set the standards of quality and service in education in the Southwest that vitalize its impact on our free society.

## MAGIC WORD for HOLLYWOOD

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major movie studios are two other popular books by Oklahomans, *The Reluctant Angel* by Ellen Reaves Hall, and *The River Witch* by Marjorie McIntyre. Both authors studied in O. U.'s writing school.

When a movie producer and a television director each asked this writer to tell them seriously what it is that the O. U. creative writing school has that makes for its phenomenal success, the answer was easy. It has its founders, Dr. Walter S. Campbell and Professor Foster Harris, who not only have thoroughly mastered the craft of writing, but who understand so well what people like to read and editors wish to buy that they can say with assurance:

"We may not teach you how to write, but we'll teach you how to sell!"

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