

Breakfast Rally Set for Texas Game

OCTOBER 14 is the date of the annual "Migration" of Sooner football fans to Dallas, Texas, to see Oklahoma play the Longhorns of the University of Texas.

This year, Sooner alumni going to the game are invited to attend something new and different. The Alumni Association and the Dallas Advisory Council are sponsoring a breakfast at 10 o'clock Saturday morning, October 14—the day of the game—in the Empire Room of the Adolphus Hotel in Dallas.

This time was selected as being the most convenient for everyone concerned. Experience has proved that Friday night is too early for a large attendance of Sooner football fans. A luncheon Saturday noon is too late, because no one wants to have to rush to get out to the fairgrounds in time for the game.

A compromise was reached and a breakfast at 10 o'clock Saturday morning seemed the best bet from every angle. The menu will follow the traditional lines of breakfast, but the quantity will be sufficient to answer for lunch, so those attending may consider it either breakfast or lunch, according to whichever fits best into their eating schedules for the day.

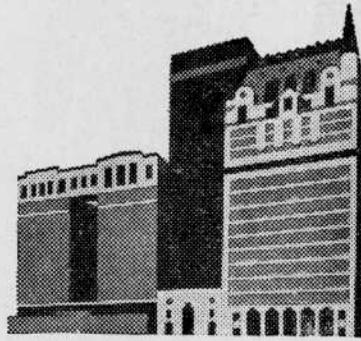
THE price for the breakfast is 75 cents, and reservations should be made in advance, since it will be impossible to give satisfactory service unless a close estimate of the attendance can be made ahead of time.

Final arrangements for the program are yet to be made, but Ted Beird, executive secretary of the University of Oklahoma Association, promises that the program will be brief and will be devoted chiefly to the main topic of the day—football. The coaching staff will be represented, the president of the University is expected to be present, and the Dallas Chamber of Commerce will have someone there to present the keys to the city. (Having decided that this would be better than to let the crowd break its way in).

W. H. Hitzelberger, chairman of the athletic committee of the State Fair of Texas, has written the Alumni Office assuring Oklahoma fans of a warm welcome in Dallas and promising the co-operation of his organization in staging the Sooner alumni meeting.

The University band has promised to be present to render Sooner pep tunes and lead the singing.

Members of the Dallas Advisory Council, who are co-operating with the Alumni Office in plans for the rally, are Carl McWade, '34eng, chairman; Elaine Boylan, '19; Mrs. Richard Ellegood (Elizabeth



Sooner alumni will hold a breakfast rally at the Hotel Adolphus (shown above) in Dallas on the day of the Sooner-Texas game

Ann McMurray, '35); W. E. Holland, '13; and Mrs. M'Delle McCarty Morrow, '22ex.

At times other than during the breakfast program, the Alumni Association will maintain headquarters on the lobby floor of the Adolphus, except when prevented by accidents, riots or parades.

Dallas business men and civic leaders took due note of the complaints of recent years against the extra fee charged football fans for admission to the fairgrounds. This extra fee has been waived for everyone who buys a ticket in advance. In other words, a football ticket will admit you to the fairgrounds free.

It won't be sufficient, however, to confide in the gate-keeper at the entrance to the fairgrounds that you plan to buy a ticket at the Stadium after you get inside. You have to have the ticket *in advance*.

Incidentally, tickets for the Texas game are already on sale at the Fieldhouse in Norman, and the early purchasers get the best seats. Tickets cost \$3.30 for box seats, \$2.50 for east side or west side of the bowl, and \$1.65 for end seats. We are told that the end seats won't be on sale until the day of the game, however.

Hotel, taxi firms and business men generally have agreed not to raise prices during the weekend of the game, as a gesture of good will (and good business).

Hotel patrons should note, however, that in some cases, only reservations beginning Friday, October 13 will be accepted. Hotels that can fill their rooms on this basis can hardly be expected to take reservations beginning Saturday, October 14. They have also found that tenants who move in on Friday are generally quite reluctant to move out on Saturday, and that therefore it would be extremely difficult to fill Saturday reservations.

After all, the hotels don't look forward to football weekends with too much enthusiasm. It's no fun to gather up all the loose ashtrays, clear the furniture out of the lobby, batten down the hatches and prepare for a hurricane of enthusiastic fans to blow through for several days.

The fans like it, though. And remember the big alumni rally will be at 10 a. m. the day of the game at the Adolphus. Drink just a cup of coffee when you first get up and bring a big appetite to the Sooner breakfast. And don't forget to send in your reservation early so that there's a place awaiting you.

Ted Beird,
Alumni Secretary,
University of Oklahoma,
Norman, Oklahoma

Count me in on the breakfast rally for Sooner football fans attending the Texas game at Dallas October 14.

I enclose \$_____ to pay for _____ reservations at 75 cents each.

Make _____ reservations in my name, to be paid for at the Sooner headquarters in the lobby of the Adolphus Hotel the morning of the breakfast.

Name _____

Street _____

City and State _____