

THE OU BOOK CLUB

The University of Oklahoma Press and the University of Oklahoma Alumni Association have teamed up to launch a new book club featuring OU Press books at a substantial savings to alumni and friends of the University. The "OU Book Club" will kick off in the fall issue of the Alumni Association publication *OU People*, which reaches nearly 148,000 Sooners.

Among the special Editor's Choice books is *Prelude to Greatness: Sooner Football in the 1990s*, written by former OU football player Jay Smith and former *Dallas Morning News* editor and now journalism professor Jim Willis.

Prelude to Greatness is an insider's story of life on the Oklahoma Sooners football team from 1994 to 1999, a period of tough times and eventual return to glory. Smith, the only NCAA Division I football player to play under four head coaches—Gary Gibbs, Howard Schnellenberger, John Blake and Bob Stoops—was a blue-chip offensive lineman from Arlington, Texas, who declined scholarships from virtually every other top team in the country to play with the Sooners—for what he hoped would be a national championship.

Other Editor's Choices include Will Bagley, *Blood of the Prophets: Brigham Young and the Massacre at Mountain Meadows*; James L. Haley, *Sam Houston*; Stephen Hyslop, *Bound for Santa Fe: The Road to New Mexico and American Conquest, 1806-1848*; Lynn Musslewhite, *One Woman's Political Journey: Kate Barnard and Social Reform, 1875-1930*; and Richard L. Nostrand, *El Cerrito, New Mexico: Eight Generations in a Spanish Village*.

This book-purchasing opportunity will be a different sort of book club—devoid of the annoying reply card that must be mailed by a specified date to escape being shipped an unwanted book.

"We're not doing the 'negative option' thing where you have to return a card to avoid shipment," says Dale

Bennie, the Press' new director of marketing and sales. "You get only the books you order by returning a pull-out card that will be included in the season's catalogue."

As an incentive to join, OU alumni and friends can receive three OU Press books (from a list of 30 titles) for only \$1 each, a savings up to \$139 off the list price. In return, OU Book Club members are asked to purchase an additional four books at the regular club price (20% off list) within the next two years.

Charter Members also can obtain the eight-volume set of Robert Conley's "Real People" series for only \$9.99 plus \$4.50 shipping and handling, and save more than \$110. Conley is the award-winning author of *The Witch of Going Snake* and *Other Stories* and other books that portray Cherokee culture and history through fiction.

A portion of Book Club proceeds will go to the University to support student, alumni and other OU activities. "Everybody wins," says Tripp Hall, vice president of Alumni Affairs. "Alumni and friends can acquire award-winning books at a substantial savings and help support OU."

Joining simply involves selecting three \$1 books from the ad in *OU People* and completing the information on the business response card provided. Book orders will be shipped within 72 hours, and satisfaction is guaranteed. OU Book Club members then will receive quarterly mailings from the club featuring "Editor's Choice" books, other books at regular club prices and special savings on books with markdowns of up to 90 percent. Members can purchase any of more than 1,100 OU Press books at the regular discounted club price.

"This is an exclusive offering not being made available to the general public," says OU Press Associate Director/Editor-in-Chief Charles Rankin. "We wanted it to be a special benefit for those who love and support OU."

