The President Speaks

By Dr. George L. Cross

President Cross reports this month on the enrollment of the University, emphasizing the reasons why only 2,400 women are enrolled out of a total of more than 12,000 students. The President explains the steps that have been taken to improve the situation for our female students.

The last day of fall enrollment at the University of Oklahoma was October 13. In a comprehensive analysis of our enrollment figures, received from the dean of Admissions in early October, the total figure is almost identical with that of a year ago. Once again the University has topped the 12,000 mark. There seems little doubt but that we would have had an increase this autumn had not Congress passed the Draf Act during the summer months.

After the draft bill was signed by the President, we received letters from several hundred young men who had applied for and received admission saying that they did not plan to attend school this fall but would enlist in the Armed Forces. Another limitation on enrollment this fall was the continued critical shortage of housing for women students, which will be relieved when the new dormitories now under construction are completed.

We have students from every county in Oklahoma, from 46 states, from Hawaii, Puerto Rico, and 31 foreign countries. Our student body exceeds by approximately 1,800 that of any other institution in the state, and is among the dozen and a half largest in the nation, or, for that matter, the world. These figures are most satisfying for they indicate that the University not only is serving the state in an outstanding manner, but it is becoming an important influence in world affairs.

I am concerned about the fact that of the more than 12,000 who enrolled with us this fall, only approximately 2,400 are women. This situation is not unique at the University of Oklahoma for the proportion of men to women everywhere in the country is high, perhaps much too high. I say this because I believe that the amount and kind of education provided for our women will determine in many ways to those of sorority life.

All freshmen girls, regardless of whether they plan to pledge a sorority or not, will be required to live in one of the dormitories on campus. Each dormitory is divided into four units, housing 52 girls. These units are separated by fire walls. The dormitories do not have long halls running the entire length of the building. These small groups of 52 girls each will constitute social units which will give the young women advantages comparable in many ways to those of sorority life.

The University’s new dormitories will have a counselor for every 40 girls. These counselors will be graduate women who will be pursuing advanced work in personnel work or related fields and will be qualified by training and personality to deal effectively with students and their problems. They will deal with each girl as an individual and try to plan with her a program of study and extra-curricular activities that will promote her maximum development. Despite the great size of our student body, we feel that each student is now receiving more personal attention than was the case in the pre-war years before our counseling and guidance program had been developed.

Life in the University dormitories for women will be closely supervised by officials of the University. Uniform regulations designed to protect the health of the girls will be in effect at each University operated house. Closing hours for women students are established at 8:00 p.m. for freshmen, 10:30 p.m. for upperclasswomen, Monday through Thursday, so that sufficient rest and study may be insured. At present, closing hours on the weekends are 12 o’clock midnight on Friday and 1:15 on Saturday and 10:30 p.m. on Sunday. However, it is my impression that the 1:15 a.m. closing hour following the activities of Saturday evening is a bit too liberal, and in all likelihood the hour will be set up to midnight or 12:15 sometime within the near future. With respect to each individual student, the wishes of the parents are consulted in order that the activities of the student may conform to the desires of the parents.

Although some frequently lose sight of the fact that the primary objective in attending a University is to obtain an education, programs of study and opportunities to specialize in various fields are most important. The University of Oklahoma offers the widest range of fields and specialties available anywhere in the state, and our programs for women are not exceeded anywhere in the Southwest.

Our records indicate that the women at O.U. favor especially the College of Arts and Sciences, the College of Fine Arts, the College of Education and the College of Business Administration. In these colleges there are exceptional opportunities for training in medical and laboratory technology, library science, public health, pre-nursing, recreational leadership, home economics (dietetics and nutrition, child development, textiles and clothing, home service, home furnishings, institutional management, and economic education), journalism, personnel work, psychology, social work, speech, accounting, secretarial science, government, art, drama, music, pharmacy and education. Our program in radio is also very popular with women students, and here the faculty as well as the physical facilities are among the best in the country.

Of course, all of the facilities of the University are open to women students so that women with unusual talents or interests may major in areas which are not mentioned above. It is not uncommon here for young women to study engineering, architecture and law. Some women graduars in
Opportunities also in pre-medicine. These fields have had outstanding careers. There are opportunities also in pre-medicine. Recognizing this fact, the University of Oklahoma enrolls all freshmen in the University College under a single dean, and attention is given to certain field subjects which are necessary regardless of what field of interest may be selected later. Each freshman is given various tests to determine interests and aptitudes which may be helpful with respect to the selection of a career. It is the responsibility of the University to help each student select the proper career, and we have met this responsibility at the University of Oklahoma by offering special vocational guidance to women students through the University Guidance Service. Each year we sponsor a career conference during the spring semester, and at that time outstanding speakers from all over the nation discuss the vocational opportunities open to college-trained people. These speakers are available also for personal conferences with interested students and they offer practical suggestions concerning the qualifications needed for success in the various fields. They also suggest ways of entering these professions and vocations.

In addition, the University operates a comprehensive employment service which helps its graduates get properly placed in the business or professional world. The Placement Bureau maintains extensive contacts with industrial and commercial corporations and with the schools and colleges of the country. We feel that it is in the best interest of our country to ensure that every talented young man and woman has an opportunity to acquire a higher education. We realize, also, that many of our finest and most brilliant young people often do not have the means of going to college. There is little correlation between intellectual ability and the economic or social status of one's parents. We have, therefore, to keep the cost of attending the University as low as possible.

