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The Cover. Action on the field may be directed by the coaches, but Sports Publicist Harold Keith runs the show in the pressbox. Keeping O.U. athletics—in 10 different forms—on the sport pages and television screens is the full-time job of the University's top-flight sports publicity department. But perhaps the most amazing element in Harold Keith's office is Harold Keith himself. For the complete story of this alumnus and his many-sided career, turn to *Page 4*.

Association Membership. Any former student who completed one or more semesters at the University satisfactorily is eligible for membership. An annual membership costs \$5.00 and a Life Membership costs \$80.00, payable \$5.00 down and \$5.00 quarterly.

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