



Despite broken leg, Ken Northcutt, senior guard, encourages team from bench against North Carolina. He's out for the season.

Desire in the Afternoon

What makes a champion? Coaches call it the "will to win." Against North Carolina, these bench-bound players demonstrate how much they want to win and why they play like champions on field.

PHOTOGRAPHED BY JOHN CRANE

This is the tenth year that Bud Wilkinson's Sooners have been setting the football world ablaze. After humiliating Texas 45-0 in the Cotton Bowl, October 13, the Big Red had run its victory string to 33 straight and was fighting for another national championship.

Why do the Sooners consistently win? The success of the team has been attributed to many factors—great coaching, natural ability, a tradition for fine football. But the word that seems to get the most attention from Bud is "Desire."

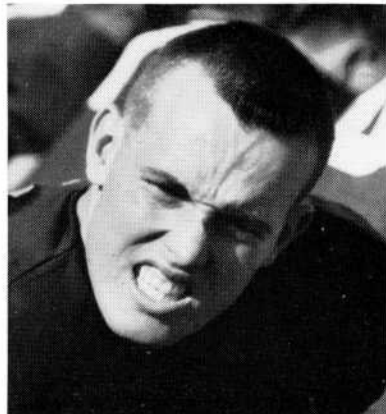
Every Wilkinson edition has been blessed with it to

some degree. In an era that has produced a great many teams of good potential, the difference between winning and losing often stems from the desire to hit harder, run faster, to complete assignments a little sharper on every play.

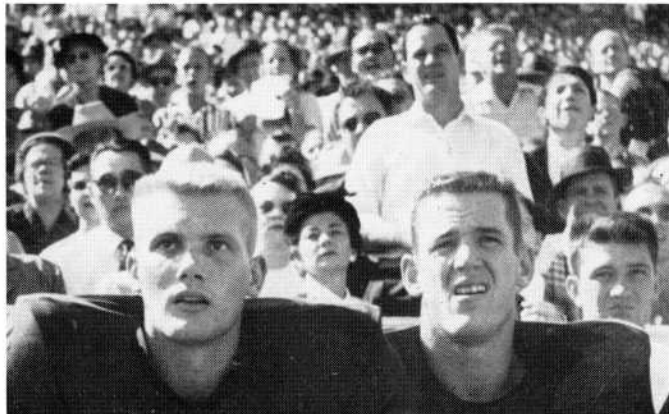
To record the lengths that Oklahoma's desire reaches, a photographer was assigned the Sooner bench during the North Carolina game. The pictures he produced appear on these pages. They offer graphic proof that the Sooners want to win—even while they are sitting on the bench watching the game.



Carl Dodd, halfback, chews lip as he watches contest.

