

Christmas Comes . . .

But once a year, and the one time when gifts are sent everywhere. There is no easier way to shop for the right gift than to select several magazines from the list printed below (a more complete list was mailed to alumni several weeks ago) and let the Alumni Association handle your problems from there. As salesmen for the magazines we receive an agents fee for each subscription sold, so each order not only helps fill your gift needs but aids your Association.



FOR MEN

Esquire (The Magazine for men)

1 year	\$ 6.00
Two 1 year gifts	10.00
Three 1 year gifts	13.00
Each add'l. 1 year gift	4.00
3 years (Money saving rate)	12.00

True (The Man's Magazine)

1 year	\$ 3.00
2 years	5.00
3 years	7.00

Field & Stream

1 year	\$ 3.00
2 years	5.00
3 years (Money saving rate)	7.00

Argosy

1 year	\$ 3.00
Each add'l. year gift	2.00
2 years	5.00
3 years	7.00

FOR WOMEN

Parents

1 year	\$ 3.00
Two 1 year gifts	4.00
Three 1 year gifts	5.00
Each add'l 1 year gift	2.00
2 years	4.00
3 years (Money saving rate)	5.00

Living (For Young Homemakers)

1 year	\$ 3.50
Each add'l. 1 year gift	3.00
2 years	6.00

Charm

1 year	\$ 2.50
Each add'l. 1 year gift	2.00
2 years	4.50

Mademoiselle

1 year	\$ 3.50
Each add'l 1 year gift	3.00
2 years	6.00

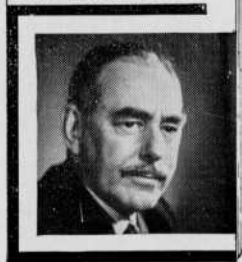
Woman's Home Companion

1 year	\$ 3.00
Two 1 year gifts	5.00
Each add'l. 1 year gift	2.50
2 years	5.00
3 years (Money saving rate)	7.00

Today's Woman

1 year	\$ 3.00
Each add'l. 1 year gift	2.50
2 years	5.00

Newsweek



McCall's

1 year	\$ 2.50
Two 1 year gifts	4.00
Each add'l. 1 year gift	2.00
2 years	4.00
3 years (Money saving rate)	6.00

Good Housekeeping

1 year	\$ 3.50
Two 1 year gifts	5.50
Each add'l. 1 year gift	2.75
2 years	5.50

Harper's Bazaar

1 year	\$ 5.00
Two 1 year gifts	7.50
Each add'l. 1 year gift	3.75
3 years (Money saving rate)	10.00

Cosmopolitan

1 year	\$ 3.50
Two 1 year gifts	5.50
Each add'l. 1 year gift	2.75
2 years	5.50
3 years (Money saving rate)	7.50

NEWS • BUSINESS

Time

1 year	\$ 6.00
Each add'l. 1 year gift	4.50
2 years	10.50
3 years	14.00
1 year (Educator & Clergy)	4.75

Quick

1 year	\$ 4.00
Each add'l. 1 year gift	3.00
2 years	7.00
3 years (Money saving rate)	10.00

U. S. News & World Report

1 year	\$ 5.00
Each add'l. 1 year gift	3.75
2 years	8.00
3 years (Money saving rate)	10.00

Newsweek

1 year Special Xmas Rate	\$ 4.75
(Regular Rate \$6.50)	
2 years	10.00
3 years	13.00



Fortune—New Subscriptions

1 year	\$ 12.50
2 years	19.00
3 years (Money saving rate)	25.00

Renewals and Special Christmas Gift Rates:

1 year	\$10.00
Each add'l. 1 year	8.50
2 years renewal	15.00
3 years renewal	20.00
1 year (Educator & Clergy)	7.50

GENERAL INTEREST

Year 'Round Entertainment

Coronet

1 year gift subscription	\$ 2.50
(Regular Rate \$3.00)	
Two 1 year gifts	5.00
Three 1 year gifts	7.00
Each add'l. 1 year gift	2.25
2 years	5.00
3 years	7.00

Life

1 year	\$ 6.75
Two 1 year gifts	12.25
Each add'l. 1 year gift	4.50
2 years	11.00
3 years (Money saving rate)	14.50
1 year (Educator & Clergy)	4.00



Look

1 year	\$ 3.50
Each add'l. year gift	2.50
2 years	6.00
3 year (Money saving rate)	8.00

Saturday Review of Literature

1 year	\$ 6.00
Each add'l. 1 year gift	5.00
2 years	11.00
3 years (Money saving rate)	15.00

Fantasy and Science Fiction

1 year	\$ 2.00
Two 1 year gifts	3.50
Each add'l. 1 year gift	1.50
3 years (Money saving rate)	5.00

Reader's Digest

1 year Special Xmas Rate	\$ 2.75
Two 1 year gifts	5.00
Each add'l. 1 year gift	2.25
2 years	5.00

Ellery Queen's Mystery Magazine

1 year	\$ 4.00
Each add'l. 1 year gift	3.00
2 years	7.00

Collier's

1 year	\$ 5.00
Two 1 year gifts	8.00
Each add'l. 1 year gift	4.00
3 years (Money saving rate)	10.00

American Magazine

1 year	\$ 3.00
Two 1 year gifts	5.00
Each add'l. 1 year gift	2.50
3 years (Money saving rate)	7.00

Accomplish two ends with your Christmas dollar. Select the right magazine for your friends and order it from the Alumni Association. Both recipients will be pleased. Mail your orders to

The University of Oklahoma (Alumni) Association

NORMAN, OKLAHOMA