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These Advantages . . .

# of Life Membership

## In The University of Oklahoma Association

as compared with annual membership

1. Membership dues and *Sooner Magazine* subscription paid up for life. No bother with annual renewals, or lapsing of subscription because of failure to renew on time.
2. Eighty percent of all the money you pay on a Life Membership goes into a permanent trust fund, providing endowment income for an independent alumni program in behalf of your University.
3. If you have a reasonably good life expectancy, and want to keep up with what's happening at the University, and the news of your Sooner friends, you make an actual dollars and cents saving by taking a Life Membership instead of annual membership years after year.
4. A single Life Membership includes both husband and wife, if both are eligible for membership in the Alumni Association.
5. You identify yourself with a fine group of leading Sooner alumni who have put their life-long loyalty to the University in permanent and tangible form by becoming Life Members.
6. When an alumnus takes a Life Membership in the University of Oklahoma Association, it proves to the people of his community that he has *faith* in his University, and is vitally interested in its welfare. Active support of the University by alumni is absolutely necessary to secure support from the public in general.

{ Initial payment for a Life Membership is only \$15.00. Pay  
the balance at the rate of \$5.00 quarterly until the total amount  
of \$60.00 has been paid. *Buy a share in O. U.!* }

# The University of Oklahoma Association

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