

Alumni and State Business Firms

You are urged to examine "The Last Yard," the University of Oklahoma's football magazine sold exclusively at all home football games played by the Sooners, as an advertising medium this coming fall.

The advertising for this magazine is being solicited by the six senior members of the university's football team, Smith Watkins and Fred Cherry, ends; Dick Simms, halfback; Paul Young, center, and Ab Walker, quarterback, who are working on a commission basis and will call on you this summer.

The magazine will be sold at the following football games played by Coach Lewie Hardage's Sooners next fall:

Tulsa university-Sooner game at Owen field October 1.

Texas-Sooner game at State Fair park, Dallas, October 15.

Kansas Aggie-Sooner game at Owen field October 22. (Dad's Day)

Missouri-Sooner game at Owen field November 5. (Homecoming)

Nebraska-Sooner game at Owen field November 19.

The Jazz Hounds, well-known pep club of Soonerland who were recently reinstated by the university's board of regents will sell the program at all the games this year, in accordance with a new sales policy adopted by the athletic association.

How Does «The Last Yard»

Rate as a Football Program?

CHARLES SAULSBERRY, Sports Editor Oklahoma City Times: "For the first time in my admittedly young life I saw a football program Saturday that was really worth the two bits asked for it. 'The Last Yard' was its title . . . and it gave the appearance that more time and trouble was devoted to its reading matter than to the solicitation of advertising."

FREDERICK WARE, Sports Editor, Omaha World-Herald: "Your football programs were great."

JOE BRANDT, Editor, Sooner Magazine: "This program . . . bids fair to restore a public's waning faith in football programs generally. A complete and beautifully printed booklet, containing not only accurate information about the game, but also interesting between-halves reading."

DR. FORREST C. ALLEN, Athletic Director, University of Kansas: "I want to offer congratulations on the fine program distributed at the Kansas-Oklahoma game. It was a well-edited magazine."

PAUL MILLER, former Sports Director, Oklahoma A. and M.: "It's about the best thing of its kind that I've ever seen . . . a grand job."

BOB INGRAM, Sports Editor, El Paso (Tex.) Evening Post: "I just wanted to write a few lines and praise 'The Last Yard.' It was certainly an interesting program and I enjoyed reading every word of it."

WALT DOBBINS, Assistant Sports Editor, Nebraska State Journal. "Congratulations upon making 'The Last Yard' one of the finest programs in this section."

University of Oklahoma Athletic Association

For further information write

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