The second generation of O.U. students is enjoying the goodness of CRYSTAL ICE CREAM. This famous confection was first produced some 22 years ago, and has been a popular favorite of O.U. students and alumnies since. As the advertisements say—"such popularity must be deserved."

There's a reason—nothing but the finest ingredients are used in CRYSTAL ICE CREAM: selected cream, the finest Cuban cane sugar, the choicest flavors and natural fruits—plus 22 years of knowing how. CRYSTAL ICE CREAM is sold at the Student Union fountain, and at other good stores in Norman.

The average electric service bill in towns where OG & E is privileged to provide electric service is only EIGHT CENTS A DAY. Lighting, toasters, irons, washers, radio and many of the other thirty-five tasks electricity can perform in the home, costs on the average only four postage stamps. Did you ever contemplate what necessities in the home you would give up before you would electricservice at eight cents a day? And the rates are constantly being lowered. Electricity is one of the very few necessities in home, store and factory that is cheaper than it was before the war.

OKLAHOMA GAS AND ELECTRIC COMPANY

Courteous; Personal Attention.

F. Owens

Vice-President and General Manager

To Every Customer