Our rates for room and board last year were approximately 12 percent under the nation's average. In our dormitories, the cost of room and board is $225 per semester. The educational fee paid each semester by a student is $58, and it is therefore possible for any student to estimate accurately how much it will cost him to attend the University. For needy students with exceptional ability, a limited number of scholarships are available. The University also has a number of loan funds for the convenience of students who need aid temporarily.

Rumors Are Flying

One of these days the Big Seven Conference may be warbling "Is you is, or is you ain't my baby," to the University of Oklahoma, according to the Dallas Morning News sports editor, George White. White writes, "If there appears any chance of it obtaining favorable action in pre-meeting canvass of the voting powers, Oklahoma is expected to make application for readmission to the Southwest Conference at the December meeting." White quotes no definite source, but states that his information was derived from usually reliable sources.

Such action and the outcome are both in the guessing category. The University was a charter member of the Southwest Conference before its affiliation with the Big Six (now the Big Seven Conference). It is geographically suited for the change, both from alumni and University positions. O.U. can also claim that its name will lend prestige to the conference. So much for the pros involved.

The costs are just as numerous. Even if the University desired Oklahoma, it is not without opposition. Texas Tech is known to be anxious for such an opportunity also. Thus, the December meeting of the Southwestern Conference may resolve itself into making a choice between Tech and O.U.

Attendance and receipts offer little to choose between. Although Tech's present facilities will not seat as many as Owen Field, they have signified their willingness to build similar accommodations.

The biggest single factor involved in the struggle for admittance may be the travel situation and Arkansas. According to White's report, Arkansas wants to establish an annual classic on Thanksgiving Day or the Saturday following. Oklahoma would fit such a plan admirably.

There is in part the argument for and against Oklahoma's entry into the Southwest Conference. It must be assumed that the conference wants another member, that Oklahoma would like to be that member, and that the conference wants Oklahoma for the mere figure.

Court Schedule Announced

Basketball practice began October 15 and after a look at the schedule it is no wonder some of Bruce Drake's Sooners wanted to start working out this past summer.

The Sooners start against Texas, Illinois, Ohio State, City College of New York and Syracuse in that order. Every opponent is a major one. All save C.C.N.Y. and Syracuse are state universities or state agricultural colleges. The Oklahoma schedule:

December: 8—Texas here. 13—at Illinois. 18—Ohio State here. 21—C.C.N.Y. at Madison Square Garden. 23—at Syracuse. 27—Big Seven Tournament in Kansas City.

January: 4—Kansas here. 8—at Iowa State. 10—at Colorado. 15—Missouri here. 22—Kansas State here. 29—Iowa State here.

February: 3—at Texas. 11—Oklahoma A & M. 18—at Kansas. 22—at Oklahoma A. & M. 26—at Missouri.

March: 3—at Kansas. 5—at Nebraska. 12—Colorado here.

Owners of television sets in the Fort Worth-Dallas area are hoping to be the first to catch John Logan's first introduction of television in the Southwest. A Fort Worth station, WBAP-TV, only television station said to be operating between Los Angeles and St. Louis, produced the games for the approximately 1,400 people in Fort Worth and 1,800 in Dallas who own receiving sets.

Three other Southwest stations will shortly begin television. KEEL of Houston is scheduled to start December 1, Oklahoma City's WKY and Dallas' KRLD plan to launch the industry in their territories sometime after January 1.

Because of television's short range, 40 to 50 miles, clusters of receiving sets must necessarily spring up around individual stations, consequently the Fort Worth-Dallas area is the only one in these parts in which the new industry is now active.

However, officials of the Fort Worth station were enthusiastic over having transmitted their programs 110 miles distance to a set at Henderson, Texas.

The apparent explanation is that television in large Texas has very little of the impediments that shorten television's range in the more populous east and north— tall buildings and considerable concentrations of industrial machinery.

It is easy to buy a set in the Fort Worth-Dallas area. The easiest size that can be procured at present is a deluxe model selling for between $400 and $500. However, a smaller model, featuring a screen approximately six by four inches and priced at between $169 and $225, was even more popular until it was sold out of stock.

Taverns in the Fort Worth-Dallas area were among the most enthusiastic early purchasers.

The Fort Worth station's regular broadcasting period is from 7:30 to 9:00 p.m. An average of only 30 minutes of "live" television is done. Most of the programs are reshowings of films a few days old. All showings are in black and white.

Television in the east and north gets around the short range problem by use of a coaxial cable that pipes the programs long distances. The first was between South Bend, Indiana, and Chicago, and of course, football built it. The largest is between Chicago and New York.

Most startling developments in the future will probably be (1) some scheme that will extend the range to that of radio, and (2) the use of color showings, instead of black and white. However these may be several years away.

New York City, which began television before the war, has the greatest number of sets. But the new industry is headed for a speedy growth in the broad, progressive Southwest where the programs reach out farther and where the utility and style of football is ideal for spectacular television shows.

Charles Thomas Ludwig, University journalism instructor, served as a naval pilot during World War II.