A Stadium for Oklahoma
Bennie has Blazed the Trail; Bennie has had a Vision—"Stadium for Oklahoma"

Bennie Owen is a name to conjure with in Oklahoma sport. Bennie has been up to his neck in Oklahoma sport for almost a quarter century, eighteen years to be exact, and he has seen it grow from a mere infant in swaddling clothes to a giant which has far outgrown those clothes for Oklahoma today has but little better equipment than she had when Owen came to Norman in 1905. That is the secret of the Stadium campaign. Owen has had a vision and he has blazed the trail for such an equipment and now loyal Sooner supporters are going out after that Stadium.

When Owen assumed charge of Oklahoma athletics in 1905, the schedules contained names of high schools for competition and these high schools were real competition. From that date to this is but a short time as time is measured but when the situation is reviewed by comparing 1905 and 1922, the growth is unbelievable, startling, like magic.

Today the Sooner war cry is dreaded throughout the Missouri Valley conference while fifteen years ago a victory over one of these schools would have been thought impossible.

From a second rate high school standing, the Sooners have fought their way to the giddy heights of being leaders in their conference, the greatest conference in the west. Three all-victorious football elevens is a matter of history, one Missouri Valley championship with an undefeated record was established in 1920 and to Ben G. Owen goes the credit.

In the spring of 1922, Owen created a sensation in Sooner circles by announcing that the time was ripe for Oklahoma to continue to grow by building an athletic plant suitable for her athletics. Consequently, he announced that a Stadium campaign would be started and immediately Soonerland fell in with the idea.

"We have got to go ahead or go back, we can't stand still," was the ultimatum of Owen and the realization of a Stadium is the means by which Oklahoma can go ahead. To anyone who has visited Boyd Field for either the spring track meet or for one of the fall football games, he fully realizes the cramped condition of the whole athletic outlay.
Owen has blazed the trail, Owen has led Oklahoma from oblivion in 1905 to national recognition in 1922 and it is up to every loyal Sooner to help “Soonerland’s Bennie” realize his dream for a complete athletic plant for Oklahoma.

Nearly all the larger schools in the middle west are equipping their plants with commodious stadiums and larger athletic grounds. The “Sooners” must have a fitting place to entertain their guests at the big athletic events. Oklahoma will have one of the best when present plans are carried to completion.

Object of This Book

This book is prepared and distributed with the view in mind of giving loyal Sooners and Sooner supporters a pictorial idea of the size of Oklahoma’s athletics, what athletics has been in the past and what it is today in order that they may see graphically the need of a Stadium for Oklahoma. Do not these great teams, these great athletes and our great institution need a suitable home for athletics?

Give Oklahoma a House for her Statewide
“Open House”—Ed. Meacham

Several times each year the University of Oklahoma has as its guests hundreds of Oklahomans—many of them “Sooners,” and others prospective “Sooners.” These times are the occasions of big athletic events. The one in the fall which attracts the greatest number of visitors is the Home Coming football game, the one in the spring is the Interscholastic Track and Field Meet. If the University is to hold “Open House” to the citizenship of Oklahoma, and provide that form of entertainment which has already proven itself the most interesting and attractive to Oklahomans, it must have a comfortable and fitting place in which to hold such events. Nothing less than the Stadium we are working for would be comfortable, much less fitting.

Dr. E. D. Meacham
Sooner Coaches 1922
A Stadium for Oklahoma

Officials and Coaches watching KU and O.U. Squads go on Field - 1922 -

Hugh V. McDermott - Football, Basketball
John Jacobs - Track

Dr. Edgar D. Meacham - Football
Benjamin G. Owen - Director of Athletics, Head Football and Baseball Coach
James R. Tolbert - Football, Track and Wrestling
PLEDGING RATE PROMISES THE START OF CONSTRUCTION BY 1923

The following letter was addressed to the students of the University of Oklahoma, Campus Organization, and was published in the Oklahoma Daily on May 11, 1922.

BY HUTTON BELL

The Stadium Team Cognates met again yesterday and discussed the various phases of the student "Stadium for Oklahoma" drive. It was found that the student body was contributing to the fund on a scale of three cents per student, and that the percentage of that amount which came from the student body alone was quite significant. The total amount pledged by the student body was $3,500, which is a significant amount given the early stages of the campaign. The goal was set at $50,000, and it is believed that with the continued efforts of the students, the goal will be reached.

