JEWELRY, throughout the ages, has served as the gift of appreciation, love and friendship. The suitors of queens and peasant maidens used this beautiful agency to win hearts and friends.

Its power and charm is just as effective today.

LETZEISER & CO.

Manufacturers of Fine Jewelry
303 Hightower Bldg. Main and Hudson
Oklahoma City, Okla.

A TRUE STORY:

Once upon a time the University of Oklahoma, recognizing the great need for a building in which its students and alumni could frolic as well as work and study, decided to build a suitable structure.

Appeals were made to the students and alumni. Pledges were made, money and promises of money were obtained, a beautiful new UNION BUILDING was erected, for Bailey-Burns Construction Company was selected to complete this building project.

The value of this building is now inestimable to O. U. MORAL. Always employ a competent builder.

BAILEY-BURNS
Construction Company

Norman

101 E. Keith Phone 241

A Changing
Crazy Quilt

Picturesque is this sort of crazy quilt that covers Oklahoma today. In many places its patched checks are large, dotted only with fields of grass and trees and hills and winding highways. Other patches are more thickly sprinkled with many queerly shaped figures—figures of buildings, beautiful buildings that have sprung up since pioneer days.

Picturesque is the history of the state, revealing, as it does, that never failing spirit of progress so characteristic of Oklahoma and its pioneer citizens.

As the state has grown in stability and strength with the passing years, in like manner have those pioneer builders, who have shared the burdens of pioneer infancy, grown to command the respect and confidence earned thereby.

The Reinhart & Donovan Construction Company helped dot one of the patches of this crazy quilt, Oklahoma City, with many of its most majestic structures. It therefore feels justified in asking the favorable consideration of those citizens of its state who are facing the problems of municipal building.

Reinhart & Donovan
Construction Company

Builders of the new Medical Building and east wing of Memorial Stadium

Oklahoma City, Okla.
From times of old, so histories tell
Folks furnished homes and furnished well.
On History's page, through endless age
The homing instinct cast its spell.
Old Man Noah on widespread sea
From floating driftwood cleverly
With his hands made fine divans
Which harmonized with Ark-i'an plans.
These, Mrs. Noah thought were swell.

But nevertheless, this enchantress
'Twas she began the boudoir fad.
Mark Anthony from old Rome came,
('Tis the woman who always gets the blame)
In the boudoir he fell, the histories tell
And Cleo's never been the same.
The Knights so bold would ride afar
They rattled like an old Ford car.
At tournament game, they jostled for fame,
But few, if any, broke under par.
While from the castles ladies grand
Dreamt of a golden wedding band.
They wanted a home, of their very own,
And for this one event they planned.
While the knights for bloody conquest thirst,
With the woman her home always comes first.

When Voltaire's men got awfully rough
In repossessing Louie's stuff
Like a little child he simply smiled
And said "I'll call this idle bluff."
As frenzied mobs yelled loud for bread
King Louie in his Simmons bed
Slumbered on, the royal pawn
And over furniture lost his head.
Comes now this saga to the present day
With wild whoopie and mild hey-hey
The newsboys yell of the marvelous spell
Of furniture in a shooting fray.
Meet Mr. Blotz, the libertine,
In torrid embrace upon the screen

With Mrs. Othello. This jolly odd-fellow
Is tempting her. He's awfully mean.
Enter now the husband, so irate.
He'll shoot the villain sure as fate.
He holds a gun! 'Tis not in fun!
Old Mr. Blotz stayed there too late.
Amid beautiful furniture all around,
The X marks spot where the body was found.

Trappings sublime Cleopatra had
Her home was grand, her soul was bad.
Lord Chesterfield and Raleigh too
Were Gents who knew just what to do.

Endorsing cigarettes for cash bequests
They furnished their homes anew.
They impressed even the British crown
With furniture bought for a dollar down.
And despite their strife they made the wife
The happiest woman in London town.
Aiding Education
In a Real Way—

Alumni and friends of the University of Oklahoma have it in their power to render a real service to the university and to higher education in Oklahoma by making bequests for developing various phases of education. The cause of education in many American universities is being advanced by numerous bequests made by alumni and friends. Bequests and contributions would greatly facilitate research work in the University of Oklahoma, to mention but one of the many uses to which your money could be placed. Or you could help worthy students by establishing scholarships. Or you could endow fellowships. There are few uses to which your money could be placed that would be of such lasting and wide-spread benefit as through a bequest to your state university.

A suggested form for such bequests follows:

"I hereby give, devise and bequeath to the board of regents of the University of Oklahoma, as trustees, the sum of $_________ to be used by the board of regents according to their best judgment for some necessary or desirable purpose in connection with the conduct of the University of Oklahoma at Norman, Oklahoma."

Should you prefer to designate some particular purpose for your bequest, simply indicate your desire in the proper terms.

Contributed to the advancement of the University of Oklahoma by the University of Oklahoma Association, Oklahoma Union Building, Norman.

Join the Sooner Five Hundred

Five hundred life members are needed by the University of Oklahoma Association by 1931. There are already a hundred life members, leaving only four hundred more required to endow the association with working funds.

Life membership costs but sixty dollars. You may pay this sum in one payment, or you may pay five dollars quarterly. By taking out a life membership under this reasonable arrangement, you contribute materially to the success of the association.

The principal of each life membership subscription is set aside in an endowment fund. The interest on this principal alone is used for operating expenses of the association and of The Sooner Magazine. The fund is governed by a trustee directly responsible to the executive board of the association, and you, as a life member, will receive seasonal statements as to the manner in which your payment is invested and protected.

Annual membership in the association is three dollars. This entitles the member to The Sooner Magazine for the year, the alumni directory (which sells to non-members for three dollars alone), and the services of the association. There are innumerable services that the association, through its stable organization, may render you, apart from the employment bureau it operates.

Whether you join the Sooner Five Hundred or enroll as an annual member, you are, in a measure, indicating your appreciation of the education you received at your state university. No loyal alumnus can do less than become an annual member. And every loyal alumnus should consider thoughtfully the merits of the life-membership plan.

If you want further details on the life plan, write to the Secretary, University of Oklahoma Association, Oklahoma Union Building, Norman. A list of the life members already enrolled will be furnished to interested alumni on request.

Endow Your Alumni Association!