HREWD space buyers all over America have come to use the columns of alumni magazines more and more. They realize that an alumni magazine is the most carefully read magazine of any character printed in America today. They appreciate the fact that alumni magazine readers represent the greatest buying power of any class of magazine readers anywhere in America. Every reader of The Sooner Magazine is a college graduate or a former university student. His education is capital that quickly advances his fortune. The average reader of The Sooner Magazine has fully a third more buying power than the average magazine reader his age. Alumni magazine readers are discriminating buyers. Productive advertising in alumni magazines is that advertising that appeals to the college graduate. Correctly used, there is no more valuable form of advertising in America today than alumni magazine advertising.

The Sooner Magazine compares typographically with any alumni magazine published in America. It has not only a national coverage but it has a concentrated circulation in Oklahoma and northern Texas.