

SOONER

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M A G A Z I N E

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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

C O N T E N T S

2 CENTENNIAL

You are all invited to attend the year-long festivities marking the 100th birthday of the University of Oklahoma. One hundred of your alumni colleagues, faculty, staff and students are going all out to make 1990 a banner year.

12 THE CHAIRMAN OF THE BOARD

When William R. Howell believes in a cause, he backs it all the way. Just ask the folks at JCPenney, where he has spent his entire career. Just ask the folks at the University, where he is making the Centennial a reality.

16 PILGRIMAGE

To many medieval Christians, "pilgrimage" meant an arduous journey to the Cathedral of Santiago de Compostela. To three Sooner filmmakers, pilgrimage was an opportunity to study and record one of the world's great art treasures.

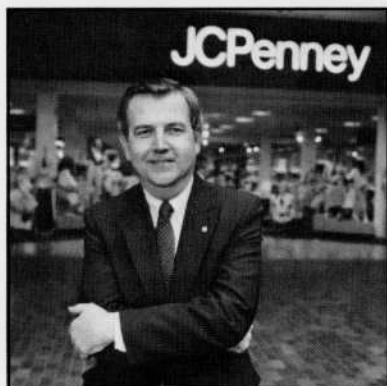
23 THE ART OF SUCCESS

From making pottery in a jerry-rigged backyard chicken coop, Gary and Jean Clinton have built a multi-million dollar business on the public's unquenchable appetite for dogs, cats, bunnies, teddy bears, dinosaurs and Santa Clauses.

29 HOPEFUL, HELPFUL - AND SOMETIMES HILARIOUS

Writers are lonely people; they crave association with their own kind. Each summer for 50 years, they have returned to OU's Short Course on Professional Writing, expectantly clutching their manuscripts, hoping for one big break.

Prologue • Inside Front Cover
The David A. Burr Scholarships:
Matching the Noble Grant • Inside Back Cover



ON THE COVER

Centennial Chairman W. R. Howell is the ultimate company man, the team player. From sweeping floors in his dad's Claremore store to corporate chairman and C.E.O. today, he always has given JCPenney its money's worth. See Page 12.

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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.

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