



The Aggies Are Coming!

It's less than a month now until Oklahoma's football fans start filing into Memorial Stadium for a new grid season—a new and untried team, a new schedule, new thrills and surprises!

O.U.'s hard-hitting rivals, the Oklahoma Aggies, lead off the schedule this year with a game on the Sooners' home field October 5. The Sooners will be protecting a 17-year record of

not being defeated in their first home game. Aggie followers are openly threatening that the record will fall this year. What's your guess?

There'll be another good home game for Sooner fans in October—when a strong and fast-improving Kansas Aggie team invades Norman October 19. And of course October will also bring the annual "Migration" of Sooner fans to Dallas for the Sooner-Texas classic. This year the Dallas game is scheduled for October 12, and that's a red-letter date to mark on your calendar.

November will bring to Norman the Nebraska Cornhuskers (pre-season favorites to win the Big Six title); the Missouri Tigers who grabbed the championship away from Oklahoma last year, and the well known eastern team, Temple University, which will be playing in Memorial Stadium for the first time.

There's two months of fine gridiron fare in store for Sooner fans. At least, it's in store for those who are smart enough to order their tickets early. Average attendance at Sooner home games last year reached the record high level of 23,251. You couldn't buy good seats at the last minute.

This year, pre-season sale of season tickets has been better than ever. Fans who think it's important to get reasonably good seats had better be doing something about it. It's a case of first come, first served, and the ones who order early get the best seats. Don't delay!

O. U. Football, 1940

OKLAHOMA AGGIES AT NORMAN	Oct. 5
Texas at Dallas	Oct. 12
KANSAS STATE AT NORMAN	Oct. 19
Iowa State at Ames	Oct. 26
NEBRASKA AT NORMAN	Nov. 2
Kansas at Lawrence	Nov. 9
MISSOURI AT NORMAN	Nov. 16
(Homecoming)	
TEMPLE AT NORMAN	Nov. 23
Santa Clara at San Francisco	Nov. 30

Season Ticket \$9⁰⁰
 5 Home Games

Individual home game tickets: West Stadium \$2.25, East Stadium \$1.70 for all games. Texas game at Dallas: Boxes \$3.30; East or West \$2.50; Ends (on sale day of game) \$1.65.

Mail Ticket Orders to

**University of Oklahoma
 Athletic Council**