The question has been raised: "What is going to be done with the money collected?" A committee has been appointed to oversee the construction of the stadium, and they will be responsible for ensuring that the funds are used wisely. The committee consists of the following members: John Smith, Robert Brown, and Mary Jones. The committee will meet regularly to discuss the progress of the project and to ensure that the funds are used in accordance with the plans.

The Oklahoma Daily, the student newspaper, has been dedicated to covering the progress of the stadium project. There will be regular updates on the construction, and the newspaper will feature articles about the students involved in the project.

The student body is encouraged to continue their contributions to the "Stadium for Oklahoma" drive. The goal of $50,000 is within reach, and with the continued support of the students, the dream of a student-owned stadium will become a reality.
Oklahomans, Especially Sooners, Should Pay Tribute, Cloyd, Stadium Executive Head, Says

Richard Cloyd, Alumni Secretary, was recently appointed as executive head of the Stadium for Oklahoma committee. Cloyd needs no introduction to Sooners for he has been identified with the University for the past seven years in the capacity of a student and Alumni Secretary as well as athletics, especially football.

He sends this message to you.

The "Stadium for Oklahoma" slogan should be in the mouth of every Sooner from now until the goal has been reached. No greater opportunity for loyal giving has ever been put up to the alumni and former students of the University of Oklahoma and the citizens of Oklahoma in general than that of erecting at Norman a Stadium and Recreation Field that will be worthy of the athletic teams which have made Sooner history in the past and those greater groups of brawn, muscle and brain of the future which it will be made possible to produce by your co-operation and your financial support.

The importance of training our young men physically and fitting them for well-rounded citizenship cannot be overemphasized. The University of Oklahoma is confronted with the question as to what shall be done toward improving its athletic fields and furnishing suitable stands for the large crowds of graduates and former students which annually swell the numbers at the football games, and the call must be answered now.

No thinking person can witness the influx of enthusiastic football supporters at the time of a Homecoming game and fail to appreciate to the utmost Oklahoma's need of a Stadium. This need will be more imperative as the years go on and more of Oklahoma's sons enter our great University to fit themselves for the future battles on the gridiron of life.

Let us put our hearts and souls into this struggle for an All-Oklahoma Stadium, and let each one of the graduates, students, former students, friends and supporters of our Alma Mater put his shoulder to the wheel and help put over the Stadium drive—not cease his efforts until the goal of a half million dollars has been reached and crossed.

Oklahomans! it is up to you!

Richard H. Cloyd
Executive Head, Stadium Central Committee, Secretary Alumni Association.
"Play Has Built Empires"—Prexy Brooks Says in Behalf of a Stadium for Oklahoma

It has been said that on the playgrounds of Eton and Harrow was bred the spirit that enabled Great Britain to build an empire extending around the world. On the athletic fields of American colleges there is likewise to be found an influence that will be of inestimable benefit in promoting the welfare of America.

Athletic contests afford American youths their best opportunity for training both in control of self and in leadership of others. It is here they learn the necessity of subordination of self to the general need and at the same time the importance of individual excellence in order successfully to fulfill the part assigned and to meet the emergencies that may require personal action. Nor does the greatest value of athletics lie in the physical improvement of its participants but rather in the development of those mental and spiritual characteristics which stand for success in the contests of life. Mere strength unaccompanied by initiative, mental alertness and quick adaptability to new emergencies would win few victories.

For participation in a democracy the lessons of clean sport and fair play, learned on the athletic field, are invaluable.

If these advantages were limited to the team or even to the group that tried to make the team, they would reach comparatively so few that their effort would be limited. This, however, is not the case. There is not a college student whose attitude towards life is not changed because of college athletics. In each of them is developed ideals of courage, endurance, the necessity of preparation, fair play, clean living, and clean sport,—ideals that mean much to American life. It is doubtful also that any of the thousands, whether students or not, who assemble to see a great football game, can leave the field without a new admiration for determined effort that will be worth more to them than the pleasure of the game.

It is for the promotion of these ideals and for the securing of these results that the University of Oklahoma needs a Stadium.

Dr. Stratton D. Brooks

President, University of Oklahoma.