

TEXAS '71

OFFICIAL LONGHORN PROGRAM

\$1.00
TAX INCLUDED

TEXAS vs OKLAHOMA

OCTOBER 9
COTTON BOWL
DALLAS, TEXAS

48-27

How Sweet It Was!

by Judi Frayer
and Emily Baker

Club members then completed plans for the annual "Beat Texas Dance" which was tabbed as the "best pre-game party south of Red River." About 1,000 people attended and warmed up for Saturday's game by cheering the OU band, which marched in to the Conquistador Room of the Marriott about an hour after the dance had begun.

By Saturday afternoon at 4:30 Chuck Fairbanks' Sooners had beaten Darrell Royal's Longhorns worse than Darrell Royal's Longhorns had ever been beaten, and OU fans waited—not very quietly—for the headlines and the ratings.

About mid-August when visions of a Big Red football power began to become a reality in avid Sooner minds, the perennial question came forth, "What about Texas?"

By Saturday evening on October 2 (after a convincing victory over USC, OU's third straight) Sooner fans were not asking questions. They were preparing to head south.

And in Dallas, where a strong throng of Sooner faithfuls reside, pre-game activities were being planned with more enthusiasm than they had in years.

The OU Club of Dallas held their monthly meeting at noon on Thursday, before the game. Members listened to John Keith, sports publicity director from OU, talk about the Sooners and their chances, and for once there was no next-year talk. Johnny predicted a close game and one in which the Texans would not be able to stop OU's wishbone attack. He also calmed fears of the possibility that Joe Wylie would not play by talking about Roy Bell's qualifications. "Bell won't disappoint you," he promised.



The Alumni Association maintained headquarters desks at both the Marriott and the Statler Hilton from Thursday afternoon until game time.

Weekend Planners — (from left) John Haddock, chairman for publicity and OU relations for the OU Club of Dallas; Bill Newton, second vice president of the club; Jack Williams, first vice president, and Jim Walter, president. Jack Williams was in charge of dance arrangements.



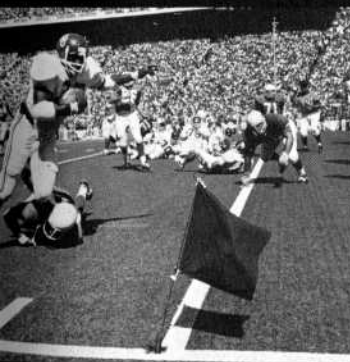
The University of Oklahoma Association chartered three buses to the annual OU-Texas Game. Each was filled to capacity. Many Sooners who drove to Dallas waited at the Marriott and boarded buses to the game in order to avoid the Cotton Bowl traffic.



Before the rout — Big Red prepares to take the bull by the horns.

A pensive Chuck Fairbank waits for the game to begin. Until now his teams had never beaten Texas.

Dr. Sharp with a partisan Texan — Lyndon Johnson. During their half time visit LBJ invited OU's president to attend the official opening of the education papers for the Johnson Library on January 24.



All Texas saw was the dust
 from the Sooner rush. A
 second quarter 96-yard scor-
 ing drive into the wind gave
 the Sooners a 21-24 lead
 which they never relinquished.



Sooner fans express their
 joy in victory. The long years
 of frustration are over.



Sorrow on the Texas side
 Congratulations from Darrell
 And an appropriate exit
 for Chuck.