

Under Cover

By David Burr, '50

They say that big time football has become commercialized. Sooners now have a good demonstration to what extent football has been commercialized by businessmen who are not averse to turning a fast buck.

Unfortunately the area of buck passing is Dallas, a neutral ground for the annual Texas U.-Oklahoma football game. The first publicity break on what Big "D" had in store for unwary football followers from across the Red River centered on a letter written by one time football center Roy Spears, '14ba, McAlester.

Spears, center on the 1912-13 team, wrote to the Office of Price Stabilization in Dallas asking for help. He protested that Dallas stopping places were requiring Oklahomans to buy rooms for three nights to assure a place to sleep after the Longhorn-Sooner contest. A motel had "offered" him 2-room lodgings for \$60 for the nights of Thursday, Friday and Saturday over the big weekend. So he sat down and wrote to OPS:

"Shades of inflation, what are the hotels in Dallas doing to us Oklahomans.

"It so happens that this is the weekend of the Texas-Oklahoma football game but is this any reason for them to hijack the public?

"If there is anything your office can do to stop such high-handed methods of doing business I would appreciate your checking into this deal that the hotels of Dallas are trying to perpetrate on the Oklahoma public." Spears ended up his letter with a statement that probably was more effective than any other weapon. "I will drive down the day of the game," he wrote, "bringing sandwiches with me and spending as little as possible in the city."

Spears first blow caught Dallas square in the mid-section. It wasn't long before other Sooners took up the cry. President Cross found a similar situation and even a Dallas businessman commented, "We like to have the opportunity to see O.U. play, but would not blame O.U. for breaking off the annual game with Texas, and this might be a good time to do it."

No one seemed very interested in discontinuing the O.U.-Texas game but the obvious solution of moving the game to a home and home basis cropped up again.

Wrote Edgar Sanditen, '41bus, Tulsa:

"I feel that the city of Dallas is taking advantage and commercializing this occasion beyond reason. It has become worse

and worse each succeeding year, but this year above all others. As you probably know hotels are now raising their prices and requiring reservations for three days. . . The restaurants and other local establishments also raise prices for this particular weekend. All of these practices are unfair to the students, alumni and citizens of Oklahoma, and I therefore suggest that this game be brought back to a 'home and home' basis."

Sanditen was not the only one who liked the idea of playing the game in Austin and Norman. But for at least four more years, the present contract term, the game will be played in "Big D."

What line of reasoning prompted the latest "gouging?" It is impossible to believe that the hotels, motels, restaurants and other related businesses were not doing a lucrative business. With every available accommodation filled for miles around, the Oklahomans and Texans who journeyed to Dallas were spending money with a certain amount of abandonment. Now the hosts want to set some rules that many fans

can ill afford to follow no matter how colorful or interesting a football game may be. This is true of both students and alumni from the two schools.

The hotelmen can say, "Let 'em stay home if they can't afford the trip." This can not be the line of reasoning that alumni and University people take. The game is for the students, former students and fans, in that order. Attendance must be based primarily on a desire to see the game rather than a bulging pocketbook.

There are several good reasons for retaining the game in Dallas. Most important is the accessibility every year for followers of the two teams. The city provides a colorful showplace for one of the great traditional rivalries. And of course the two teams make quite a pile of that green stuff in the process. But none of these reasons seem adequate when Dallas businessmen apparently do not want to offer reasonable accommodations at reasonable prices.

It would be far better to hold the game in Norman every other year within easy driving distance for most Oklahomans, and allow the state folks a better chance for seeing the game than to hold it on a "neutral" ground that now seems about as friendly as a hand grenade. Lots of folk thought they knew what "Big D" stood for—the Big Drain.



SOUTHERN HOSPITALITY
Come on My House

The Sooner Salutes



L. N. Morgan

The *Sooner* has a very special reason for saluting L. N. Morgan this month. For a special supplement appearing at the back of the magazine was gathered and edited by Morgan.

Universally known as "Fess," Morgan is editor of University publications and professor of English. An established authority on 18th century drama restoration, he's in charge of such major publications as the *University Bulletin* which includes the annual catalog issue and separate issues for several schools.

Morgan likes a practical joke and one that proved his sense of humor found him on the receiving end. To commemorate the birth of his son, Lawrence, in 1937, fifty copies of the *Oklahoma Daily* (one of the few publications on campus that is not either supervised or advised by Morgan) were especially printed. Smack dab on the top of page one was a picture of Morgan's back yard complete with a clothesline festooned with "little" things. Fess stood the good-natured torment for three days before he discovered the affair was a hoax.

When *Sooner Magazine* decided to offer alumni a special supplement intended to provide informative and intelligent writings of interest to Oklahoma University alumni, Morgan was asked to help organize and edit the supplement. The results are in for the first issue (it will appear quarterly). Hence the 21-gun salute.

Bob Witty



Some students have more time than they know what to do with, then there's the editor of the *Oklahoma Daily*.

Piloting the student newspaper this fall is Bob Witty, Oklahoma City senior. Bob climbed the ladder to the chief editorial slot by cutting his typewriter keys on the *Daily* staff as a reporter, staff writer, news editor and managing editor.

Stating the paper's policy in his column, "Witty-cisms," Bob said:

"Many students have asked what is the *Daily's* policy. Without answering Republican or Democrat, social or anti-social, wet or dry (we're just damp) we hope to have an independent paper that will satisfy the student body."

