



JOIN THE LIFE MEMBER PARADE!

31 More this month

THE Life Membership parade keeps marching on. Forty new ones last month. Thirty-one new "lifers" announced in this issue of *Sooner Magazine*. More to come next month. Many of the new ones are young alumni, some just graduating this spring. It means new vigor, new enthusiasm, new strength for the University of Oklahoma Association!

There are many good reasons for this trend toward Life Memberships. Every cent of the money paid on a Life Membership goes into a trust fund and only the interest is used, which makes it a *permanent* endowment for alumni work. Too, more and more alumni are taking an active and personal interest in the Alumni Association's constructive work as a liaison office between the University and the alumni and the general public. The Alumni Association, being an independent organization, can speak out for the University in an effective way that would be impossible for the University administration itself or for individual alumni. And the Alumni Office gives *service* to members—an every-month news magazine, records maintenance, employment help, sponsorship of alumni meetings, and individual service to Association members who want help from an office that has close con-

tacts with leading citizens in all parts of the state and in most states of the Union.

A check for \$5.00 makes the initial payment on a Life Membership. Total cost is \$60.00, and it may be paid in instalments at the rate of \$5.00 each quarter. If you are already an annual member of the Association, add \$2 to your next renewal check and you'll have the first payment on your *Life* membership. A single Life Membership includes both husband and wife if both have attended O.U.

The 527 Life Members of the University of Oklahoma Alumni Association have a prestige that means something. They've proved their life-long allegiance to the University. And they are benefitting from their membership.

Wouldn't you like to add *your* name to this list of 527 lifetime Sooners?

UNIVERSITY OF OKLAHOMA *Association*

Ted Beard, Executive Secretary
Union Building
Norman, Okla.