The plans and efforts of a lifetime to build up an estate should logically demand a similar wisdom and careful planning concerning the disposition of that estate. Few of us can leave a great masterpiece of art or an immortal monument to mankind. But the opportunity to serve and be remembered by future generations is not beyond the reach of most of us.

More and more people are creating lasting memorials at the University of Oklahoma through estate planning. They are able to receive substantial tax savings, while at the same time enjoy the satisfaction of contributing to a worthy and lasting institution. In a very real sense they are investing in the future.

If you are interested in knowing more about estate planning, please clip out and return the following coupon. The Foundation will send you, without obligation, valuable information about estate planning. Mail this coupon to THE UNIVERSITY OF OKLAHOMA FOUNDATION, Memorial Union Building, Norman, Oklahoma.