

# Sooner Scene

## MORE THAN 3,000 ALUMNI ARE WORKING FOR THEIR UNIVERSITY THROUGH THE ALUMNI DEVELOPMENT FUND

**I**N A FEW days a friend may approach you and say, "I am sending a check to the O.U. Alumni Development Fund and I invite you to do the same." Or you may receive a letter from a classmate saying, "I am writing to tell you of the wonderful job we did on the ADF last year and to ask you to send in your check so that this year will be even better." When such a message reaches you, stand up and be counted by sending your check to the Alumni Development Fund.

It will be the best money you will spend for the education of young people. You will be placing your money in the hands of the Alumni Development Fund Directors who have a way of stretching dollars to a fantastic limit. You will be buying a share in a program that means more and more to the University of Oklahoma as it continues to grow. The ADF is your program. It is self-centered in that it is conceived by alumni, the money is solicited by alumni, it is given by alumni, and finally, a committee of alumni decides how the money will be spent to accomplish the most good. Last year, more than 6,400 alumni gave a record breaking \$317,812.49 to the ADF. This year, Hugh Garnett of Altus, chairman of the Board of Directors, is confident that the number of alumni giving and the amount of money given will be even higher. Early reports seem to justify his optimism.

On October 7, more than 1,400 Class Representatives started writing their classmates about ADF. These letters will go to all University of Oklahoma people except those living in the 18 cities where personal solicitation will be used. This is a tremendous program that requires a lot of dedicated O.U. man-power, and one of the most impressive things about it is that 3,500 alumni will be contributing both their time and their money in working for the University this fall.

When these Sooners get into operation, business picks up in the ADF office in the Memorial Union Building in Norman. The checks begin to roll in to be deposited and receipted each day. A large number of letters are received from former students who benefited directly from the ADF while they were in school, or from others who

testify about these benefits from personal observation. Occasionally, there is received a complaint or even a proposition. One year, a letter was received from an old timer who offered to contribute to the ADF every year for life if the University would find him a good wife. Another time, a letter was received offering regular contributions "when O.U. stopped winning so many football games." Later, a postal card came offering regular contributions "when we start winning football games from Texas again." The most amusing letter of all was received from an alumnus several years ago who wrote at length about his hardships and "shattered financial condition." He complained of taxes, government regulations, competition, robbers and insurance costs. Then he concluded with this paragraph, "I can tell you honestly that except for a miracle which has happened, I could not enclose this check. The wolf that comes to so many doors nowadays had pups in my kitchen. I sold them and here is the money." We are looking for more miracles this year.

The first personal solicitation kick-off meeting was on September 9th at Altus. Chairman Coy Shadid had 100% of his leadership present at the 7 a.m. breakfast to hear the story of the ADF and receive instructions for the drive. Hugh Garnett, as national chairman, promised that his home town of Altus would set the pace by having the highest percentage of increase in number of contributors this year as compared to last year.

The most unusual kick-off meeting will be held Homecoming weekend when Amarillo Chairman Don Curphey, who is also vice-chairman of the national board, brings 40 Amarillo leaders to the Oklahoma Center for Continuing Education in Norman to hear the story of the ADF and receive materials for getting the Amarillo campaign under way. The biggest community organization will be headed by William G. Paul of Oklahoma City who, together with eight vice-chairmen and 40 regional chairmen, will organize 1,000 alumni to personally carry the message to the ADF to the 8,000 Sooners who live in Oklahoma City.

O.U. alumni of Cushing, Oklahoma,

have been personally soliciting their local classmates for longer than any other community group. The program was started by A. B. Imel who, at that time, was chairman of the ADF Board of Directors. On more than one occasion, Cushing alumni have been 100% in their participation. This year, the Cushing chairman is Sam Withiam.

Tulsa, another big group, is under the efficient leadership of John F. Y. Stambaugh, and Tulsa has already announced its determination to beat all communities in the 1963 campaign. Bartlesville chairman is Wayne Allshouse. Here the challenge is to do a better job than the Jayhawkers, who always provide good leadership for the University of Kansas. Houston has an experienced leader in Henry J. Beck. The Ardmore boss is O.U. beauty queen, Annette Eakin. Duncan will repeat with the winning combination of leaders, Chairman Bob Richardson backed by Tommy Jones, Jr. and J. Gordon Stephens. P.R. specialist Richard Harkins has put new life into the Kansas City leadership and has already made arrangements for a Victory Party following a record-breaking campaign in that city. Clinton is another early-rising breakfast club with Chairman Mitchell Simon setting the alarm. The chairman for Wichita is Don Lambdin; for Ponca City, Dr. Paul Powell, and for Fort Worth, former football great, Byron Searcy. Dallas is well-organized under good leadership by David K. Fagin. Bill Crawford and Karey Fuqua are co-chairmen for Lawton and they intend to beat the good record they made last year. And the University home town effort in Norman is organized and ready to go under co-chairmen Jack Patten and Jack Black.

By giving a small amount annually, every alumnus of the University has an opportunity to make a real contribution to the future. The three to four hundred-thousand dollars provided by you through the ADF is becoming a significant factor in the purchase of special and rare library materials, in starting and stimulating basic research programs, in the purchase of highly specialized scientific equipment, in financing faculty studies, and in providing financial assistance for students. This money is used to help build a greater University. It is allocated to meet expenses over and above what appropriated funds can provide. It is the best way for alumni to influence the future of their Alma Mater. —RBG