

This month

The Cover

The men who coached the Sooners to a Big Six championship. In front, Tom Stidham, left, and Pete Smith, right; and in the rear, left to right, Jap Haskell, Doc Erskine and Dewey Luster.

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This issue of *Sooner Magazine* may reach you a little late as we waited until after the Iowa State game to go to press, in order to present a review of the entire Big Six season—a glorious season in which the Sooners not only won their first Big Six conference football championship but also went the entire season without being scored on in conference competition.

On the cover is a picture of the coaching staff that produced this truly great Sooner team of 1938. Never before has Oklahoma had such a well rounded, efficient coaching staff. A large niche in Sooner football history has been earned by Tom Stidham, head coach and athletic director; Jap Haskell, line coach; Dewey (Snorter) Luster, backfield coach; Robert (Doc) Erskine, freshman coach and scout; and Pete Smith, end coach.

Sooner Magazine has made some extra prints of the cover picture of the coaching staff, in the same color as the cover without any printing over it—a picture that many Sooners sports fans probably would like to have.

These prints can be supplied, as long as they last, for twenty-five cents each. The picture is by Harold Tucker, head of the University photography department.



Not quite so exciting as football, but highly important to the future of the University is the article on Page 14 by President W. B. Bizzell. This article explains clearly the proposed building program for the University, and tells why a building appropriation from the next Legislature is so vital.

Every Sooner alumnus should read this article carefully in order to be prepared to discuss the building program with members of the Legislature and members of the general public who are not acquainted with the serious need for more classroom, laboratory and museum space on the O. U. campus.

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A Rise in Prestige

There is an ancient joke about the man who attributed his outstanding success in life to hard work, persistence, honesty, and the fact that a rich uncle left him a hundred thousand dollars.

This story might be modernized by applying it to a state university which gains great prestige among the people of the state by its high standards of scholarship, the learned men on the faculty—and the fact that it has a winning football team.

Men closely connected with O. U. alumni activities know that there has been more widespread interest in the University of Oklahoma this Fall—more casual talk about it on street corners and at civic club luncheons, or even bridge parties—than ever before.

Part of the credit for this is possibly due to the steadily increasing activity of O. U. alumni as an organized group to promote the interests of the University. But beyond question, a great part of the rise in prestige is due to the remarkable record made by Tom Stidham's Sooner football team in 1938.

Like the man who inherited the \$100,000 from a rich uncle, we have received this extra boost to fame by a strictly legitimate means and there is no reason why we should not take full advantage of it.

The prestige due to national football eminence can attract to the State University outstanding future lawyers and doctors and engineers and business men as well as star football players. And it makes the task of preventing promising young athletes from leaving Oklahoma much easier.

Few, if any, alumni leaders want to recruit additional students for the University of Oklahoma just for the sake of raising the total enrolment. For the enrolment is already growing too fast for the physical plant now available. But alumni *are* interested in encouraging the really outstanding high school students of Oklahoma to come to O. U. where they can receive the best training for service and citizenship that can be secured in Oklahoma.

This does not mean competing with other Oklahoma colleges for students, for each of these colleges has a particular field of service of its own. But it does mean that O. U. alumni can perform a valuable service for their University and for the State by talking to outstanding high school seniors and encouraging them to attend O. U. if they desire to study for the particular fields of service in which the University is definitely preeminent.