Roundy and the Sugar Daddies

By Boyd Gunning, '37ba, '37Law

The opening of the "New Orleans Strip" was in January, 1949, and on two consecutive occasions the weather was as well as that of the news stories carried a dateline, "New Orleans, Oklahoma." The final run was made on the Bayou outpost on January 2, 1950. Fourteen thousand Oklahomans participated and the results were decisive, Oklahoma 35-LSU 0.

Riding the Sooner Range

Five minutes after George Cunningham, '49ba, and wife Katie, arrived in New Orleans, O.U. Alumni headquarters at the Roosevelt Hotel was in full operation. Of the thousands of Sooner who poured through the lobby of the Roosevelt, there were 3,000 who found time to register at the Alumni booth and visit awhile about the sights of Bourbon Street and the probable outcome of the football game. One of the first to register was RICHARD "DICK" L. O'SHEILDS, '49eng, outgoing graduate of the College of Engineering last year and a member of the faculty at LSU. Dick consented to help run the registration and won the lasting gratitude of us all. Another loyal Sooner who was a great help in that busy time was HARRY BETTIS, '29pharm, of New Orleans.

The O.U. Headquarters

The Ye Sooner! buttons furnished by the Alumni Association were a great hit with all Oklahoma boosters. One grad quipped as he pinned his on, "The only thing that's free in New Orleans." Among the early arrivals were A. B. CARPENTER, '27Law, and wife HELEN, '28ba, with their daughter, NANCY. The CARPENTERS formerly lived at Shawnee and moved to Roswell, New Mexico, about 10 years ago. A. B. is State Senator in New Mexico and has been a loyal follower of Sooner destinies down through the years.

This year the Sugar Bowl trip served as a family vacation for a number of alumni. DAVE, '21geod, and wife, FLORENCE, '22ba, of Oklahoma City registered with their son, BOB and DICK, HARRY DIAMOND, '12law, and his wife, EDNA, '13, and his wife, BETTY, '32ba, MR. and MRS. H. B. DOWELL of Tulsa brought their daughter ANNE along to see CHARLIE, the great OU center, play his final game for the Big Red. NORMAN BRILLHART, '17ba, and wife MILDRED, '22fa, of Dallas included in their party ELLEN ROWE BRILLHART, '36ba, MR. and MRS. JIMMIE PARKER, BILL and MARTHA SHORT, and the genial manager of the O.U. Book Exchange, J. C. MAYFIELD, '29ba, and wife KATHERINE, CHARLES B. DUFFY, '21Law, and MRS. DUFFY, '19-'23, of Ponca City were there with their daughter, DOROTHY, who will graduate from O.U. this year. The BUSEYS of Ada registered in force with OREL, '14Law, and HOPE, accompanied by ANNE, CAROLYN, PHIL, DAVID and JOHNIE, T. H. MCCASLAND, '16ba, and MRS. McCASLAND of Duncan and their daughter, MARY FRANCES, of the Class of 1952 were there to recall many great days in O.U. football history.

Several Soonees came from far distant places. For instance, JUDGE GEORGE OLIPHANT, '31Law, was there from Regensburg, Germany, and MR. and MRS. WAYNE MARTESON registered from Abilene, Texas.

One member of the Sugar Bowl Committee inquired why it was that so many Texans registered at the O.U. Alumni Headquarters. We told him that these people are not Texans; they are just good Oklahomans with Texas addresses. Among this group were some of the Houston Sooners such as WAYNE BURKHART, '30-'31, and MRS. BURKHART, and C. B. TRUJT, '41eng. From Wichita Falls came MR. and MRS. N. C. PARKER, COY B. JONES, '20ba, was there from San Angelo. PAUL C. TEAS, '22, and wife HESSIE, '22, came down from Dallas. EDWARD E. SANDS, '39ba, of Houston liked the Texas game so much that he decided to see what O.U. would do against the Tigers of LSU.

