



DR. JOHN T. HEFLEY

program in the early '20's and continued to direct and expand the department until 1949. From 1907 to 1933, he was athletic director, energetically mapping plans that produced Owen field, the field-house, baseball field, golf course, swimming pool and other facilities.

A pioneer coach in pioneer country, he was constantly thinking up new strategy for his short-manned teams. He is credited with being the first coach to make use of the forward pass as a mass offensive weapon. Some of his early football teams threw as many as 30 passes a game. And in 1910 he brought out the direct pass from center. About the same time he devised running plays from the long punt formation.

Dr. Bender, who was named a David Ross Boyd professor in 1946, is one of Oklahoma's leading authorities on school administration problems. Much of his work in education has been as a service to local schools, analyzing their needs and planning building programs.

In his 24 years on the college of education faculty, he has directed hundreds of students in writing master's and doctor's theses. He has been a mem-



HARRIET W. KRITSER



DR. E. J. ORTMAN



BEN OWEN

ber of the National School Administrators Association for 41 years, and his biography is listed in *Who's Who in America*. Dr. Bender received his doctorate from Columbia University.

Dr. Ruggles, professor of educational psychology, started teaching in 1903 in New York and was appointed to the University faculty in 1923. His field of specialization is adolescent psychology and his writings have been published in national journals.

He has a bachelor's degree from the University of Wisconsin, and a master's and doctor's from Columbia University. He also has taught at Wisconsin, Simpson College and Bellevue Academy and College in Nebraska.

Miss Welch has been a faculty member since 1930. She has been active in setting up curricula for home economics departments in Oklahoma and conducted research on various phases of home economics education. Her degrees include a B. S. from the University of Missouri and an M. A. from Columbia University. She also has taught at Winthrop College, Universities of Nebraska, Missouri, Columbia, Chicago and Cornell.

## A Profile

# The New Dean

**A brilliant young man has been named to lend his abilities and energies to the top post in the Law School.**

By Morton Stone, '50journ

Softball, electric trains and law books have honored spots in the inner soul of Earl Sneed, Jr.

The 37-year-old law professor combines odd hobbies with his law—and masters each one with the youthful vigor that has placed this young man in the most coveted post of any university law professor. Sneed was recently appointed to the post of dean of the University Law School.

It's a long grind from student at the University to the post of dean of a school—but Sneed looks none the worse for the climb to success. His jovial nature and sparkling wit do not allow him to be submerged in the mire of administrative duties usually associated with his new-found job.

Sneed takes time out from work to play soft-

ball—he slugs a mean bat and plays right and left fields with the abilities of "Twinkletoes" Selkirk. But, his main extracurricular activities are his three children—Jim, 11, Ann, 8, and Bob, 4. The three young Sneed's have no legal ambitions, but they keep their dad busy with all their other activities.

Not to be outdone by Dadwood Bumstead, O.U.'s new law dean has a working partnership with son Jim and the "family" electric trains. Jim runs the trains, and Dean Sneed buys the equipment.

"There's something illegal about our partnership," Sneed says, "but I'm afraid Jim will get too good an attorney if I sue him for my share of the train equipment."

Sneed is the youngest law dean in the history of the University. When informed of his new appointment, Dean Sneed said:

"It's a big responsibility. I am honored that the president and board of regents have trust and confidence in me."

However, Sneed's children had a different reaction when they were informed of his new job. They chirped, when told that their father was now a dean:

"Really?"

"They acted surprised, but were not too impressed," Sneed commented on their reaction.

Sneed joined the University law school staff in October, 1945, as visiting acting professor of law. He was appointed professor in September, 1948, and was promoted to acting dean in 1949.

He holds a BA and LLB from the University and an LLM from Columbia University. He also is a candidate at Columbia for the degree of doctor of the science of law.

Sneed practiced law in Tulsa from 1937 to 1939, and then became secretary of the civic and legislative department of the Tulsa Chamber of Com-



DEAN EARL SNEED

merce. During the war, Sneed spent four years with the airforce in England, North Africa and Italy. He was released from active duty with the rank of colonel.

He is a member of the Norman Lions Club, president of the Cleveland County Bar Association, member of the Oklahoma Bar Association, American Judiciary Society, Phi Beta Kappa, Phi Delta Phi legal society, Order of the Coif, American Legion Airforce Association, Reserve Officers Association and is faculty sponsor of Pe-et, senior honor society for men.

Sneed is also a member of the University Board of Publications, which supervises all student publications on the campus.

As an undergraduate, Sneed had an urge to teach. But, after receiving his degree as a history major, he decided to enter law school. He sacrificed a University of Chicago scholarship grant offered him and entered the O.U. school of law instead.

