I'SEEMS entirely appropriate to discuss in the first issue of The Sooner Magazine the future of the university. The establishment of this magazine in itself is an indication of what former students of the institution may expect in the way of service and information from the institution. All of us here at the university are very happy that Frank S. Cleckler has accepted the position of alumni secretary, and that another scholarly alumnus, Joseph A. Brandt, has come to the institution as editor of university publications, including the publication of this magazine.

The University of Oklahoma is just entering its thirty-seventh year. The enrollment for last year for the long term exceeded 5,000 students, which gave the institution a rank of twenty-third in attendance among the 650 institutions of higher learning of the United States. A few of you who read these words will recall the attendance at the university during your last year's residence and will get some idea of the rapid growth in student enrollment. The university is increasing its enrollment by approximately ten percent each successive year. In other words, the increase in attendance ranges from 450 to 550 students per annum.

In a letter from a citizen of this state some months ago I was asked the question if we were not over-emphasizing the attendance at the university? My reply was that we were not. I reminded him of the fact that the number of graduates from the affiliated high schools of Oklahoma is increasing at the rate of approximately 3,000 each year. The total number of graduates from our high schools exceeded 15,000 last year. It would be alarming if the university did not show an increase in enrollment from year to year and as long as the number of graduates from high schools continues to increase.

But, after all, I realize that increase in enrollment is not the best test of an institution's progress. No reputable educational institution should emphasize quantity at the expense of quality. I believe in this university the standards of instruction are improving and the quality of work is growing better.

But frankness compels me to say that there are great problems ahead of the university that must be faced with great earnestness of purpose. At the present time classroom facilities are over-taxed. It is necessary to utilize small offices for instruction purposes. Many classes are held in inadequate quarters and under conditions that are not conducive to the best quality of work. These conditions cannot continue.

Most of you know that the last legislature increased the appropriations for the university and provided for some additional buildings. At the beginning of the scholastic year of 1926-27 forty additional members were added to the teaching staff. A medical building and a crippled children's hospital were added to our facilities in Oklahoma City, which has enabled the university to concentrate all four years of its medical instruction there. An infirmary, known as Hygeia hall, has just been completed and is now being used for the first time for the medical care of university students. The new library building, for which the legislature made an appropriation of $500,000, is now in course of construction and when completed will provide stacks for approximately 250,000 volumes and reading room space for about 1,000 students. As a result of the benefactions of former students and friends of the university the student union building is nearing completion on the campus, and by homecoming time a new section of the stadium will be completed. These are significant facts in the history of the university which should bring pleasure to every loyal friend of the university.
The board of regents has prepared a budget, which is now in the hands of the budget office of this state. This budget calls for additional buildings and increases in maintenance and salary appropriations for the university during the next biennium. In future issues of this magazine I shall undertake to outline these budget requests and the reasons for them. I invite you to study this matter and lend a helping hand in securing additional funds to meet the ever increasing pressure resulting from a rapidly growing student enrollment.

If the university is to improve its standards of instruction, it is imperatively necessary to increase the salary schedules at the university. The salaries paid by the University of Oklahoma are below those paid for similar positions in other institutions with which the university has to compete for talent. We should never forget that teaching talent is an economic commodity and is subject to the law of supply and demand. Other institutions in this territory and elsewhere are continuously offering members of our teaching staff much more than they are receiving here and as a result the university has lost a number of its most progressive and capable instructors during the past year. I am deeply concerned about this problem. Something must be done to place the university in a position to compete in the market for the best available talent that the nation affords. In no other way can we build and maintain a university of the first class.

A modern university is a complex organism. It consists of a great student body, faculty members, parents and former students. It is not an easy task to maintain co-ordination of effort between complex groups composed of these diverse elements. But in addition to these groups there is a great supporting citizenship that is ever sensitive to the welfare of the institution and jealous of its reputation.

I am hoping that The Sooner Magazine will help to bring into closer co-ordination the important elements that constitute the university's clientele. I hope this issue may give you some indication of the services which we anticipate it may render in this capacity.

A modern business is more and more looking to the universities, not only for trained men, but for leadership. The establishment of the bureau of business research of the University of Oklahoma, the organization of which was perfected early in September, was accomplished by the close co-operation of several of the state's leading business men with the school of business of the University of Oklahoma.

The bureau was projected a number of years ago by Dr. A. B. Adams, dean of the school of business, who enlisted the sympathetic services of a large number of financiers and business leaders of the state, Doctor Adams, genial, thorough-going, began publishing the Oklahoma Business Bulletin, revealing the pulse of business in Oklahoma. The bulletin was part of the service contemplated by the bureau of research.

Conferences with business men in Tulsa and Oklahoma City succeeded and an organization was formed, a charter drawn up and the approval of the board of regents secured for the incorporation. A meeting was held Friday, September 7, at Tulsa with the directors at which time the incorporation papers were approved.

Twelve trustees, three of them being members of the university, have charge of the policies and disbursements of the new bureau.

The first board is composed of J. F. Owens, president of the Oklahoma Gas & Electric Co., Oklahoma City; P. A. Janeway, president of the Liberty National Bank, Oklahoma City; W. J. Pettee, Pettee Hardware Co., Oklahoma City; R. C. Sharp, financier and former president of the Oklahoma Natural Gas Corp., Tulsa; W. H. Gar- side, manager of Wilson Co., Oklahoma City; R. P. Brewer, president of the First National Bank, Tulsa; W. G. Skelly, president of the Skelly Oil Co., and of the Tulsa chamber of commerce, Tulsa; W. B. Bulkley, president of Kerr & Co., Oklahoma City; L. K. Merk, president of the Security State Bank, and of the Ponca City Building & Loan Co., Ponca City; Frank Buttram, oil operator and member of the board of regents, Oklahoma City; W. B. Eizzell, president of the university; Doctor Adams, dean of the school of business.

The objects of the new bureau could not be better stated than in the words of the articles of incorporation: "The purposes for which this corporation is formed are—To receive and disburse funds to be used by the bureau of business research of the school of business of the University of Oklahoma in carrying on business research projects in the interest of better business training and practice.

"The trustees of the corporation are to receive donations, bequests, and gifts to be used (1) as an endowment fund for the bureau of business research; (2) to defray the necessary expenses of business research professorships and scholarships awarded by the University of Oklahoma through the school of business; and (3) to defray part of the current operating expenses of the bureau of business research of the school of business."

Final control of the bureau is vested in the board of regents, who have the power to reject any and all donations offered to the bureau. An advisory council of seven business men is to be appointed to suggest business research programs for the bureau.