COLUMBIA UNIVERSITY increases its total resources during 1931 by $28,-
000,000.

University of Oklahoma's re-
sources during the year were re-
duced more than ten per cent.

Both universities should give the
same grade of education.

You can appreciate the problem
confronting President Bizzell when
you stop to analyze.

Is Oklahoma in the illiterate belt? The
recent survey of the book in-
dustry (Economic Survey of the
Book Industry, 1930-1931, by O. H.
Cheney) reveals how low Oklahoma
ranks among reading states:

Oklahoma ranks sixteenth from
the bottom in the list of states in the
total per cent of book sales;

Oklahoma has only four leading
bookstores and eleven other book
outlets;

Out of twenty two urban centers with a
population ranging from five
to ten thousand, seventeen are with-
out book outlets; six out of twelve
urban centers with a population
ranging from ten to twenty five
thousand are without book outlets;
fifty eight of Oklahoma's seventy
seven countries have no bookstores
or book outlets, and seventy of these
countries are listed as having no
"A" store.

There are 723 retail stores to
every book outlet in Oklahoma.

These statistics are increasing and
revealing. Oklahoma is by no means
the worst state in the union in the
matter of book-selling. But we
have a great distance to go before we
can reach the status of the northern
states. It is a sad commentary on
the entire situation that a general
book store cannot exist in Norman.
You would expect that in the state's
educational center you would find a
well patronized book store. Efforts
to get students to read—and faculty
members, too, apparently—have thus
far met with little success.

I think we are improving. The
new library of the university is a
inducement to read. The University
Press gradually will make a mark
among students. Curiously enough,
very few University Press books are
sold to alumni. Books are the fund-
amental basis of tolerant education.
Book reading citizens are usually
intelligent citizens.

The task facing the university
should be clear. The textbook and
the lecture are not the end of in-
tellectual progress for the student.
They are the first milestone. Books
are the continuing milestones—

The Sooner Magazine
OKLAHOMA ALUMNI NEWS

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Dallas, Texas, vice president; Harrington Wimerley, '24
journ., Altus, vice president; Fred Thompson, '22 bus.,
Norman, treasurer; Frank S. Cleckler, '21 bus., Norman, secretary.
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Jack Fischer, '32 journ., of Amarillo, Texas, is the editor of
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zerland, and the article here carried is composed of letters sent
his parents in Norman, Dr and Mrs Samuel Weidman.

books and discussion. We need re-
stress the value of books more in
our university. Until we do, we are
remiss in our duty.

Negritos, Talara, Peru, S. A.
December 17, 1931

This is one of the most hope in-
spiring and satisfying letterheads we
have received in the mails for a
long time. About the time we begin
to think our work in the alumni
association is all in vain we get
some such encouraging note as the
one which followed beneath this
foreign address. Arthur Maddox,
'30, writes that The Sooner Maga-
zine is "one of my chief sources of
contact with home since I have been
in Peru."

When University of Oklahoma
graduates abroad begin to look back
to their alma mater as a definite
source of contact with "home" then
is born a real school spirit. The
University of Oklahoma is yet too
young for established moss-grown,
revered traditions—traditions that
build a real school spirit—not the
jazzy emotionalism of temporary
enthusiasm procured by artificial
methods such as pep clubs.

The growth of the alumni asso-
ciation during the three years since
the first publication of The Sooner
Magazine has been a splendid tribu-
to the increasing reverence and
loyalty of alumni toward their uni-
versity. There is more of that feel-
ing "this is my university" than
there has ever been before.

More letters like that from Arthur
Maddox whether they praise the
work of the editor and his assist-
ants or whether they criticize and
make suggestions—more of those
letters showing that alumni are in-
terested—that is what helps keep
the university "home fire burning" and
makes the officers of the alumni
association feel their services to for-
mer classmates and the school are
worth while.

The publication by the University
of Oklahoma Press during January
of the first volume of its projected
series on the Civilization of the
American Indian marks another for-
ward step of the university. Dr A. B.
Thomas's Forgotten Frontiers is the
initial volume of the series. Eventu-
ally it is hoped that the volumes
comprising the series will give a pic-
ture of Indian civilization in its
original purity, divorced from the
malformations introduced by the
land-hungry white man.