# SOONER

Volume 5 Number 2

M A G A Z I N

SPRING 1985

EDITOR • Carol J. Burr

ASSISTANT EDITOR • Margaret French

STAFF PHOTOGRAPHER • Gil Jain

ART DIRECTOR • George Dotson

PUBLISHER • The University of Oklahoma Foundation, Inc. Ron D. Burton, Executive Director

## CONTENTS

#### 4 IN DEFENSE OF THE ORIGINAL

Before man mastered writing, each generation learned from its predecessor by oral recitation; a single period of neglect could wipe out great blocks of knowledge forever. Reliance on today's information technology may present similar dangers. Teacher/curator Duane Roller argues for preservation of originals.

#### 10 THE DEAN OF PNEUMONIA DOWNS

John Jacobs was a Sooner original, as famed for his salty humor and home-spun philosophy as for his artful coaching of 46 seasons' worth of OU trackmen. His wit still lingers in the lexicon of Oklahoma sports; his charges never forgot the lessons Old Jake taught or the extraordinary way he got his points across.

#### 17 THE POLITICS OF FOOD

Politicians maneuver, people starve and farmers go broke, all in the name of cheap, abundant food for the populace — an immediate goal which is sowing the seeds of scarcity for the future. OU professor Henry Bellmon, who knows this dilemma as both farmer and politician, presents a candid view.

### 21 HAD A WONDERFUL TIME, GLAD YOU WERE HERE

Students who couldn't find a way to entertain dear old Mom on the weekend of April 13 have mothers who are impossible to please. OU's Mom's Day has become a full-blown spring festival — fashion, food, sports, seminars, showbiz, shopping, and a chance to see dorm rooms cleaner than they've been all year.

#### 26 MIRACLES IN THE MAKING

While students at the University of Oklahoma College of Dentistry in Oklahoma City learn the basics of their profession under the expert tutelage of skilled practitioners, they also are being exposed to the work being done by their faculty in variety of specialties which can change the quality of lives.



Prologue • Inside Front Cover

Letters • Page 2

Sooner Topics • Page 3

Sooner Spotlight on Wayman Tisdale 

Inside Back Cover

#### ON THE COVER

The original of this Sooner Magazine reproduction of the author's portrait is a hand-colored wood block print from John Gerard's The Herbal of 1597, part of the priceless OU History of Science Collections. Story on Page 4. Sooner Magazine is published quarterly in Fall, Winter, Spring and Summer by the University of Oklahoma Foundation, Inc., with private funds at no cost to the taxpayers of the State of Oklahoma. The magazine is printed by the Transcript Press, Norman, Oklahoma, intended primarily for private donors to the University of Oklahoma and life members of the University of Oklahoma Alumni Association.

Opinions expressed are those of the author and do not reflect the official position of the University of Oklahoma or of the University of Oklahoma Foundation, Inc.

Address all inquiries and changes of address to the Editor, 100 Timberdell Road, Norman, OK 73019. Letters-to-the-editor must be signed. Letters not intended for publication should be so marked.

Copyright 1985 by The University of Oklahoma Foundation, Inc.