The way of athletic dollars

Accounting for the O. U. gate receipts

By Jack Fischer, '32

What happens to the $100,000 Sooner sport fans pour into the university's coffers every year? The following financial statement is the answer to that question, framed by many a student, many an alumnus.

Few laymen have but vaguest idea of the huge expense of putting over an athletic program for 5,000 students. The obvious costs, for example, such as coaching salaries and supplies, make up a small share of the total, while some of the largest items on the budget go into permanent investments, such as the Memorial Stadium-Union fund.

By far the greatest expenditure is the sum paid to visiting teams, $26,934.28 during the four months from September to January. Of this amount $24,858.46 went for football and the rest for minor sports. Visitors receive a stipulated guarantee and a percentage when gate receipts exceed an agreed amount, varying with each game. The largest gate of the year was $17,134.25 at Homecoming, of which Kansas received $9,053.86. The Creighton game, on the other hand, netted a loss, since $5,000 was guaranteed the visitors and only $2,497.60 was taken in.

Traveling expenses for the four months totaled $9,137.17, with $6,584.94 going for football trips. This expense will be cut considerably in the future, since the athletic council has purchased a bus for $1,400.00 which is expected to pay for itself in one year in saved traveling expenses.

Salaries amounting to $9,742.42 have been paid out since the first of the year. This includes pay to Ben G. Owen, director of athletics, Adrian Lindsey, football coach, Hugh V. McDermott, basketball, John Jacobs, track, Paul Keen, wrestling, Dewey Luster, assistant football coach, and Bruce Drake, the only student assistant now employed.

The largest intramural sport program ever attempted at the university had cost only $75 up to December 31. The use of student managers and the fact that the program has only begun accounts for the low expense.

Supplies for all sports, including suits and equipment have cost only $8,433.99. The $3,729.73 of this amount allotted to football went partially for the purchase of new suits for the entire team.

Under the heading of sundries, with an expenditure of $2,954.97, is grouped scouting expense, laundry, pay for officials, awards, tickets and similar items.

A small but important item on the expense sheet is $2,300, half the cost of a loudspeaker set-up over which an explanation of each play can be given to spectators. The other half was paid by the University of Oklahoma proper.

Concessions netted a profit of only $168.26 to the athletic council, since the athletes operating them were allowed to make substantial dividends. The concessions are the only jobs at the disposal of the athletic council, and are turned over almost entirely to athletes who must be partially self-supporting.

Special activities sponsored by the athletic department have been allotted $2,300 on the budget, although most of this sum has not yet been paid out. The annual interscholastic meet, Homecoming and Dad's Day activities, the Oklahoma relays, Boy Scout day, a section in the school year-book, band expenses, intramurals, and the annual wrestling tournament come under this heading.

A budget item of $15,650 has been set aside for general expenses, including items which cannot be allotted to any one sport or activity. Conference dues of $600, postage, telephone and telegraph amounting to $750, $500 for office supplies, $1,500 medical expenses, $8,000 for labor, and sums for trophies, awards, and banquets are included.

Rainy weather at almost every football game cut receipts to $75,949.28, about $7,500 less than was expected. Total receipts for all sports during the year is expected to amount to $129,650, according to the budget.

Statement of income and expenditures of the athletic council from September 1, 1929, to December 31, 1929.

INCOME:

Student tickets $32,500.00
Football 75,949.28
Basketball 210.00
Track 330.00
Tennis 101.50
Concessions 1,981.24
General 84.44

Total 111,156.46

NET WORTH:

Surplus revenue 21,792.99

Grand Total 132,949.45

INVESTMENTS:

Stadium-Union $30,000.00
($20,000 last year; $10,000 this fiscal year)
Equipment 3,865.60
NOTES RECEIVABLE:

Stadium-Union 14,850.00
SUNDAY:

Hot checks 292.06
CASH ON HAND 24,538.99

Grand Total 132,949.45

The punch of victory

Desire to win needed, says Lindsey

A wealth of good football material, competent coaching, teamwork, the backing of the school, and above all the desire to win—these are the things that make a winning team in the opinion of Adrian Lindsey, Sooner football coach.

