There’s a treat in store for you.

A football season of unprecedented success with five All-Americans, like Jim Owens and the Coach-of-the-Year in Bud Wilkinson... the Alumni Association has made plans to add the fluff of whipped cream that adds to gastronomic enjoyment.

Alumni headquarters for the Sugar Bowl game will be set up in the lobby of the Roosevelt Hotel, December 30 at 12 noon. Alumni are urged to visit it. A visiting Oklahoman can quickly contact his or her friends. The headquarters will be open until noon January 2 (day of the game).

A word to the wise. For all alumni, whether they attend the game or not, a complete account of Sugar Bowl activity plus news of the alumni will be coming your way in the January issue of Sooner Magazine.

But a word to the wise. If your subscription to the magazine and your membership in the association is terminated with this issue, mail your $3 check to the University of Oklahoma Association and you will be quickly placed on the mailing list for another year.

If you have alumni friends living in your community who do not now belong to the association and get the magazine, tell them about it. You'll be doing them a personal favor.