

What Does Big Business Do for Little Business?



BIG HELP FOR SMALL BUSINESS and a big help for us too. Western Electric Company representative (left) discusses order with one of its many small business suppliers. Item purchased here is spring used in Bell telephone dials. Millions are bought every year.

It does a great deal.

The Bell System, for instance, buys from many small businesses.

In 1958, its manufacturing and supply unit, the Western Electric Company, did business with more than 30,000 other firms throughout the country. Nine out of ten of these suppliers had fewer than 500 employees.

Purchases totaled more than \$1,000,000,000.

In addition, Bell System employees spent a large part of their \$3,750,000,000 wages with hundreds of thousands of other businesses.

The Bell System also helps many a small business get started and grow by making its inventions and its product designs available to others on reasonable terms.

Nearly eighty companies, for example, have been licensed to make and sell transistors and thus extend the usefulness of this amazing Bell Telephone Laboratories invention.

There is no doubt that it has been one of the biggest factors in the electronics boom.

BELL TELEPHONE SYSTEM



Sooner Scene

By R. BOYD GUNNING
Executive Secretary
Alumni Association

The services you will receive from the Alumni Association are being increased this fall with the publication of a tabloid-size newspaper, the *Sooner News-Makers*. It will bring to all active alumni interesting stories about your Sooner friends, information about what they are doing and saying.

We had the good fortune of finding an outstanding recent graduate in journalism to launch the *News-Makers* as editor, Carolyn Hart. Carolyn is well-acquainted with the campus, having worked as a writer in the public relations office at O.U., and, before that, as a reporter for the *Norman Transcript*. She is rapidly becoming acquainted with alumni. You can look for the first issue the last week of October.

The Alumni office maintains current addresses for 50,000 graduates and former students. It may surprise you to know that nearly one-half of all alumni on the list graduated from O.U. since World War II. On the fiftieth anniversary of statehood the first graduate of the University had the privilege of congratulating the fifty-thousandth graduate. I doubt if there is any other university anywhere that can match this growth, but of course, the story behind the numbers is the interesting thing.

These people live all over the world. They are engaged in an amazing variety of occupations and activities. They are missionaries, congressmen, governors, doctors, inventors, miners, teachers, actors, writers, musicians, farmers, big game hunters, scientists, pilots and candle-stick makers. O.U. alumni are prominent ministers of foreign nations; one is in charge of rebuilding electric power facilities of Korea; one was the principal author of the Japanese constitution; one heads the most important news bureau of the Far East; and the *News-Makers* will bring more of their stories to you.

Representatives of the Alumni office and members of the University staff travel extensively every year and visit with thousands of alumni, still the alumni publications program is the most important means of communication between the alumni and the University. In order to keep you informed about the University and one another we publish the *Sooner Magazine*, *Sooner News-Makers* and the *Wilkinson Football Letter* regularly. Important work of alumni is also publicized through the Alumni Development Fund.

More than 5,000 alumni are now contributing annually to help the University do a better job in developing highly specialized programs and to provide financial assistance for students. These annual gifts are of increasing importance at O.U. You will be hearing more about the opportunity you have to boost O.U.'s future in this way. During October and November more than 1,500 class representatives will be writing 50,000 letters telling what can be accomplished here with your gifts large and small. I hope you are so impressed with the information you receive from your class representatives that you will send your check to the Fund as so many others are doing.



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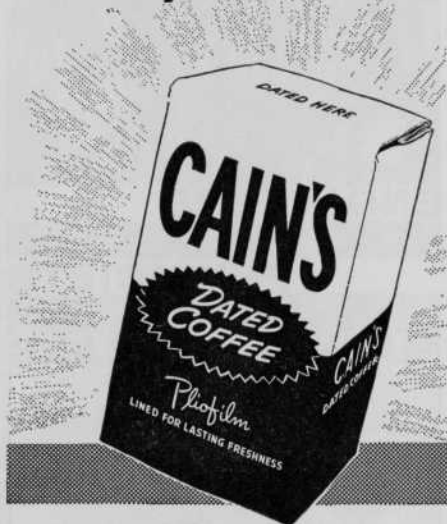
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We are frequently asked for unusual facts about O.U. Here are a few items taken from the class representative's handbook. I believe you will find them interesting.

The School of Petroleum Engineering is the largest in the world, with 12 nations outside the U. S. A. represented in the current enrollment.

The School of Aeronautical Engineering is one of the very few in the nation to maintain its own supersonic wind tunnel and jet propulsion laboratory.

The School of Geology is the largest such school in the world. Not only has the school produced over 3,000 of the nation's geologists, but approximately one-tenth of those in the petroleum industry. The building which houses the school is one of the nation's most complete and outstanding and has the very unique distinction of having most of its furnishings and equipment donated or financed by alumni.

The University's second football coach (Dr. Vernon L. Parrington, who coached the team in 1897) was later awarded the Pulitzer Prize in Literature for his *Main Currents in American Thoughts*.

The University of Oklahoma is one of five universities in the nation to receive a grant from the Kellogg Foundation for construction of a Center for Continuing Education. The Kellogg grant provides \$1,845,000 toward the total cost of \$4,250,000. The Center will serve approximately 75,000 citizens of the Southwest yearly.

O.U.'s professional writing courses have produced more sales among students than any other such courses in the world.

In 1950, the University won three national championships in athletics; national champion football team, national champion wrestling team, and national champion baseball team. It is believed that this is a record never duplicated by any college or university anywhere.

One of the most valuable collections on the history of science and technology is the gift to the University of the late Dr. Everett DeGolyer, world famed geologist and O.U. alumnus. It consists of rare first editions of works ranging from those of Aristotle to Einstein, supplemented by secondary works, translations and working copies.

The University library is the third largest in volumes between the Mississippi and the West Coast.

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