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YOU CAN PLAY AN IMPORTANT PART IN HELPING TO BUILD A UNIVERSITY OF OKLAHOMA THAT IS SECOND TO NONE IN THE LAND.

BE PROUD TO BE A SOONER AND CONTRIBUTE TO THE O. U. ALUMNI DEVELOPMENT FUND.

HAVE A HAND IN MEETING THESE NEEDS WHICH CANNOT BE FINANCED BY PUBLIC FUNDS.

The University of Oklahoma has followed the example of most of the great colleges and universities of America in organizing the Alumni Development Fund. Included in this program are only those critical needs of the University which are not likely to be financed by the State Legislature. This job can be done only through private contributions from Alumni and other farsighted friends of the University. Here is a profile of those needs.

STUDENT HOUSING: Private funds are needed for an International House, Cooperative Housing for both men and women students, Dormitories.

PUBLICATION: Books Abroad needs financial assistance. The University Press has a number of outstanding manuscripts that can be printed only if they are subsidized.

RESEARCH: Public Health, Mineral Sciences, Engineering, Physics, Education, are only a few of the fields in which the University is ready to expand its research program as soon as funds are available.

SCHOLARSHIPS: There are very few scholarships at the University, and many are needed. Even a small amount will mean the difference between whether or not a promising Oklahoman stays in school.

EQUIPMENT: Various types of scientific equipment are needed for advanced study and research in University Laboratories.

BUILDINGS: Needed are such special purpose buildings as, Museum, Chapel, Observatory, Scientific Greenhouses, Speech and Hearing Clinic, Auditorium, Gymnasium, Journalism Building, completion of the William Bennett Bizzell Memorial Library.

You may apply \$3 of your contribution to annual membership in University of Oklahoma (Alumni) Association.

SEND YOUR CONTRIBUTION TODAY TO THE ALUMNI DEVELOPMENT FUND, UNIVERSITY OF OKLAHOMA, NORMAN, OKLAHOMA.