Alumni Breakfast

The Alumni breakfast at the Roosevelt the morning of the game was the greatest kick-off breakfast ever staged by Sooner Alumni. More than 600 confident and enthusiastic Soonees turned out for a program which set a fast pace that became the theme of the day for all Sooner activities. The breakfast was arranged by GEORGE CUMMINGS with the able assistance of HARRY KORNBAUM, '33, and JIMMIE JOHNSON, '36ba, of Oklahoma City. The star-studded program fea-
the alert defensive play of Royal saved a touchdown. Heath took an inside handoff for three yards. On the next play Thomas was stopped, LSU declining the penalty. Then Pearson hit Thomas with a 34 yard pass on the 5 yard line and LSU tackled him into the end zone. Tipps then hit his first of five conversions.

A Tiger fumble on the next kickoff paved the way for Oklahoma's second score. Tipps' short kickoff was taken by Sum Lyle on the 38. Unable to hold onto the bouncing ball, Lyle fumbled and Tipps and Goad recovered for Oklahoma.

After two unsuccessful plays, Thomas took a Royal pitch out for 17 yards to the LSU 21. Thomas dropped a pass from Pearson in the end zone that was a duplicate of the first scoring play. That didn't matter because the Sooner halfback scored from the five. Heath then kicked the first of five conversions.

That put Oklahoma out in front 14-0 at halftime.

After the rest period the Sooners came out with a passing attack. Carroll Griffith's toss and return it eight yards to the LSU 42. Thomas hit Charley Pevey for 21 yards. But in stepped Clark to intercept Griffith's toss and return it eight yards to the LSU 34 yard line. It took the Sooners only 2 plays to make their fifth and final tally. George Brewer lost one. Heath then took over and raced 34 yards to cross the pay dirt standing, with the final tally standing at 35-0.

Achievement Day Set

The third annual Achievement Day, sponsored jointly by the University board of regents and by the University of Oklahoma Association, has been scheduled for April 12, 1950.

Five outstanding Oklahomans will be honored at an Achievement Day banquet. They will be awarded a distinguished service citation on the basis of the persons' merit "in advancing a better contemporary society and their efforts to make Oklahoma a better known state."

Recipients of the awards in 1949 were Dr. Frank P. Baker, Talihina; Lew Wentz, Ponca City; Bennie Owen, professor of physical education; Miss Muriel Wright, 20, Oklahoma City; and Frank Phillips, Bartlesville.

Those receiving citations at the first Achievement Day in 1948 were General W. S. Key, Oklahoma City, Lynn Riggs, 23, New York; Everett DeGolyer, 11th, Dallas; and Mike Monroney, 24th, Oklahoma City.

Winners of this year's awards will be announced later.

Former Honor Student Promoted

The board of directors of Phillips Petroleum Company have elected Harry D. Turner, '31 Law, to the office of general attorney.

As a student, Turner was elected to the Order of the Coif for outstanding scholarship. He received the highest grades in each of his first, second and third year law classes. For these achievements he was granted the Phi Beta Delta, the Callahan and the Bledsoe scholarships.

During World War II, he served as an artillery officer. And he later served as a prosecutor of Japanese war criminals in Manila.

Nielsen Appointed Editor

Dr. J. Rud Nielsen, research professor of physics at the University, has been appointed an associate editor of the Journal of Optical Society of America for a six-year term beginning January 1, 1950.

Dr. Nielsen has been a member of the Optical Society of America for many years and has published a number of papers in its journal. He has previously served as an associate editor of the American Journal of Physics.

Grad Cops Prize

Miss Annie Laurie Von Tungeln, '24ba was awarded one of the ten $10 prizes in the 1949 Travel contest of The Instructor magazine. Miss Von Tungeln now teaches Spanish at Tulsa Central highschool. Excerpts from her prize-winning manuscript will be published in one of the spring issues of The Instructor.
The Sugar Bowl Story started at the opening of the season when Bud Wilkinson's young men ripped through Boston College. The tension mounted throughout the season and then one December day the above picture was made as the Sooners boarded a Braniff plane for the trip to the Biloxi training grounds.

