Alert business men decided years ago that advertising would build their business and bring more profits . . . that decision holds true today! Advertisers advertise because they have a product or service to sell. They choose the medium they believe best for the purpose in which to invest their advertising dollars . . . expecting that investment to return in increased business.

We chose to advertise in The Sooner Magazine for two reasons: First, because we want to reach the men and women who control the business destiny of Oklahoma . .. the executives, engineers and purchasing agents in commerce and industry. Second, because we want to co-operate with the OU alumni and their publication and in turn ask alumni throughout Oklahoma to co-operate with us by purchasing printed advertising, catalogs, yearbooks and all other kinds of printing and lithographing from Semco. Buy it in Oklahoma from Oklahomans!


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