

When a Life Member of the
UNIVERSITY OF OKLAHOMA ASSOCIATION
YOU ENJOY THESE ADVANTAGES . . .
 as compared with annual membership



1. Membership dues and *Sooner Magazine* subscription paid up for life. No bother with annual renewals, or lapsing subscriptions 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 year 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.

YOUR MEMBERSHIP MEANS YOU ASSIST . . .

- ★ In promoting the interests of higher education in Oklahoma, to stimulate and develop public interest in culture and learning, and especially to develop such interests in the fields of higher education offered at the University of Oklahoma.
- ★ In disseminating information about the services of the University of Oklahoma, including both the educational program on the campus and the extension services throughout the state.
- ★ IN COUNSELING WITH THE UNIVERSITY ADMINISTRATION, THROUGH THE ALUMNI OFFICES, ABOUT OPINIONS OF THE PEOPLE OF THE COMMUNITY, STATE AND NATION ON THE UNIVERSITY'S PROGRAM AND ITS FUTURE DEVELOPMENT.
- ★ In sponsoring meetings of University of Oklahoma alumni and former students in the interests of good fellowship and in order to promote the welfare of the University.
- ★ In directing the office of the Alumni Association in maintaining alumni records, and in collection of news items for the alumni publications, with particular attention to former students and graduates.
- ★ In interesting prospective donors of gifts or bequests in the special financial needs of the University for projects not likely to be financed by state appropriations.
- ★ In sponsoring other projects and programs in the interests of the University of Oklahoma and its alumni, consistent with the general principle, "In united effort there is strength!"

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.!

(If you are a Life or an Annual Member of the O. U. Alumni Association, we urge that you send SOONER MAGAZINE to an O. U. service man or woman over-seas, or an O. U. Alumnus confined to one of the many general hospitals due to war injuries. Your Alumni Association has the names of hundreds of these sons of O. U. If you desire, we will select the names for you upon receipt of as many \$2.00 Membership-Subscription fees as you choose to supply. FOR THEM—THE WAR **IS NOT** OVER!)

THE UNIVERSITY OF OKLAHOMA
ASSOCIATION