

SOONER

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M A G A Z I N E

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(new series)

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

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4 THE SIGNS OF SOONER PRIDE

For weeks students at the University of Oklahoma stood by helplessly as an incredible series of tragic events became a media circus. Feeling unfairly tar-nished by the publicity, they were determined to stand and be counted.

6 TO THE ALUMNI ON FOOTBALL

Athletics out of control. No, this commentary was not born of NCAA probes at Oklahoma and elsewhere. When the eminent historian delivered these words, the NCAA was little more than a thought, and Oklahoma wasn't even a state.

8 Rx FOR SUCCESS

Remember when the friendly neighborhood pharmacist was the family friend everybody called "Doc?" At OU, student pharmacists are being schooled in the personal touch along with the wondrous skills of a high-tech profession.

14 SOONER SONG BOOK

Through the years, school songs have been penned by alumni, band directors, a famous radio conductor, a dean's wife and a governor. "OU Chant" outlived them all, along with something that sounds strangely like "Boola Boola."

19 BOB FLEXNER, CRAFTSMAN

He traveled from Oklahoma to Israel and Denmark; he was an academic, a naval officer and a carpenter on a kibbutz. Then just short of his Ph.D., this '60s-style campus radical discovered what he wanted to be when he grew up.

25 FOOD! GLORIOUS FOOD!

The national champions in the world of collegiate cafeterias are a bizarre group of light-hearted food service staffers who get their kicks from daily challenging the discriminating palates of 3,000 captive junk-food junkies.

30 OUR NEIGHBOR ON THE HILL

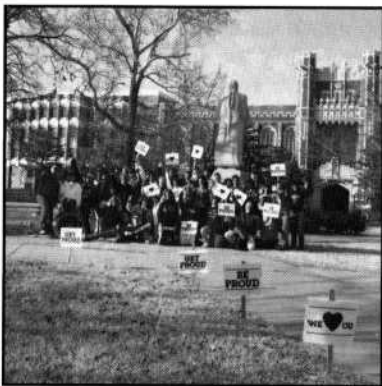
The public Arrell Gibson was a respected teacher, honored writer, distinguished historian, but privately he was a down-home fellow in boots and jeans who took delight in visiting with his neighbors, even the scruffier ones.

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ON THE COVER

Properly attired student volunteers from all over campus gathered to show their loyalty and support on "OU Pride Day." An evening's work with hammers and staplers produced "pride" signs throughout Norman and down I-35. See story on Page 4.

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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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