Alumni Executive Board

Officer: Robert W. Blackstock, president; George Hans Jr. and Becky Beck, vice presidents. Members: John O. Dean, Joe Graham, Mrs. Frank Hann Jr. and Mrs. Henry Beck, vice presidents.

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Aerial Photograph of Main Campus

Meanwhile in Room 112

22 Dollars and Cents in the World of

Sports by Jim Weeks

THE COVER: Dr. Cross leaves Evans Hall for the last time as President of the University of Oklahoma. Cover design is by Mike Dirham from photographs by Robert E. Fields Jr., who took the photograph at the left.

Sooner Scene
by R. Boyd Gunning

This issue is an expression of appreciation to George Lynn Cross, who for twenty-five years served as President of the University of Oklahoma. The war years, reconstruction, tremendous growth, social and economic changes, new responsibilities—all he met with sanguinity, perception, and courage. More than any other man he is responsible for what the University is today. And he, like his predecessors, was a man admirably well qualified to provide leadership during the time he served as President.

As was stated in the September 1965 Sooner Magazine, “Each President has been especially suited to his time in the history of the institution. The growth and development of the University has been influenced more by the leadership, character, and philosophy of the seven men who have served as President than by any other single factor. The strength of each man provided the influence most needed at each critical period of this history.” Errett Newby, Class of 1908, who served as secretary or registrar for every President from Boyd to Bizzell, says, “The stalwarts were Boyd, Brooks, Bizzell, Brandt, and Cross. Each was a man of dreams, of ideals, of determination to building a great university in Oklahoma. Each fitted the needs of his time.”

David Ross Boyd was a school administrator and an ordained minister. He was a pioneer with the zeal of a missionary and the determination of a man who believes in the future. A. Grant Evans was described by Newby as “a noble gentleman of gentle spirit.” He served for a brief term during the transition from territorial days to Statehood when the University was wracked by political problems.

Stratton D. Brooks was a professionally trained school administrator from Boston and an able one. He brought organization, academic integrity, and independence to the University.

William Bennett Bizzell possessed an appreciation for scholarly achievement and good books. Under his administration the library grew to significant proportions, the University Press was founded; the Graduate College was organized, and research became a major function of the University.

Joseph A. Brandt, the only alumnus to become President of the University, was a man of ideas, originality, and drive. He transformed the University from an oligarchy to a democracy. He formed the Faculty Senate, instituted rotating department chairmanships, gave more responsibility to younger members of the faculty, established the University College, and vowed to make education the first charge of the public conscience.

George Lynn Cross, a botanist by profession, was an able administrator with calm, perceptive judgment. For twenty-five years, as President of the University, he provided educational leadership far beyond the boundaries of the state of Oklahoma.

When Dr. Cross announced his retirement plans in May of 1966, he urged that the Regents and the Faculty Senate begin immediately to seek his successor. A committee was appointed, recommendations and suggestions were solicited from the faculty, students, and alumni.

Two hundred candidates were considered, and after a series of interviews and investigations, the first man to be offered the position of President of the University was J. Herbert Hollomon, acting Undersecretary of Commerce.

Dr. Hollomon has much to offer the University and the state. By training he is an engineer, a metallurgist, and a director of research. By experience he is also a successful administrator who is well acquainted both in industry and government. By nature, he is an exciting, quick, impatient man of ideas who expects results. Dr. Cross has said that, in his opinion, Dr. Hollomon is the best qualified man ever recruited to fill a position of such responsibility in Oklahoma. There is an interesting, exciting time ahead for the University of Oklahoma. You are invited to be a part of this future through participation in your alumni programs.