Say "Farewell" in a gown
HE won't forget

112 N. Robinson
BOETTCHER

Printed crepes for day
Printed chiffons for night

Choose a BANK as Big as your Future

Select your financial counsel with a thought to your future needs . . . . choose The First National Bank and Trust Company with the security that no matter how exacting are your demands, its officers already have anticipated them.

The success of The First National Bank and Trust Company has been built upon customer service. It always has been our thought to encourage our customers to become better acquainted with us—to discuss at regular intervals how to get the most out of their money.

When you start with a modest savings at The First National you know that as you progress, step by step, you will find right here every financial service that you need.

Get the habit of using the facilities of The First National. Feel free at all times to call for any information that you desire.
Mr. O. U. Alumnus,  
Anytown, Oklahoma.  

Dear Sir:  

As the year comes to a close, I am more and more aware that we are losing some very fine men this year through graduation, and that we need new material to fill their shoes.

Success of Sooner athletic teams depends on a steady supply of new material, and this supply must come from this spring's high school graduating classes. Since it is your school that needs men to replace these stars of yesterday, and since it is to your interest that the Sooner athletic program succeeds, I appeal to you as a loyal alumnus of the University of Oklahoma to urge the outstanding high school graduates in your community to enroll here next fall.

We must rely on you for this help. Only through you are we able to interest high school graduates in Soonerland. I remind you, too, that the boy who is interested only in athletics will not be an asset to our program, for he must be a success as a student before he can compete under Sooner colors.

I shall appreciate it if you will write me and let me know you are interested in your school to this extent.

Very truly yours,

BEN G. OWEN.