FOR A GREAT SOONER!

Every former student of the University of Oklahoma will want to contribute to the James Shannon Buchanan Memorial Lectureship. Let's all help in establishing this perpetually living memorial to this Sooner who gave thirty-five years of his life to the development of the university and of the state.

Give what you like. There is no quota. The goal at this time is $50,000. With nine thousand graduates and former students to contribute, you can gauge your own contribution. Five dollars should be an average contribution.

The University of Oklahoma Association has approved the Memorial Lectureship plan: An eminent lecturer will be brought to the university annually, to give a series of lectures in some field, preferably history, politics and government; the lectures will be published in book form by the University Press. Thus the memory of James Shannon Buchanan, beloved by all Sooners as professor, as dean, as president of the university, will be kept living in the hearts of Oklahoma and the nation.

You will be given the opportunity shortly of contributing to this great cause. There will be no high-pressure salesmanship, no quota, to persuade you to give—if you think Uncle Buck meant anything to Oklahoma, to the southwest, then join in establishing this perfect Memorial.

The Committee: Paul A. Walker, chairman.
Earle Porter
Edward Everett Dale

(This Advertisement Contributed to the Memorial Lectureship by the University of Oklahoma Association)