

SOONER MAGAZINE

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ROSCOE CATE, '26, Editor-Manager

● TED BEAIRD *Riding the Range*
● HAROLD TACKER *Photographs*

● HAROLD KEITH *Sooner Sports*
● PEGGY CLAY *Alumni Personals*

● FRANCES HUNT *Articles*
● SIGFRID FLOREN *Articles*

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The Cover

O. U.'s popular band performs between halves before a solidly packed football crowd, while the card section spells out the name of the band queen Billie Atchley

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A Habit Worth Cultivating by Alumni

AN ARTICLE in a recent edition of the Princeton Alumni Weekly carried the title "The Habit of Giving to Princeton."

In *Sooner Magazine*, a similar article heading would have little meaning. University of Oklahoma alumni do not have any habit of giving to their University. Only a very few have ever given any thought at all to the possibility of creating such a habit.

Yet we know, if we carefully examine the state government's financial status and its future outlook, that state appropriations alone are hardly likely to be large enough in the next decade to keep vital and strong the University's heritage of leadership.

There are two habits that alumni can develop that would greatly brighten the prospects for the future. One is for alumni who are able to give money to get in the habit of thinking

about the University's needs. The other is for alumni *not* able to give money to get in the habit of thinking of the University's needs in order to bring them to the attention of non-alumni who might be interested in putting money into a constructive educational project.

Certain alumni were largely responsible for the most recent of the large gifts—the \$10,500 gift from Walter Neustadt of Ardmore for the site of the University's new flying field. One alumnus in Norman and another in Ardmore gave Mr. Neustadt the background information about the University's need for a flying field, which resulted in the gift.

If alumni in general will get in the habit of keeping themselves informed about the University's needs, they can play a vital role in building a greater University of Oklahoma.

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