

The President Speaks

By DR. GEORGE L. CROSS

Here's the inside story of football tickets at the University. The hundreds of hours spent each fall by the administration, alumni office and athletic officials in attempting to assure fairness in distribution of tickets are weighed in this article against the abuse and criticism of the priority system.

IT is now late August and I have begun to receive the usual fall letters, phone calls and occasional telegrams concerning football tickets. Of course, I receive criticism the year around in regard to football tickets. It merely gets worse as the season approaches. Last fall I had a stack of correspondence on my desk from eight to ten inches deep.

Many letters are much the same. The writer says that for several years he has bought tickets in a certain section of the stadium, usually between the 40 and 50 yard line, but this year he was assigned seats somewhere between the 15 yard line and the end zone. The writer usually states that for many years he has been a friend of the University and has sent several outstanding athletes to O.U. However, because of the treatment he has received this season, he plans to do nothing further for the institution and will use his influence to send athletes elsewhere. Frequently, the writer stresses that he has had no difficulty whatsoever in receiving seats to his liking at another Oklahoma institution. He finds it difficult to understand why he should have trouble getting seats near the 50 yard line in Owen Field.

During the fall I spend more time trying to iron out such difficulties than I spend on any phase of University administration. As a matter of fact, complaints about football tickets, together with complaints about the shortage of housing and troubles associated with Rush Week, take up most of my time during September and October. I thought possibly that the problem of football tickets might be clarified in the minds of many Alumni if I would devote my page this month to a discussion of the problems we face.

Two Facts Not Realized

I think that most people who try to buy football tickets fail to realize two facts: The first of these is that football at O.U. has become tremendously popular with the fans in the state—much more so, I believe, than at any other institution. Consequently, many more people seek tickets. This is probably due to the fact that former students of the University of Oklahoma now number nearly 100,000, and many of these reside in the state and are loyal fans. The demand is due in part also to the fact that some of the best football in the country is played at Owen Field.

The very great popularity of O.U. football, of course, explains why it is difficult to obtain desirable seats in Owen Stadium whereas elsewhere in the state seats may be obtained without difficulty.

A couple of years ago we realized that the demand for football tickets could not possibly be met. Thereupon, the Athletic Council, the Athletic Department, the Executive Board of the Alumni Association and the O.U. Board of Regents undertook to develop a plan whereby former students of O.U. would receive priority with respect to the purchase of season football tickets.

We first undertook to define an alumnus, or former student, and it was decided that an O.U. alumnus is anyone who has attended the University of Oklahoma and earned as much as one summer's residence credit or one who has a degree from O.U. It was then decided that paid members of the

Alumni Association would be assigned seats in Owen Stadium and in the Cotton Bowl at Dallas under a priority system by the Business Office of the Athletic Department for each autumn contest. However, it seemed reasonable to assume that those Alumni who wished season tickets could be expected to buy them early, and because of the great amount of detail involved in the sale of tickets for a football season, April 1 to June 1 was selected as the time during which the Alumni should purchase their tickets if they expected to get them under the priority arrangement.

Deadline Notices Announced

Notices were sent out through Ted Beaird's office to each alumnus. The notice sent out this year (and last) stated that: "Requests for tickets with accompanying checks must be submitted during the 60 day period, April 1 to June 1, 1948, to W. J. Cross, Business Manager, Athletic Department, University of Oklahoma." More than 200,000 of these notices have been sent out. The notice stated also that assignment of seats would be made by the Athletic Department in the order that the requests were received. It was stressed that O.U. Alumni members should *rush their ticket requests with CHECKS to Bill Cross*, in order that the interests of the Alumni might be protected. It was explained that the Athletic Department would mail all season tickets on or before June 1 and would mail all Texas-Oklahoma tickets for the big Dallas game by September 1. After June 1 the remaining tickets would be sold to the general public.

One other regulation was adopted. In the past, many Alumni and others have purchased large blocks of tickets for use with their friends. Because of the great demand for seats on the part of our Alumni, it seemed unfair to permit any one alumnus to purchase a large block of seats in a favorable location in the Stadium and thereby prevent others from having an opportunity to get good seats. Therefore, it was decided that only four season tickets would be sold together to any member of the Alumni Association. However, a great many Alumni still wanted to come in large parties and wanted to have their seats all in one block. For the convenience of these people, it was arranged that several Alumni might send in their requests together and state their desire to have their seats together in one block; thus five Alumni sending in ticket requests properly signed (with accompanying check or money order) would be entitled to have 20 tickets all together for the convenience of their party.

In addition to the Alumni, several other groups were given priority with respect to the distribution of football tickets. These groups included the 2-5-0 subscribers, the "O" lettermen, the members of the faculty of the University and fans who have purchased season tickets or tickets to the Texas game at least three times since 1938. Members of each of these groups were notified that they would have an opportunity to buy their tickets between April 1 and June 1 of the current year.

