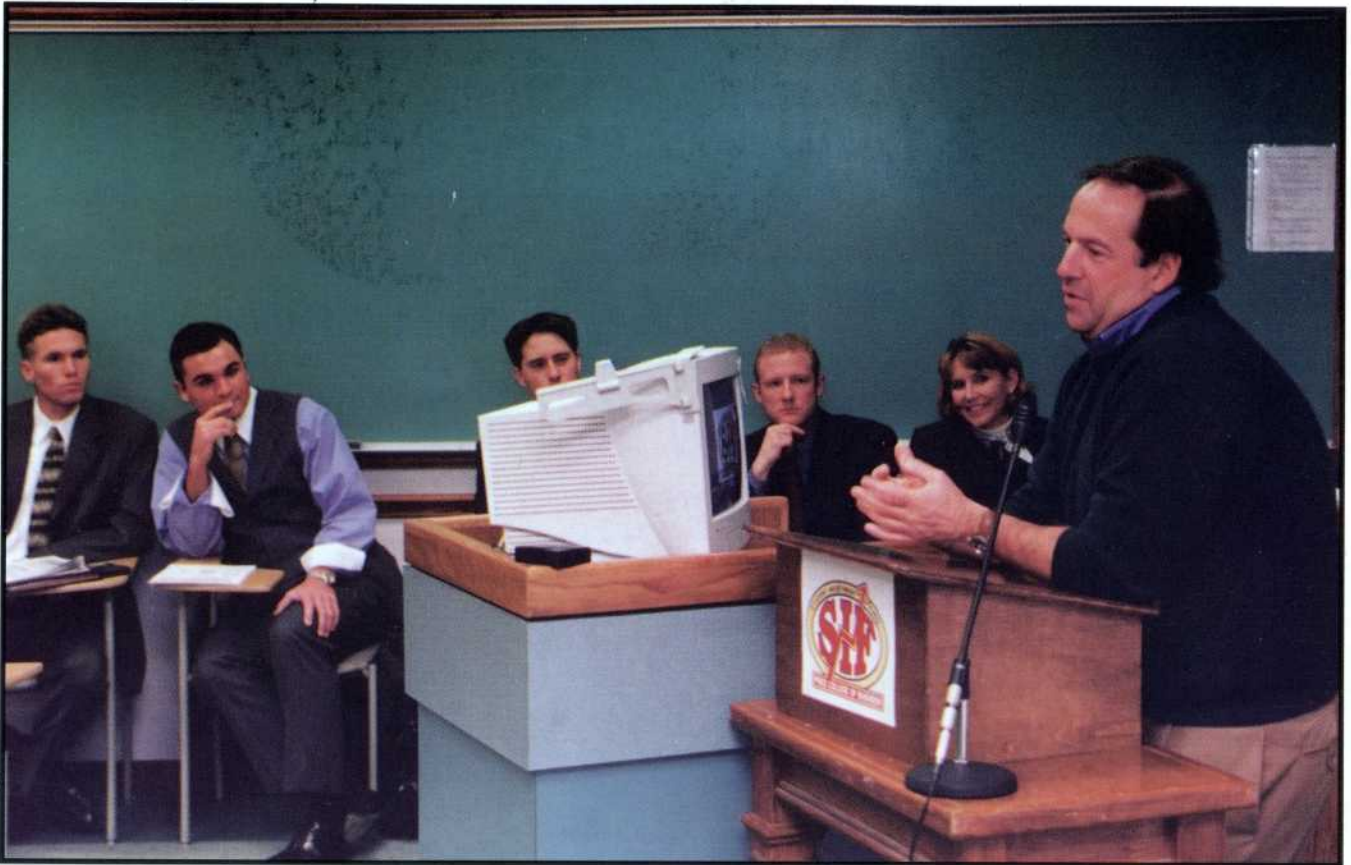


Robert Taylor



"THE PRICE OF EXCELLENCE"—Spurred by a challenge from OU alumnus and Wall Street financial wizard Michael F. Price, OU's business college is implementing a series of endowments totaling \$18 million to elevate its programs to national top 40 status. Above, Price makes one of his regular visits to the student investment class to evaluate decisions and offer advice. *Article on Page 4.*

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