Sooners seemed to come from everywhere to watch the L.S.U.-O.U. battle. A. B. Carpenter, '27Law, wife Helen, '26ba, and daughter Nancy came from Roswell, New Mexico, to witness the encounter. Carpenter is state senator in New Mexico.

On board the plane, Braniff hostesses made the players feel at home and with homefolk. And rightly so for the two hostesses serving coffee to Mr. and Mrs. Jim Owen (facing camera) and to Coach Bill Jennings, '46ba, '49med, and Mrs. Jennings (back to camera) are Jane Steinhorst, '48jour, Pawhuska, and Mary Kay Marks, '49, Oklahoma City.

Boyd Gunning, '37ba, '37Law, executive secretary of the University of Oklahoma Foundation, standing in front of pennants proclaiming Oklahoma and Pat Reed, '16, Sulphur, commissioner of public safety, look on as Earl Wells, Henryetta, registers at the Roosevelt headquarters.

After breaking training camp at Biloxi, Mississippi, the coaches and players moved into New Orleans for the game. Coach of the Year Bud Wilkinson, Roundy Coughlin, sports editor of the Madison (Wisconsin) State Journal, Quarterback Darrell Royal and Mrs. Royal, Hulst, beamingly anticipate the game results.

Leon Heath strikes a Winston Churchill pose as he indicates victory and the number of touchdowns he contributed to the victory to Jane Steinhorst. They're pictured just prior to entering the plane which took the Sooner football gang to Cuba for a victory celebration.
tured Governor Roy J. Turner, President George L. Cross, Hal Middles-
well, E. C. Couch, J. V. Schnell, Paul Runs, and the eminent Roundy Coughlin, sports editor of 
Madison (Wisconsin) State Journal.

A suitable climax was provided by the appearance of the great university of Oklahoma Band in shining new uniforms. It was a real pleasure to be master of ceremonies at an affair like this where everyone felt so good that nothing could possibly go wrong.

Some of the other early risers at the breakfast were Joe Curtis, 20ba, 22law, and Mrs. Curtis, 22ba, Paul Valley; Joe Smalley, '18, Virginia, '19ba; Norman; Paul Reed, '21, and Paul Reed, Jr., Sulphur; Ned Sheppler, '18, and Mrs. Sheppler, Lawton; Dr. Oscar White, '21ba, and Mrs. White, Oklahoma City; Roy Evans, '36ba, '39law, and Mrs. Evans, '40ba, Ardmore; and there were two others who were Vienne Hendricks, '25ba, Dr. Ned Burleson, '26ba, '29ba, '31mecl, and Mrs. Burleson, '27ba. John Turner, '37, and Mrs. Turner of Holdenville were there with Gene Truscott, '37law, and Mrs. Truscott, '37ed, of Shawnee.

Also enjoying a much deserved vacation were Mrs. E. C. Crawford, Fort Logan, Colorado; Glenn '40med, Sulphur; John T. Cooper, '36ba, and MRS .Welch of Antlers; George Nolan, '25eng, Memphis, Tennessee; Lee Welch, '21Law, Okmulgee by A. N. "Jack" Cobus, '37med, and Mrs. Ellinger, '26ba, and Mrs. Ellinger, '26, E. C. Couch, '37med, and Mrs. Updegraff, '28, and Mrs. Updegraff, '30law, and Mrs. Udger, '28, '04a, Verna James, '37, and Mrs. James, Lloyd Lockett, '41ba, and Mrs. Lockett, and Lloyd's brother, Walter, who came home for the holidays from Danville, Virginia. From Granite with W. Lewis, '31ba, 32mecl, and Mrs. Lewis. Among the Tulsans present was E. E. Couch, '37ba.