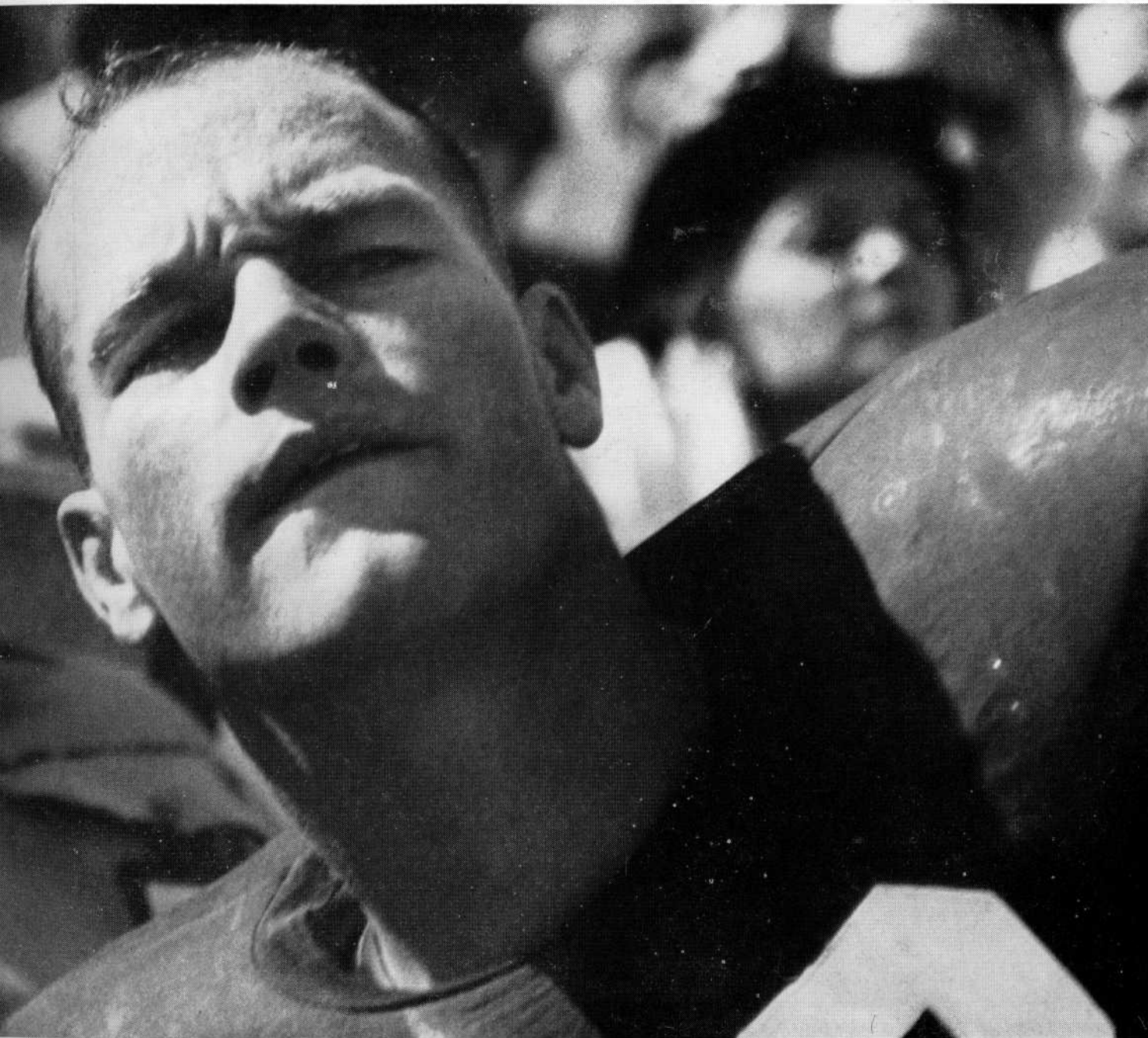


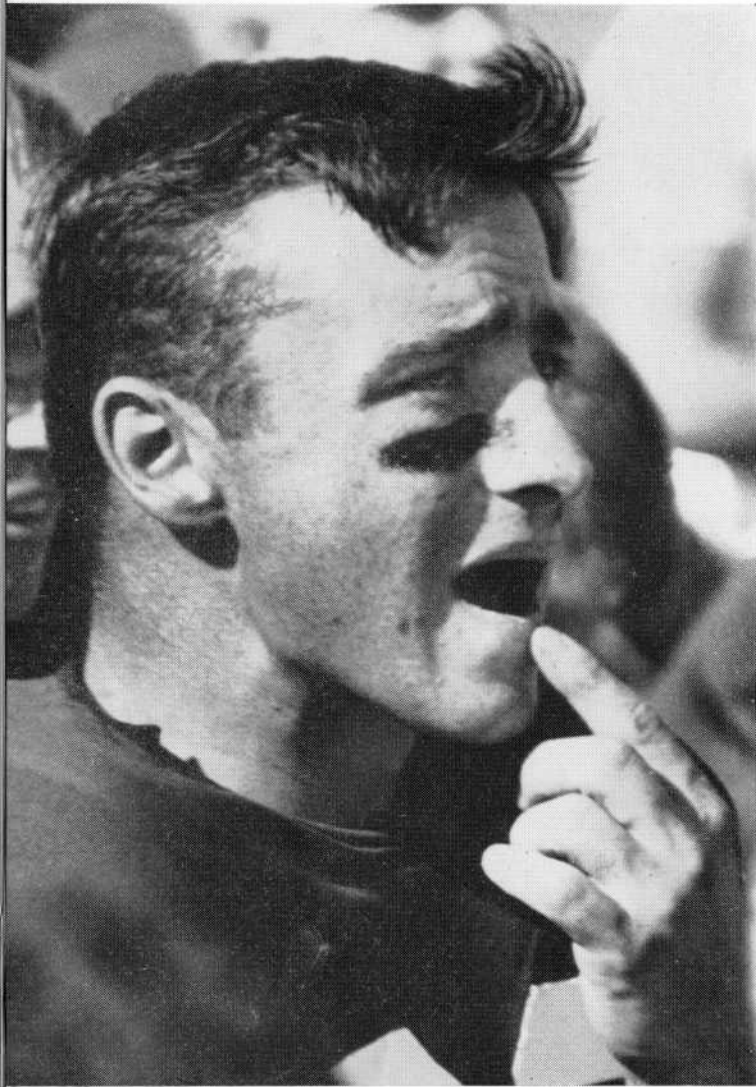
Jim Lawrence, reserve tackle, lends all of his moral support to men in the game.