Stressing the importance of a winning psychology in both players and student body, Lindsey outlined the factors that build championship teams, not only on the gridiron, but in all sports. "Love of the game," he said, "is undoubtedly the prime characteristic of every good player. It sounds funny to say that some men have no desire to win, but it's true. We always have a group who come out for the prestige they gain, to win a letter, to make the trips. They don't take the game seriously, don't worry over a poor showing; they are the 'self-satisfied' players. While some men grudge every minute they spend on the bench, others are (Turn to page 216 please)
Succeed himself as mayor of Sand Springs. If he is elected he will be the second man to be re-elected, B. M. Raising, B. A. ’23, being the first.

Dr. D. W. LeMaster, ex ’24, and Mrs. LeMaster recently spent four months abroad during which time Mrs. LeMaster travelled about the continent while Doctor LeMaster studied at the University of Vienna post graduate school of medicine.

Two Sooners are living as neighbors on the tropical island of Trinidad, British West Indies. They are C. Philip Collins and Mrs Sadie Long Cocke, ’27 eng., and Mrs Sadie Long Cocke, ’28 bus.


Mrs Merle Campbell Montgomery, ’24 fine arts, sailed last May for France where she spent the summer studying piano at Fontainbleau. At the close of the season, she went to Switzerland and Italy for six weeks vacation. She is now in Paris at the Academy studying with Dierus and Philipe. She will return at the close of next summer. Her address is 26 Rue Vavin, Paris, France.

1925

Doris Nesbitt, ’25 home ec., is now living at 20 Church street, Andalucia, Alabama.

Mrs Willard M. Mall, (Mildred Sidwell, ’25 arts-sc.,) is living at apartado 94, Tampico, Mexico.

Dale J. Kinnee, ’25 arts-sc., who was commissioned a second lieutenant of infantry upon graduation from West Point last June, is now attending the air corps primary flying school at March Field. Address, March Field, Riverside, California.

Judge Sebe Christian, ’25 law, of Sapulpa, was appointed recently to the United States diplomatic service, but declined the appointment. Judge Christian was one of thirty applicants to take the examination. Though only twenty-five years old, Judge Christian is not only county judge of Creek County but has served in the state legislature.

1926

Emma Pearl Brown, ’26, is reception clerk in the county clerk’s office at Guthrie. Her address is 406 East Perkins.

Mrs Marguerite Ricks Wildman, ’26, is living in Britton where her husband, J. Ross Wildman, is cashier of the First National Bank.

J. H. VanZant, M. S. in geol. ’26, is chief geologist for the Healdton Oil & Gas Co. and secretary of the W. E. Grissos, Inc., with offices in Enid and Tulsa.

R. B. Frost, ’26 arts-sc., who has been working on a Ph. D. degree at University of Wisconsin has accepted a position in the geography department at Oberlin College, Oberlin, Ohio.

Magnolia M. Gee, M. A. ’26, is on sabbatical leave from Southwestern Teachers College, Weatherford, and at present is doing graduate work in the Teachers college, Columbia University.

Helen Boyle, ’26 arts-sc., is a missionary and teacher at Aoba Jogakuin, 69 Moto Yonagi Cho, Sendai, Japan. She writes that to her knowledge she is the only Soon in Japan. If there are any others she would like to hear from them.

Several O. U. graduates are teaching in the Wutumka schools. They are: R. B. Knight, M. A. ’26, superintendent of schools; John W. Bell, ’25 arts-sc., high school principal; Ruth E. Anderson, ’29 sci., school English; Mrs Carrie Tex Moore Cox, ’21 sc., home economics, and Bertha Bloom, ’24 arts-sc., second grade.

1927

Katherine Graham, M. S., ’27, is working toward a Ph. D at Madison, Wisconsin.

C. M. Raemer, ’27 arts-sc., is studying law at the University of Illinois. His address is 402 East John street, Champaign, Illinois.

Virginia Perkins, ’27 arts-sc., will direct the May day fest of Notre hill school, which will be a pantomime of a gypsy marriage ceremony.

Three Sooners who are prominent in political and legal circles in the southern states are Floyd L. Jackson, ’27 law, Irvin Vogel, ’25 law, and Mike Anglin, ’28 law. Jackson is city attorney of Burbankett. Vogel is judge of the county court at law in Wichita county, Texas and Anglin is assistant district attorney of the same county.

Many former students are now working in the zoological department full or working there part time and taking graduate work. They are: Celeste Whaley, ’27 arts-sc., full time artist and technician; Kara Fullerton, ’29 arts-sc., Mildred Guscuch, graduate student, Zebga Logan, graduate student; George Moore, ’29, Eugene B. Webster, graduate student; and Julie Weil, graduate student.