The irrepressible Roundy Coughlin, sports editor of the Madison (Wisconsin) State Journal, had a few remarks to make concerning the Alumni breakfast in New Orleans:

"I think when I got my honorary "O" at the Oklahoma Alumni banquet in New Orleans that I was the proudest guy that ever strut down the pike. I was so tickled I pretty near cried over it."

"When you get a guy like weeping you got something. I was really proud of it and what a beautiful banquet that was. Then when the Oklahoma band came in there and played and sang Oklahoma I then saw everything. It was something I never thought I would be an honoree for."

"If you would have told me this was coming up after I quit sixth grade I would have done everything I could to get you in the dippy house."

"President Cross of the University of Oklahoma did a great job in introducing me brother he worked you in there in the top bracket with this education stuff. To top it all off he's a real guy. He ought to have a summer school class for some of these presidents and put a little polish on them.

"George Cummings assistant executive-secretary of the University Association did I ever do a job. He is the best guy I ever came in contact with on this kind of a setup he made me feel right at home. I thought it was too big an affair for me but after dealing with Cummings I came down to earth with the rest of them. He had a lot to do with me being at ease you can say that again."

"Boyd Gunning he was the toastmaster that's the way to run a banquet off good and fast and no long winded guys. He had Governor Turner say about six words then rang the bell the Governor wanted it that way too he was there to do a job. You can see why he is in the top bracket."

Remember these boys because you will hear more from them as the years go by.

### Cuba Bound

On the day following the game the Sugar Bowl Champions, with the wives of those who were married, and their coaches took off from New Orleans in two flying DC-6's for a two-day trip to Havana, Cuba. The delegation of University of Oklahoma enjoyed the trip while in Cuba by Douglas Wood, '29, who is now manager of the Braniff Airlines in Cuba. Doug did a fine job and contributed much to a very pleasant trip.

Those who have had an opportunity to know the members of the O.U. football team of 1949 will always remember them not only as a great football team, but also as one of the finest groups of young men ever assembled in Oklahoma for any purpose. Seeing these boys at work and at play you have the impression that with them the glories of championship college football is not an end in itself, but merely a fine experience on the road to successful careers in the various professions and lines of business which they have chosen through their studies at the University.

### 1949 Sooners End Hunt

Oklahoma's Sooners ended a glorious football season January 2 with a crushing 35-0 defeat of highly-touted Louisiana State in New Orleans Sugar Bowl before 85,000 enthused and highly-partisan fans.

The victory, which extends from the second game of the 1948 season, was the 21st straight for Coach Bud Wilkinson's wrecking crew and the 11th consecutive win for the season.

Sugar Bowl records went by the wayside in the 16th annual renewal of the classic in New Orleans as the undefeated and untied Oklahomans doggedly out-fought and out-hustled the Louisiana team.

1. The 35-0 lacing of the Bayou Bengals was the worst defeat of a team in Sugar Bowl history. The previous record was held by Oklahoma A&M. when they defeated St. Mary's 33-13 in the 1946 contest.

2. The 35 point margin of victory also wiped out the record books 20 point margin held by the Aggies and Texas, who defeated Alabama 27-7 in 1938.

3. Leon "Mule Train" Heath's 86 yard touchdown run from scrimmage bested by 11 yards the 75 yard run by Jimmie Ford of Tulsa against Georgia Tech in 1946.

4. Two touchdowns apiece by Heath and George "Junior" Thomas tied three other former Sugar Bowlers for the most touchdowns in one game.

5. Ken "True Toe" Tipsicker kicked all five extra points to set a new record in that department.

Heath, who personally rushed for 170 yards out of the 286 gained by the Sooners, was named the outstanding player in the Sugar Bowl game. He received the Warren V. Miller memorial trophy at a banquet following the game.

Durrell Royal, quarterback, played a brilliant...