Special Issue

Scholars, Dollars and a Question

What Is A College For? pages 1-8, 26-28

In observation of Miami University's sesquicentennial a few years ago, a group of eminent, articulate gentlemen participated in a symposium which examined the question, What Is A College For? Keynote for the papers was an article by Woodrow Wilson, while president of Princeton, written for Scribners Magazine in 1909. A collection of the principal papers was published by Public Affairs Press, Washington, D.C., in 1961. Portions of four of the papers, with permission of Public Affairs Press, appear on pages 2 through 8 and continues on page 26.

The Money Behind Our Colleges pages 9-24, 25

The special report, The Money Behind Our Colleges, pages 9 through 24, was prepared by Editorial Projects for Education, a national group of alumni editors associated with the American Alumni Council. The report discusses the financial picture of higher education in America—where the money comes from, where it goes, today's problems, tomorrow's prospects. On page 25 is a look at the money behind O.U.

Some Sound Investments pages 1-8, 26-27

College is people—or it wouldn't be so important. With the greater part of this month's Sooner Magazine devoted to matters financial and philosophic, there may be a tendency to forget that what we're talking about, after all, is people. To make it easier to remember, photographer John Vack, with assistance from J. P. Smith and Mike Durham, has assembled a portfolio of some sound investments in our future, 28 blue-chip students representing a variety of fields. These young men and women, their thousands of classmates, the tens of thousands of those who will enter college in the future, are the subject of this issue. The people of Oklahoma are insuring a strong future through such investments. To learn what your alma mater is doing about building and maintaining standards of excellence, read Sooner Scene, page 29.