I have been assured by Bill Cross, who has charge of ticket sales for the Athletic Association, that this system of priorities has been followed faithfully since the agreement was reached. Most of the difficulties arise from the fact that ticket orders were



not mailed between April 1 and June 1, but were mailed later in the summer. On June 1 the tickets still remaining had been made available to the general public, and because of the hundreds of orders received, the tickets did not last long. Thus, an alumnus who entered an order in July faced almost certain disappointment.

Another cause of the difficulty is the fact that ticket orders frequently were not accompanied by a check or other type of remittance. In such instances, the order could not be honored. In most of these cases Bill Cross was able to write to the one sending the order and point out that the check had not been received, but occasionally, through an oversight, this was not done and the chance to obtain tickets was lost. Of course an occasional order was misplaced or lost, but this, I believe, *did not happen frequently*.

Suggested Procurement Procedure

To those members of the Alumni group who wish to be sure to obtain tickets each year, I can suggest the following:

1. Pay your Alumni dues and thereby become a member in good standing.
2. Send your requests for tickets sometime between April 1 and June 1, as early as possible and *be sure to send a check with your order*. The order should be sent to Bill Cross of the O.U. Athletic Department (it is through the Athletic Business Manager and through this source *only* that seats may be assigned), and inasmuch as the seats are assigned in the order of receipt of the requests, it is to your advantage to get your order in immediately after April 1.
3. If you plan to have more than four people in your party and you desire seats together, have your Alumni friends join with you in filing a joint application with the O.U. Athletic Department. This will assure a block of seats together.

Occasionally, it is charged that the football ticket situation at O.U. has become something of a "racket." In my opinion this is not true in any sense. I believe that our ticket sales are conducted honestly and for the most part with reasonable efficiency. With the co-operation of the Alumni in regard to the numbered points listed above, I believe that it will be possible to reduce greatly the number of disappointed ticket seekers.

Most Accept Seats Gracefully

So far, the great majority of the Alumni, and the general public for that matter, have accepted the ticket problem gracefully and with understanding. The complaints which come to my desk represent only a very small portion of those who are not entirely satisfied with the seats they obtain. I pay very little attention to letters in which the writer threatens various things—usually to attempt to send promising athletes to other schools—because I know that the really loyal friends of the institution will not lose their interest in the school because for a season they may sit on the 15 yard line rather than the "50 yard line."

However, be that as it may, my office has no part in ticket sales. No other office or official (except the Athletic Business Office) on the O.U. cam-

pus can sell or assign tickets for any game. I do not have in reserve any tickets which can be sold or provided those who have been disappointed in their attempts to purchase through the regular channels. I have tickets only for official guests of the University. It is my opinion that, within the limits of the priorities agreed to and described above, every fan who wants to see our games should have the same treatment—and WILL have the same treatment if all requirements of the priority system are met.

We hope to enlarge our stadium in the near future. Whether we will complete the horseshoe or whether we will attempt to construct a second tier which would provide more seats near the center of the field, is a matter which is still to be decided. Sometimes I wish that an architect would design a stadium which could be built straight up into the air so that all seats would be between the two 45 yard lines!

'Seeing Eye' Installed

Engineering students will have the assistance of a "seeing eye" next term when they start digging into industrial electronic problems at the University of Oklahoma.

The "eye" is a 150,000-volt X-ray unit which was recently added to equipment in the College of Engineering. Photographs taken by the machine will enable students to examine metals and detect structural flaws, explains Ansel P. Challenor, '25 eng, '33m.eng, associate professor of electrical engineering. The University is one of the first institutions in the southwest to install an industrial X-ray unit of this type, he said.



It was a hot day in Holmburg Hall when the hundreds of fraternity rushees gathered for a briefing before going to their first rush date. Wendell Cates, president of the interfraternity council; Paul MacMinn, dean of students, and O. D. Roberts, counselor of men, explained rush procedure to the rushees at this general assembly.

Rush Week Is Successful

With the dash and swirl of Rush Week past, the University sororities and fraternities settled into their more familiar pattern of school activities as the fall semester got under way.

Rush Week, 1948 variety, was, according to Miss Dorothy Truex, counsellor of women, and Wendell Cates, president of the interfraternity council, one of the most successful ever held at the University.

Sorority rushees registered in their South Campus quarters Sunday evening and the following day were treated to openhouse by the respective sororities. Tuesday through Thursday was set aside for the individual sorority parties and bids were given Friday to complete the social week.

Fraternity rushees registered a day later than the distaff side with their first general meeting held at 1 p.m. Tuesday. After the general meeting rushees attended functions at the respective fraternities.

