H. V. McDermott
Coach McDermott is consistent in his ability to turn out clean hard-fighting quintets.

"Jap" Haskell
"Jap" Haskell, head baseball coach and freshman football mentor is now busy preparing his nine for a hard schedule on the diamond.

Ben G. Owen
"Bennie" Owen will soon complete his twenty-fifth year of service for Oklahoma. As every "grad" knows, "Bennie" has been head football coach until the past three years. Now, as Director of Athletics, he continues to give the University of Oklahoma its traditionally high class grade of clean sportsmanship.

Oklahoma's first year in the Big Six conference was a marked success. Figured on a basis of all sports Oklahoma placed first in the conference.

1927-28
Cross Country—with virtually new personnel, fourth.
Indoor track—first.
Outdoor track—third.
Baseball—fourth.
Wrestling—third.
Tennis—first.

Coach Ad Lindsey
Ad Lindsey, head football coach, is working out his football prospects in spring training for the colorful gridiron program promised for next fall.

John C. Jacobs
John C. Jacobs coaches indoor and outdoor track with constant success. He has three consecutive conference championships under his belt already, with fine prospects of adding another this spring.

"Jap" Haskell, head baseball coach and freshman football mentor is now busy preparing his nine for a hard schedule on the diamond.

Paul V. Keen
Paul V. Keen's mighty wrestling team has already won this year's Big Six championship. Last year Keen's men placed second.

John Moseley
John Moseley's tennis team won the Big Six Conference honors last year, and are pointing toward a brilliant season this spring.

University of Oklahoma Athletic Association
Here is the Cream with a College Education

Steffen's is, indeed, the cream with a college education. It is as superior to the ordinary ice cream as the college graduate to the ordinary grade school pupil.

The reasons for this superiority are many and varied. Space here permits us to name but a few.

1. Steffen's Blue Ribbon Ice Cream is made from cream produced by a very highly select group of dairies, which are under the constant supervision of our own inspectors.

2. Every resource of modern science is used to safeguard it between the dairy and the plant, and in the various processes of manufacture and delivery.

3. Trained Steffen's "chefs" are evolving new "recipes" and combinations constantly to please your appetite.

Steffen's Blue Ribbon Ice Cream is sold by good drug stores and dealers in all parts of Oklahoma. If you cannot obtain it at your nearest store, write the plant closest to you.