BLIZZARD

The Blizzard which held Oklahoma in its grasp several weeks ago was the cause of many manufacturing plants being shut down. "Freeze ups" were numerous. A prompt source of supply enabled the crippled plants to repair and reopen quickly. Again the need for the mill supply house was brought home to the people whom it serves.

MIDEKE SUPPLY CO.
Plumbing, Mill and Machinery Supplies & Power Plant Equipment

100 E. Main Street
OKLAHOMA CITY
Phone 37331 L. D. 173

---

PLUMBING
Comfort As Well As Architectural Beauty Is Assured Patrons Of The New University of Oklahoma Library Plumbing and heating fixtures were installed by

M. F. Fischer & Son
Plumbing - Heating - Gas Fitting
Norman Phone 73 116 N. Peters

---

1930 HOMECOMING

Congratulations Tom

To Tom Churchill, versatile athlete, who will play his last HOMECOMING basketball game in the University FIELD-HOUSE (built by the Tankersley Construction Co. of Oklahoma City) Feb. 8, are extended our hearty congratulations. The event will be called "Tom Churchill Day" in honor of this star.

Tankersley Construction Co.
Municipal and General Contractors Cotton Exchange Bldg. Oklahoma City

---
Congratulations

are extended to the University on the opening of its New LIBRARY BUILDING

Marble & Tile Co.
INCORPORATED
Phone 3-7386 Oklahoma City 515 S. W. 9th Street

The following firms congratulate O. U. on the opening of the New Library

GEORGE ORENBAUN
Phone 491 121 E. Main

Home of Valeteria Service
Home of Valeteria Service

Jack Bowers
Phone 305
Dean of O. U. Cleaners

THE SOONER ALUMNI
PROFESSIONAL DIRECTORY

RAYMOND A. TOLBERT, '12
Embry, Johnson & Tolbert, Lawyers
1204 Perrine Building,
Oklahoma City, Oklahoma

Dave M. Logan, B. A. '16
Consulting Geologist
Okmulgee, Okla.

Home of Valeteria Service

CLARK CLEANING CO.

THE RECONSTRUCTION HOSPITAL
For Diseases of Bones and Joints
Earl D. McBride, M. D. '12
717-723 North Robinson Street
Oklahoma City, Okla.

B. Ray Hunter, M. D. '21
Physician and Surgeon
709 Med. Arts Bldg.
Phone 3-1920 Oklahoma City

Carl H. Kunsemuller, '20
Special Agent
National Life Insurance Co.
of Vermont
303 W. Symmes St. Phone 753

TOM F. CAREY, '08
Certified Public Accountant
Income Tax Counsel
Braniff Building
Oklahoma City

This Space for Sale
Write Business Manager,
The Sooner Magazine
Union Building,
Norman, Oklahoma

Oscar White, M. D. '21
Surgery
1108 Med. Arts Bldg.
Oklahoma City

178
The Consolidated Cut Stone Co.
Furnished The Cut Stone
On the New University Library
1323 E. Fifth
TULSA, OKLA.
J. L. Bauman

Sheet Metal and Roofing
on the Engineering Building, Medical Building
and the McFarlin Church was furnished by the
Swanda Brothers
Sheet Metal Contractors
Phone 7-1445
510 W. Second St.
Oklahoma City

Our Success Depends Upon Your Satisfaction
for this reason we strive to manufacture jewelry at prices that are satisfactory and within the reach of all.

Manufacturers of Emblems Fraternity and Class Pins
LETZEISER-Co.
Letzeiser's Prices are Wholesale Prices
303 Hightower Bldg.
Main and Hudson
Oklahoma City

AT 10-2 & 4 O’CLOCK
Drink a bite to eat
The ANSWER to a MAIDEN'S PRAYER

A heavy sugar daddy, with a drink that saves any situation. Train the boy friend to be a life-saver and buy you 3-a-day.
Your Name

as a college man or woman entitles you to

COMPLETE INFORMATION

about the books and authors of The University of Oklahoma Press.

A NOTE from you telling us of your hobbies and interests

WILL PROVIDE you with the latest news of the publishing activities of The Press.

BOOKS YOU BUY from us will have added to their intrinsic value the

CHARM OF SENTIMENT and the realization that Made In Oklahoma Books have become a reality.

THE University of Oklahoma Press

NORMAN

Protection

Against rain, cold and dust is insured tourists who drive well glazed cars. Need any of the following items: Windshield and body glass—glass side wings (for both open and closed cars)—window glass—mirrors?

Thompson Glass Co.

209-11 S. Robinson All Work Guaranteed Oklahoma City

LUMBER

for the New O. U.

Library came from

BEARLY’S

Naturally the University of Oklahoma is proud of its new half-million dollar library and we are proud to have had a share in furnishing the materials for this magnificent edifice. Masonite Acoustical Boards—from Bearly’s—add to the utility of this fine library.

This building was designed by Layton, Hicks and Forsyth, architects, and built by Charles M. Dunn- ing, contractor.

McGraw Bearly Lumber Company

Oklahoma City

20 West Twelfth

Oran Huston, Mgr.

Phone 3-4437

Capitol Hill

101 East G

J. L. Wagoner, Mgr.

Phone 3-3722

Norman

214 West Main

O. W. Appleby, Mgr.

Phone 147

Workmen

and injuries to the public during the construction of the new O. U. LIBRARY, insured by

Ledbetter Insurance Co

Colcord Bldg. Oklahoma City