1928

J. C. Mayfield, ’27 ed., is principal of the high school at Marietta.

Harry B. Fleming, ’28 sc., is at March Field, Riverside, California in army aviation.

J. C. Nelson, ’28 geol., is with the United States geological survey at Kingsbury, Texas.

Frances M. Kennedy, ’28 arts-sc., is library assistant, Carnegie library, Oklahoma City, Honne, 1424 North West Twenty-sixth street.

Clifford G. Ludeman, ’28 arts-sc., is an assistant instructor and student at Yale university. Address, care Sterling Chemical Laboratory, Yale university, New Haven, Conn.

Joe McRide, ”28 bus., who has been on the advertising staff of the Oklahoma News for the past two years is now advertising manager of the Oklahan Daily News.

Shirley Rogers, ’28 law, and J. C. Ryan, ’28 law, have formed a law partnership at Guyom, Oklahoma. Mr Rogers has recently been appointed assistant county attorney.

John L. Murphy, M. A. ’28, political science teacher in the high school at Pawhuska, spent last summer in the graduate school of the University of Chicago working on his Ph. D. degree.

A display of rare books issued by private presses, was held during the library dedication at Norman by Hollis Russell, ’28 arts-sc., in a Norman gift shop. Russell now operates a rare book shop in Oklahoma City.

Frank Dennis, ’28 jour., former editor of the Oklahoma Daily, and now Harvard student, writing in the University of Oklahoma Magazine, finds that the dear boys of Harvard can wear a swallow-tailed dress coat and derby hat without feeling embarrassed—and mayhap, take a drink of liquor “and plenty of it.”

1929

Floyd Ayers, ’29 geol., and Jesse Jones, ’29 geol., are connected with the Gulf Refining Co., at Meridian, Mississippi.

Frank Marshall, ’29 geol., is with the Union Oil Co., in Los Angeles, California doing micro-paleontological work.

Eugene Boyd Watwood, ’29 eng., is now supervisor for Proctor & Gamble. His address is 4646 Winton Road, Cincinnati, Ohio.

Margaret Lain, ’29 fine arts, of Oklahoma City, left January 11 for New York to attend the American Academy of Dramatic Art.

Llewellyn L. Barrow, B. S. in Med. ’29, is attending the medical school of at the university hospital. Address, 2541 West Sixteenth street, Oklahoma City.

Margaret C. Gallagher, M. S. ’29, is an instructor in the school of pharmacy, University of Illinois. Address, 715 South Wood street, Chicago, Illinois.

Milton Ernest Asflah, ’29 arts-sc., received a research scholarship from the university for the year 1929-30. His subject: “A History of Labor Legislation in Oklahoma.”

Sooners who are at the U. S. Navy hospital, San Diego, California are C. M. Mathias, M. D. ’29, J. R. Sayers, M. D. ’29, Roy E. Cantrell, M. D. ’28, and D. H. Walden, ’26 sc.

Maurice L. Cotton, ex ’29, is superintendent of schools at Altus. He recently secured a raise in the valuation of the district which netted $30,000 more income for the school system of Altus.

Mrs George Benson, (Sallie Ellis Hockaday, ex ’29), is a missionary of the Church of Christ at Canton, South China. She writes that the war situation is becoming more critical and that the missionaries expect at any moment to receive word from the American consul to flee to Hong Kong. Her address is box 53, Canton.

THE PUNCH OF VICTORY

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perfectly content to sit there the entire season. If a coach has many of these, he is in a bad fix. It is the man who loves the game who makes a great player.”

While organized “pep” is often over-rated, Lindsey thinks that the wholehearted interest of a student body will go far towards heading its team for a pennant. “Yelling counts for little. A good player never hears the yells. But that intangible enthusiasm that sometimes oozes from a whole campus like water from a sponge counts for a lot. If a team knows the school really wants it to win, it is liable to do it. An interested crowd speeds up both teams, visitors as well as the home squad.

“Good material is of course the first essential for a good team. Without a bunch of good ball players, no coach living can make a winning team, any more than a master tailor could make a fine suit out of shoddy cloth.

“Capable coaching comes next and, after it teamwork. Jealousy, fraternity politics, girls, unwise publicity, personal
TAKING O. U. TO THE STATE

(Continued from page 204)

academic degrees. They are business and professional people, company heads, club men and women, and others who are improving themselves in a definite manner.