Don Stiller and Clendon Thomas sit out a few plays but faces mirror their reaction to play on field. In a few minutes, both returned to lineup.

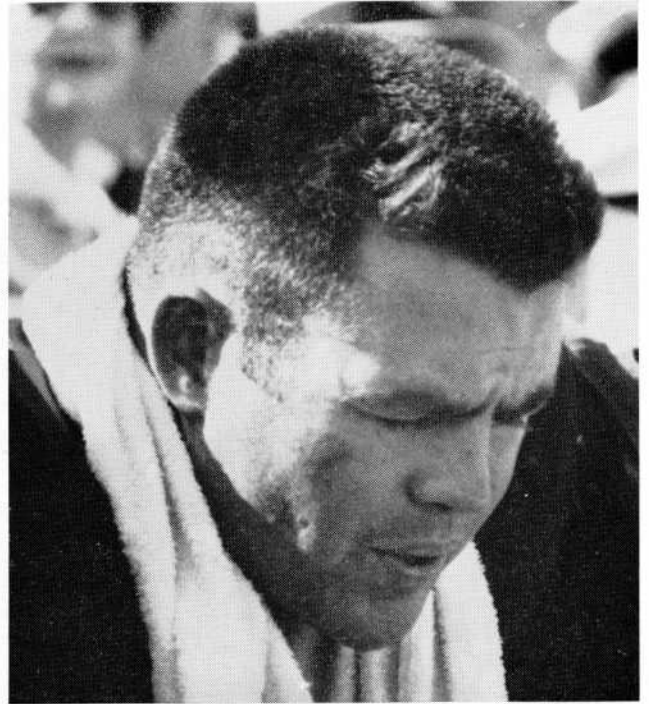
Jerry Tubbs, All American center, dislikes the way a play goes against North Carolina. Quiet, calm off field, Tubbs changes with competition.



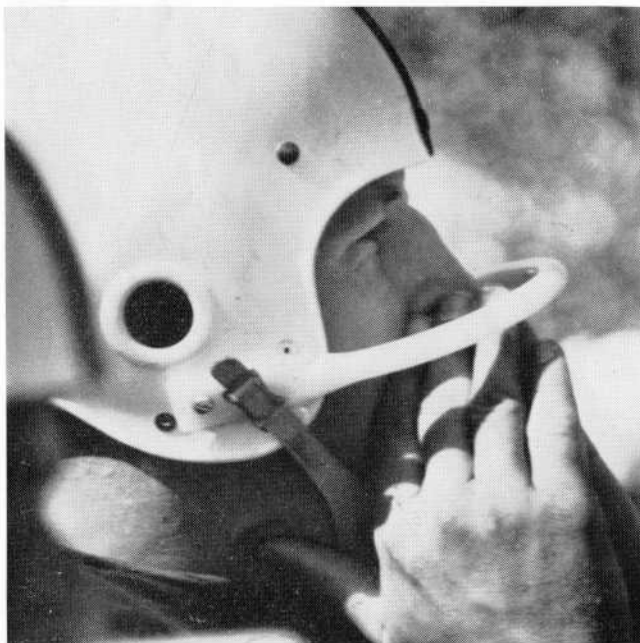


Keith Lewallen, reserve halfback, shows the game's suspense.