While in summer ROTC camp at Fort Sill, Bob was hospitalized with the heart disease myocarditis. Practically leaving his hospital bed one day to take over the editor's desk the next, he had the first paper safely tucked in bed only two days after being discharged from the hospital.



Savoie Lottinville

When you're on the receiving end of a good break, pass it along, for that's a sure-fire method of helping others receive some of the same.

This piece of advice is as sound as an old fashioned cracker barrel, and one who is practicing this philosophy is Savoie Lottinville, '29ba, director of the University Press.

Lottinville and his wife, the former Rita Higgins, '28ba, established a \$250 prize to be presented yearly to an outstanding O.U. freshman. The successful director of the University Press, which has received high praise both here and abroad, was a recipient of a Rhodes Scholarship in 1929-32.

He received a B.A. from Oxford in 1932 and an M.A. from the same institution in 1939. A scholar who is fond of boxing, Lottinville, was a member of the Oxford boxing team and was also a member of Heros boxing club in Berlin.

When he took over his duties as assistant editor of the University Press in 1932 it wasn't the first editorial position he had held at O.U. While a student here, he edited the *Oklahoma Daily*. He is a member of Phi Beta Kappa.

A young man's career was
signed, sealed and delivered in

The Envelope

WE were sitting around after lunch the other day—Bill Howell, Frank Parsons and I—having our coffee and talking about this and that, and the subject got around to how we all got started in the work we were doing.

I'd told them how winning an essay contest in school had put me on the road to being a writer of sorts instead of the engineer I thought I was going to be, and then Bill Howell explained how, as a young lad, he had become interested in architecture through watching them remodel his father's grocery store.

I turned to Frank Parsons and said, "Looks as if you're the only one here who followed his father's footsteps, Frank. Was that by accident, or by choice, or what?"

Frank tamped some tobacco in his pipe and grinned. "Well, it's quite a story, but if you're really interested, I'll tell you..."

He held a match to his pipe and puffed thoughtfully for a moment and then went on. "My dad always wanted me to go into the same business he was in, but he never tried to talk me into it. He wanted me to do whatever I thought I could do best, and let me have my own way about choosing a career.

"One day after I got out of college back in 1920, I stopped at Dad's office to tell him I was going across town to see about a job I'd heard was open at the mill. Dad said that was fine and wished me luck. Then he picked up a couple of envelopes from his desk and said, 'As long as you're going over that way, Frank, would you mind dropping this off for me?' He handed me one of the envelopes, shoved the other in his coat pocket and said, 'I want to de-



liver this one myself because it's pretty important—and it will save me some time if you take the other.'"

Frank Parsons put down his pipe and said, "I never did get to the mill that day—or any other. After I delivered the envelope I went back to Dad's office and asked him how soon I could start working for him."

Bill Howell leaned across the table and said, "What happened that made you change your mind?"

Frank Parsons smiled and said, "It was that envelope. It was addressed to a woman who lived on the way to the mill, and she opened it while I was standing there. Inside it was a check from New York Life. Her husband had died just a short while before and left her with four small children, and—well, I guess you just never know what life insurance is all about until you see what it means to people..."

Bill Howell nodded. "That was a pretty smart stunt of your father's—sending you on an errand like that, knowing that it

might be the one thing that would swing you over to being a New York Life agent like himself."

We pushed back our chairs, and as we were leaving the table Frank Parsons said, "That's the funny part of the whole thing. Dad was in such a hurry and the envelopes looked so much alike that he gave me the wrong one! He thought he'd sent me over to pay the gas bill!"

NEW YORK LIFE INSURANCE COMPANY
51 Madison Avenue, New York 10, N. Y.

Naturally, names used in this story are fictitious.

FEW OCCUPATIONS offer a man so much in the way of personal reward as life underwriting. Many New York Life agents are building very substantial futures for themselves by helping others plan ahead for theirs. If you would like to know more about a life insurance career, talk it over with the New York Life manager in your community—or write to the Home Office at the address above.



With most of the meeting and recreational facilities in operation, the new, expanded Union threw open its doors September 17 for a student looksee. The openhouse was staged with a dance band playing in the beautifully decorated ballroom and another holding forth in the bandshell on the ground-floor terrace.

About the only things that were not available to the students at that date were the various eating places, including the Will Rogers Room and the Ming Room. But even these areas were near completion. The Cafeteria (Will Rogers Room) has since been opened (it was ready for the first football game crowd September 29), and the Ming Room is slated for opening October 14.

The Union will serve as a special meeting place for alumni throughout the home game schedule. An alumni luncheon will be held each home game in the Union and all alumni are urged to visit the Union, enjoy the food and meet with alumni friends.

The redecorated Union is now open. Built with an eye for service coupled with beauty, it is ready to serve you.

OKLAHOMA

MEMORIAL UNION

University of Oklahoma, Norman

PHONE
4 8
Clark Cleaners



Soonergram of the Month

There's something special coming up for alumni in October at the Biltmore. It's the annual Homecoming party of the Oklahoma County Alumni Club.

The Party this year will be a buffet dinner-dance held in our Civic Room Friday, October 26 on the eve of the Colorado-O.U. football game. Some 500 to 750 alumni are expected to attend the affair which annually kicksoff Homecoming activities for alumni.

Meet your alumni friends at the Biltmore for the Homecoming party and sample our hospitality. At the Biltmore, you will find the spot *where courtesy creates its own welcome.*

H. P. "JOHNNIE" JOHNSON, *Manager*

MARTIN J. REINHART, *President*

ROLLIN C. BOYLE, *Secretary*