After receiving his law degree, the young bar-

ristler returned to his home in Tulsa to practice. He then took the job with the chamber of commerce, but was dissatisfied with that sort of thing. When he was in the airforce overseas the old teaching bug bit him again.

"I had time to do a lot of thinking over there, and I decided I would like to teach when I got home," he stated. "I wanted to teach because I enjoyed being around young people. I think it is a great opportunity to work in the field of law because the students of today become the leaders in their communities tomorrow."

After he returned home in 1945 a friend told him there was a vacancy in the University law school and asked him if he would like to fill it.

"I'd like too, but what would the University want with me?" was his response.

The University did want a lot to do with him. His deanship of the law school shows just how much, and the loyalty and respect his students show him prove that Earl Sneed is a leader in education—a young leader with a great future.

## The President

# What Makes Him Tick?

Such was the question asked of Stewart Harral, '36ma, director of public relations. Here is his answer.

By Stewart Harral, '36ma

Put the keen brain of a scientist into the sturdy form of a football star. Add a strong liking for folks and a sharp executive mind. To these add a daily schedule which would exhaust the average person and you have a picture of the chief executive of Oklahoma's largest educational institution.

This Dr. George L. Cross, president of the University of Oklahoma, is an extraordinary man. He is a speaker, traveler, pilot, scientist. He has just ended his sixth year as O.U.'s president. He gets things done. What makes him tick?

He is quite at home in any situation. Casting for trout in a mountain stream is easy enough for him. He is fond of following dogs on a bird hunt. Whether addressing alumni at the swankiest hotel in Washington, D. C. or visiting the state's smallest high school, he is at ease.

Cross enjoys helping others. Last year, for instance, he served as state chairman of the March of Dimes campaign, the state chapter of the National Arthritis and Rheumatism foundation and the United Service Organization. Work? Not the way he looks at it. "My part is small," he says, "but when it is multiplied by the work of other Oklahomans, a tremendous amount of good can be accomplished."

Dr. Cross, who is approachable as a department store Santa Claus, besides having as many honors and citations as a Christmas tree has decorations, enjoys his frequent speaking trips over the state. "Oklahoma has many resources," he says, "but its real strength is the spirit of its people."

If he agrees to speak in your city watch the skies for his plane. His ability as pilot has many practical uses. Recently he spoke at a meeting in Tulsa rather late in the afternoon and flew back to Norman in plenty of time to go to Oklahoma City for another speech engagement that night.

He has a sportswriter's memory for facts, figures

and stories of great athletes. And it all probably stems back to his days at South Dakota State college when he was named all-conference guard. Today he is the Number 1 Sooner fan. Wherever O.U. athletics go President Cross is on the sidelines to cheer them on. Why his liking for sports? "All of us need a balance of work and recreation today," he says. "Sports are fun, they help us to relax and they keep us in tip-top condition."

The dynamic South Dakotan, ever with a pipe in his mouth, has always been on the jump. Only five years out of high school, he received a Ph.D. from the University of Chicago. He joined the O.U. faculty in 1934 as an assistant professor of botany. Soon afterward he was head of the department. Up, up the administrative ladder he climbed. Then six years ago—at the age of 38—he was named president.

His philosophy? "It is a very simple one," he explains. "To take things as fast as they come and to do the best one knows how—under all circumstances. Life is pretty much a matter of making the most of our individual situation, whatever that may be."

Evidences of his leadership are easy to see. University enrolment increased from 3,595 in 1943-44 to 14,070 for the 1948-49 school year. Fame of the graduate college has gone far beyond the borders of Oklahoma. The medical school has enjoyed its greatest period of growth and development. Some of the nation's top-flight industrial concerns and governmental agencies now turn to the University of Oklahoma Research Institute for technical "know-how." New physical facilities—classroom buildings, dormitories, enlargement of sports layouts and others—completed or planned for the near future will total nearly twenty million dollars. Books published by the University of Oklahoma Press have received world-wide acclaim.



DR. GEORGE L. CROSS

And that isn't all. Just established is the new school of public health, one of the two west of the Mississippi. O.U.'s administrative organization is in keeping with the needs of a large university. Furthermore, President Cross started a program in which faculty members participate in the development of university policies.

This 44-year-old administrator feels that his big job is to build a state university of which all Oklahomans will be proud. Actually, he predicts an enrolment of 15,000 by 1960. He knows that hundreds of youngsters now crowding elementary schools will be ready for college soon. What else does he see in the future? "I shall never be satisfied until the influence of the University is felt in every home in Oklahoma." And from the way he says it, you know it will soon be a reality.