

# Lingo and the Oorang Indians of the National Football League

Alar Lipping  
Northern Kentucky University

In 1922, six new teams entered the National Football League, and among the new entries was a team from LaRue, Ohio, the Oorang Indians. The unique feature of the Oorang Indians was its composition. The team was literally composed of what the name implied—Indians, and for two seasons 1922 and '23, the National Football League had among its ranks a genuine Indian team.

The brain child of this team was Walter Lingo of LaRue. Lingo was an operator of the biggest and



Joe and Aurora Arbena, hosts for a fine conference at Clemson.

most profitable dog kennel in the United States. Lingo specialized in the breeding of the Oorang Airedale which became popular throughout the United States, Canada, South and Central America. The purpose of this presentation is to find out what motivated this canine mogul to organize an all Indian professional football team.

Based on oral historical accounts and a review of Lingo's journalistic entries, Lingo utilized the unique feature of an all Indian professional football team to promote the sale of his canines. Lingo developed a practice which has become an essential part of the football ritual, the half-time show. The Oorang Indians provided entertainment between halves, consisting of Indian dances displayed in full Indian costumes and a show to demonstrate the talents of Lingo's Airedales.

The Oorang Indians included all American talents such as Jim Thorpe, Pete Calac, and Joe Guyon. The team utilized a training camp which was practiced by no other team except the Oorangs. The Oorangs went on to meet disaster on the gridiron, for the team was only able to come up with a record of three victories and sixteen losses during their two seasons in the National Football League. At the conclusion of the 1923 season, Lingo felt that the team had served its advertising purpose and decided to drop the franchise.