Alert businessmen 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 cooperate with the OU alumni and their publication and in turn ask alumni throughout Oklahoma to cooperate with us by purchasing printed advertising, catalogs, yearbooks, and all other kinds of printing and lithographing from Semco. Buy it in Oklahoma from Oklahomans!