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Pure Logic



Study It Out For Yourself

Why the Alumni Association Has "Life Members"

When the Executive Board of the Alumni Association decided ten years ago to start publishing a monthly magazine for O.U. alumni, board members decided that the best way to put Association finances on a permanently stable basis would be to establish a Trust Fund, to be built up through Life Memberships. The cost of a Life Membership, including life subscription to *The Sooner Magazine*, was set at \$60 and it was provided that the entire amount go into the Trust Fund, only the interest being available for the expenses of the Association. This far-sighted plan created a steadily growing fund, which now amounts to more than \$16,000, and the Association's income from this source has steadily increased.

Why More Life Members Are Needed

The Life Membership Trust Fund is sound, however, only when enough alumni take Life Memberships to give the Association much more interest income than it is now receiving. Board members ten years ago felt that at least 500 Life Memberships were necessary to insure successful financing of *The Sooner Magazine*. Only about half that many have been received. The Magazine has survived, but the additional 250 Life Members are seriously needed.

Advantages of Life Membership

The \$60 cost of a Life Membership is easily paid over a period of three years, at the rate of \$5 a quarter. Then the alumnus (and his wife, too, if she is a Sooner) is a paid member for life and will receive *The Sooner Magazine* every month for life. The money paid to the Association is permanently useful, because it goes into the Trust Fund and keeps providing interest income for the Association. For those alumni who wish to continue their contacts with the University, and to give the Alumni Association maximum assistance for the amount of money spent, the Life Membership plan is the *sound, logical* choice.

Ted Beard, Executive Secretary
University of Oklahoma Association
Norman, Oklahoma

The Life Membership plan sounds logical to me. I wish to become a Life Member on the following plan:

- \$60.00 payment in full enclosed herewith.
- \$5.00 enclosed herewith, remainder of the \$60.00 cost to be paid at the rate of \$5.00 quarterly.

Name _____

Class _____

Address _____