
This Page **CLASS OF '37** *Only*
for

*Do You Want to Continue
Receiving This Magazine?*

All O.U. alumni who received bachelor degrees in 1937 and whose addresses were reported to the Alumni Office were sent The Sooner Magazine during the last year. As the Magazine goes on a twelve-month basis this year for the first time, you are being sent the August issue as an extra "bonus."

But this issue of the Magazine is the last one you receive unless you now become a regular member of the University of Oklahoma Association, the official organization of alumni and former students.

The Cost?

You can be a member for one year and receive twelve issues of the Magazine for less than 9 mills a day.

The Value?

You've been receiving the Magazine for a year and you can judge it for yourself. Read the facts in the adjoining box on this page.

Why Belong?

A state university is publicly supported and is dependent upon public opinion. Only a strong and vigorous Alumni Association can represent the University adequately before the public.



Tooting Our Own Horn

During the last year
The Sooner Magazine
made this record:

- Increased the number of pages published to an amount exactly **DOUBLE** the general average of alumni magazines in America.
- Joined the select group of alumni magazines (only about a dozen in the entire nation) that publish twelve or more issues a year.
- Was one of the four alumni magazines in the nation that received more than one award for merit in the 1938 contest of the American Alumni Council.
- Increased its advertising volume fifty percent.
- Increased its paid circulation more than half.
- Published more than two thousand items about individual Sooners.

T. M. Baird, Alumni Secretary
Union Building
Norman, Oklahoma

I'm a '37 graduate and I don't want to miss an issue of The Sooner Magazine.

\$3.00 enclosed for year's membership and 12 issues of the Magazine.

Keep sending the Magazine and bill me next month.

Name _____

Address _____