"They are of the opinion that degrees are not the prime objective in education, and are either advancing work begun in undergraduate days, or delving into fields which they were forced to pass by."

Full time instructors, in charge of credit classes, are divided between Tulsa and Ponca City and Norman. Doctor Watters and Mrs Sara N. Donalson are instructors in accredited courses at Tulsa. Doctor Watters conducts classes in elementary accounting, principles of accounting, and business law. Mrs. Donalson teaches history and government.

At Ponca City, L. J. Sicard gives work in economics, accounting and merchandising. Dr. F. A. Balyeat, associate professor of education; Dr. John F. Bender, professor of educational psychology; and Oren Stigler, instructor in agriculture and school law, go out to state points each week to conduct work in their lines. The entire work is in charge of L. B. Fritts, director of extension classes.

Increased interest in the courses offered is the reason given by Doctor Watters for an expansion program planned for this year.

Other members of the Tulsa extension faculty include Vinson Lackey, advertising; E. A. Clark, accounting problems; Miss Mary Honk, current literature; H. R. Stuart, retail credit practice; E. M. Gallagher, public speaking; J. E. Musgrave, salesmanship; W. J. Vaught, corporation finance; T. W. Serviss, business psychology and business efficiency; A. C. Smith, English usage and news writing; and Miss Evelyn Nesbitt, secretary.

Belles lettres and bell ringers


In Oklahoma, where construction and maintenance of roads is a vital public question, Professor Wolfard's book should be of great value.

"Petroleum products in the form of road oils and asphalts have a distinct place in economic highway maintenance," he declares in his opening discussion.

"This report is devoted to a discussion of the various methods of application and utilization of these materials in current highway practice."

"Oklahoma, holding first rank among all states of the Union in the production of petroleum and allied products, should be exemplary in the commercialization of this resource. Road builders may well consider the possible economies to be effected through a larger use of road oils and asphalts in the maintenance and reconstruction of many of our highways."

Oil treatment, he points out, is essentially a maintenance operation, and requires careful consideration of the road surface. The earth composing the earth surface should contain certain appreciable amount of sand or fine gravel. Heavy clays and heavy clays and gumbos are subject to excessive swelling and corresponding shrinking. Only asphaltic or mixed base oils should be used for road treatment purposes, he says.

Gravel roads treated with oil make for economy in preserving the surface.

"It would appear that cold rolled rock asphalt should prove to be of distinct value in state development of our highway system," Professor Wolfard points out. "There is a considerable mileage of gravel roads in Oklahoma on both state and county highways. When traffic increases to a point when maintenance of the untreated gravel surface becomes excessive, bituminous treatment should be initiated. Later, when traffic would appear to warrant a still further improvement of surface, a two-inch topping of cold rolled rock asphalt should yield an approximate high type of roadway at a moderate cost with very slight, if any loss in salvaging early stage development."

Numerous pertinent illustrations and details of specifications add to the value of this very thorough work. It should be studied by every one connected with highway laying and maintenance—to their profit.

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KIOWA INDIAN ART


In the American Magazine of Art for December, 1929, it is an astounding thing to receive from France a publication dealing exclusively with the work of our American Indians. This work, assembled by Professor Jacobson, was shown at Prague at the time of the most recent International Congress on Art Education, and there, for the first time, came to the attention of Europeans, by whom it was hailed with enthusiasm.

The water colors reproduced are recent works by young Kiowas of today, Kiowas receiving good, often excellent, schooling—in some instances, university students. They are the works of pure Indians only one generation removed, as Professor Jacobson tells us, from the hunting grounds and the war-path, "the works of representatives of a race that the whites are sometimes pleased to call primitive." The works reproduced in this book have been chosen from Professor Jacobson's own collection, which has been assembled within the last two years. When the artists were discovered they were doing manual labor and painting in their spare moments. The beneficence of an Oklahoman of Ponca City made it possible for them to devote their entire time to their art for six months of the past year.

Five artists are represented in the portfolio. There are still others producing in the same vein, and equally well. The subjects are figures—Kiowas in native dress as seen in the native dances or in their ceremonies. Similar work, and work of like merit, is being produced by the Indians of other tribes, notably the Pueblos in New Mexico. Primarily they are decorative. Ethnologically they are extremely significant, evidencing the persistence of nationalistic tendencies and ideals. Artistically they surpass much of the so-called "modern" and more sophis-