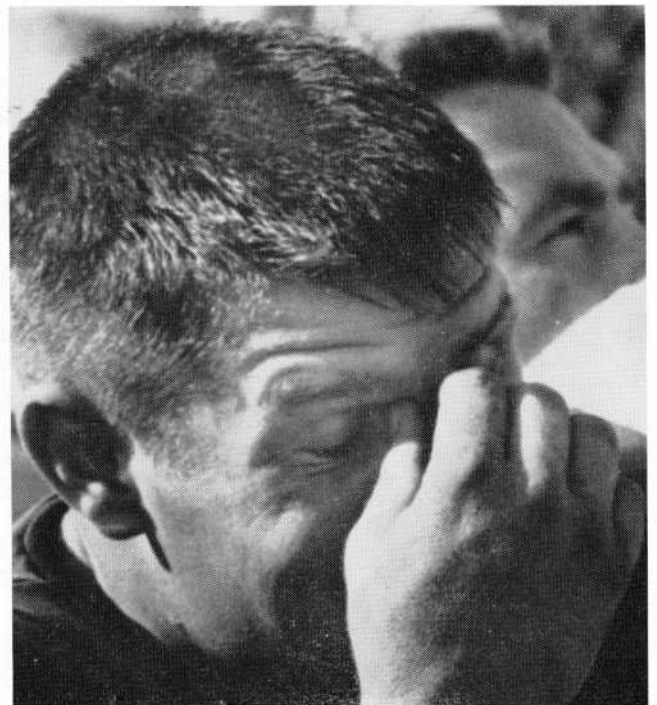
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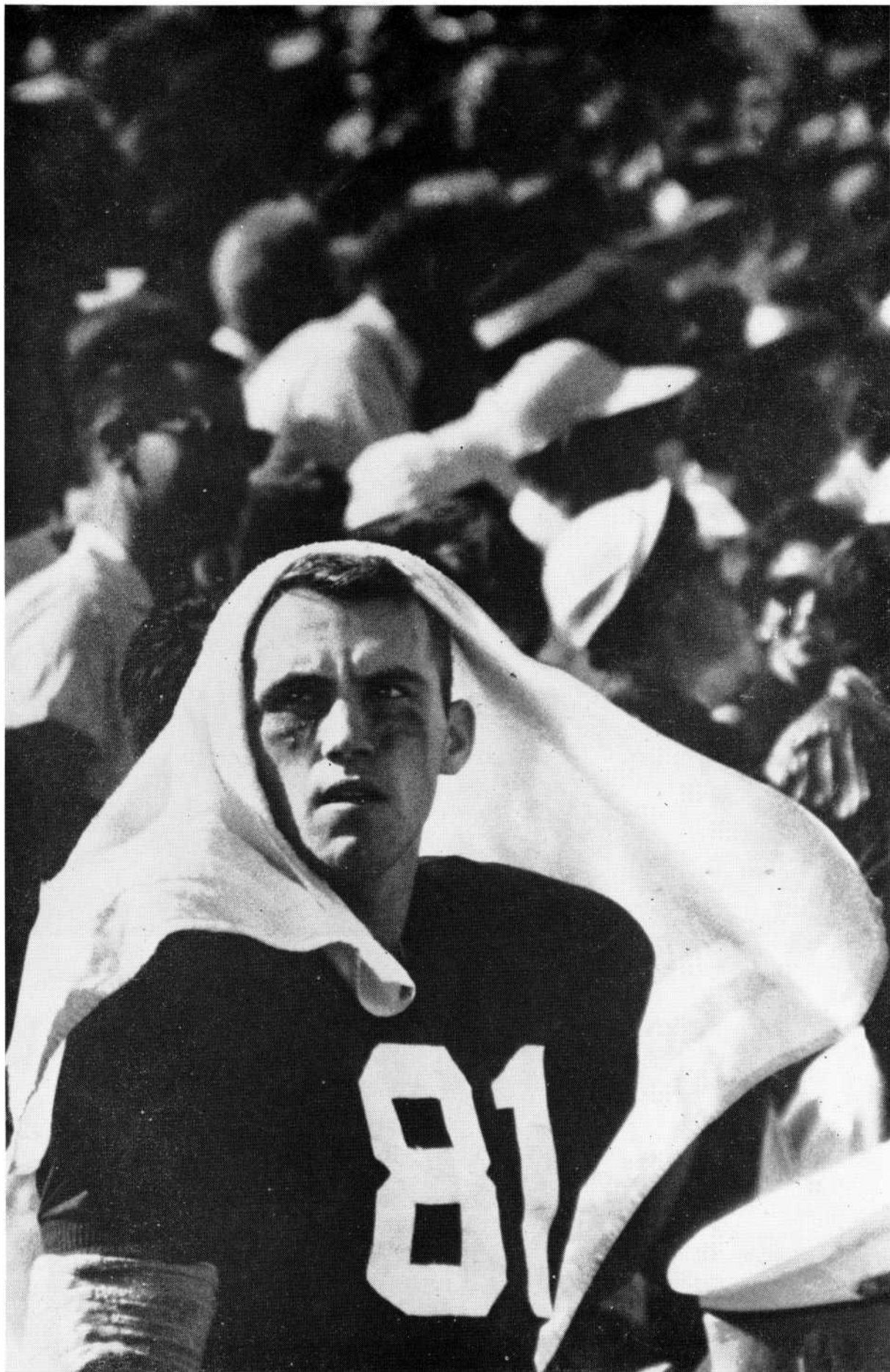


Doyle Jennings, guard, shows strain of line play.



Ed Gray, senior tackle, yells encouragement from the bench. At right, Bob Harrison, center, rests for his return to the lineup.





Bob Timberlake, who played North Carolina game as end and has since moved to tackle, shades his head from the September sun as he watches North Carolina attempt to move the ball. Players bench desire is turned into touchdowns on the field.