When all bids had been accepted, a total of 260 new pledges had joined the sororities' ranks, and 445 men were added to fraternity rolls.

Murders Studied by Marshburn

Some folks collect stamps or chinaware, but Dr. Joseph P. Marshburn compiles accounts of murders—those that occurred in the 17th century. The University of Oklahoma English professor left September 7 for a year's stay in England where he will study public records of the Tudor-Stuart period. Marshburn will then complete a book covering the plays, pamphlets and ballads which dealt with the murders.

Debate Topic Announced

High school debaters can start deciding now what they will say in forthcoming forensic contests. Guy E. Brown, director of the Oklahoma High School Speech League and instructor in speech at the University, has announced the debate subject for the 1948-49 year. The topic is "It Is Resolved That the United Nations Should Be Revised into a Federal World Government." More than 3,000 students participated in contests last year.

Food High?—Not in Union

High food costs may be a worry to the housewife but employees at the Student Union cafeteria at the University have solved their meal planning troubles.

Average cost per meal during the school year of 1947-48 was 34 cents, according to Hillyer Freeland, '38fa, manager. Freeland said that during the 1946-47 school year, the cafeteria line served an average of over 41,000 meals per month at an average cost of 36 cents per meal.

Faculty Briefs

► Dr. Lewis J. Moorman, who served as dean of the University school of medicine from 1931 to 1935, has been named to head a team of outstanding physicians from other states who will study health conditions of the Navajo Indians.

► Mrs. Ruth R. Lemming, Norman, has joined the staff of the Family Life Institute of the University as assistant to the director. She will work with P-TA groups and other organizations interested in activities in the field of home and family life.

► Appointment of Gilbert R. Waller, former O.U. associate professor of music education to the position of associate professor in the University of Illinois School of Music has been confirmed.

O.U. Gains Living Units

Family dwelling units located on the North Campus have been relinquished by the federal government to the University—according to information received by President George L. Cross.

The housing units are in Navy barracks buildings on the former naval air station. One hundred and sixty-nine of the apartments were constructed with federal funds by the Federal Public Housing Authority. The other 96 units were constructed by the University with a loan from the State Board of Regents for Higher Education.

The transfer of all the federal government's contractual interest became effective September 1, and was effected under the terms of Public Law 796 that was passed by the last Congress. It is understood the transfer includes furnishings which were assigned to these projects by the F.P.H.A. from surplus property sources.

Plenty of Jobs—Few Positions

Grit and not glamor will give Joe College a campus job. As long as he doesn't insist on living as a campus junior executive he'll find many kinds of job openings at the University of Oklahoma. In fact, Mrs. Caroline Bosworth, assistant director of the O.U. employment service, predicts a lot of jobs—but no positions.

"Our glamor positions are few and far between," she explains, "but there's usually an opening if the student doesn't want something specialized. Of course, there are some requests for readers, chauffeurs or accompanists, but they are rare." Jobs generally listed with the service are for yard workers, kitchen helpers or clerks. Students who know shorthand are in the greatest demand.

Five-hundred students were placed in jobs by the bureau last year. More placements are expected this year because of the close co-ordination with the counselors of men and women.

Freshmen Enroll at O.U.

Freshman students at the University received a send-off on their college careers from Dr. Glenn C. Couch, '31bs, '37ms, dean of the University College, when the O.U. freshman period started September 13.

Couch met with new students at the North Oval to introduce them to administrative heads and to explain the placement test system. After the ceremony, freshmen were taken on a tour of the campus. Placement tests, which determined the students' eligibility for college courses, were given September 13 through 15.

Freshmen conferred with advisers September 16 to plan their fall semester study schedules before enrolling. First-year students met in small groups with upperclassmen Monday and Thursday nights during the period to learn about services offered by the University and to learn school songs. Classwork started Monday, September 20.

Dr. William T. Penfound, University plant sciences professor, has done extensive research on pollen in connection with seasonal hayfever.

Diet Table Planned

A diet table for students needing special foods is one of the new services being planned by the University of Oklahoma health service, Dr. James O. Hood, '29bs, '31med, director, has revealed.

Appointment of Florence Smith, formerly on the staff of Mayo Clinic, gives the infirmary its first full-time dietitian. She will establish a dietetic service in co-operation with members of the University medical staff. The diet table will be of particular benefit to students not ill enough to be hospitalized, but who require special foods which ordinarily are not served at boarding houses or cafeterias. Miss Smith has directed a similar program at the University of Chicago.

Services of the student infirmary will be told this fall in broadcasts to Sooner students' parents over WNAD, O.U. radio station. Nell Guthrie, '24ba, '31ms, new staff health educator, will direct the programs, set for 9:30 a.m. each Friday. The program is to be initiated October 1.

Students at the University this year will be given a Thanksgiving holiday from November 24 to 29.