



Oklahoma's new football staff. Left to right, Tom Stidham, head coach, Dale Arbuckle, assistant coach; Robert "Doc" Erskine, backfield coach, Stanley Williamson, line coach, and Pete Smith, end coach.

## Football Tickets on Sale NOW!

Your Name .....

Street .....

City ..... State .....

### TICKET ORDER 1940

#### AT NORMAN

Opponent	Location	Price	No. Tkts.	Value
OKLA. AGGIES	West Stadium	2.25		
	East Stadium	1.70		
KAN. STATE	West Stadium	2.25		
	East Stadium	1.70		
NEBRASKA	West Stadium	2.25		
	East Stadium	1.70		
MISSOURI	West Stadium	2.25		
	East Stadium	1.70		
TEMPLE	West Stadium	2.25		
	East Stadium	1.70		
SEASON TICKET	Middle West Stadium	9.00		

#### AT DALLAS

TEXAS Oct. 12	Boxes	3.30		
	East or West	2.50		
	Ends	1.65		

Add for Postage and Registered Mail ..... .20

MAKE ALL CHECKS PAYABLE  
TO ATHLETIC COUNCIL

TOTAL .....

Sooner football fans are offered a real bargain in gridiron entertainment for the Sooner home schedule of 1940—five outstanding home games in a season ticket book costing only \$9. This is only \$1.80 per game, and gives you choice seats in the center sections of the West Wing of the Stadium.

Here's a warning though. The advance sale of season ticket books has been unusually heavy, because Sooner fans learned last year that they can't wait until late and expect to get good seats in the O. U. Stadium. The average size of the crowds has increased, and the season ticket buyers reserve most of the choice seats before the season even begins.

So place your season ticket book order NOW—and avoid disappointment next Fall. You can order by mail and be assured that your order will be filled with the very best seats remaining in the center sections of the West Stadium.

Season Ticket Book

For FIVE Games .....

**\$9.00**

University of Oklahoma Athletic Department