

## Selling the Centennial



*Centennial merchandise was available for every taste. Here OU graphic designer Teresa Rankin peddles sweatshirts during Lunch on the Lawn.*



# SOMETHING FOR EVERYONE

The Centennial was a time for Sooners everywhere to wear their loyalty on their sleeves—or rather on their shirts and caps and 'round their necks. Merchandising quickly became one of the most visible aspects of the celebration.

The official “formal” logo for the Centennial, a representation of Evans Hall with the slogan “Time for Greatness,” was the work of

OU publications director Bill Williams. Midwest Trophy, the supplier for the Centennial merchandise, developed a “fun” logo from photographs of OU’s first student, Marion Z. Donehew, and a turn-of-the-century bicycle. Variations on these themes appeared on every item of merchandise and printed material and throughout the campus on signs and vehicles.

Sale of the merchandise, under the direction of Becky Heenev, served the triple purpose of advertising the Centennial, supplying keepsakes of the occasion and offsetting some of the expenses of the celebration. Available were t-shirts; sweatshirts; gold and silver lapel pins and pendants; medallions; golf caps; mugs; key chains; holiday tree ornaments; a cassette tape, “Spirit Songs of the Last 100 Years,” produced by OU musicians; and the coffee table book, *Centennial: A Portrait of the University of Oklahoma*.

### Centennial: The Book

For nearly two years, a trio of veteran Sooners publications specialists conducted interviews; researched events; checked and double-checked facts; photographed OU scenes, people and activities; combed the archives for old photos; designed and redesigned. The end result was *Centennial: A Portrait of the University of Oklahoma*, produced by writer/editor Carol J. Burr, designer Bill Williams and chief photographer Gil Jain, with a lot of help from their friends.

This 188-page, 9-by-12-inch coffee table overview of 100 years at the University features 217 photographs, more than half in full color. Punctuated by anecdotes from Sooners of every era, the story line follows the trials and challenges, the triumphs and frustrations of presidents from Boyd to Van Horn, recounting the development of the academic programs, the campuses, the faculty, student life and athletics up to the Centennial Celebration itself.

While the book serves as a tangible reminder of a historic event for individual Sooners, its source material has gone into the OU Archives in the University’s Western History Collections, to be known as “The Centennial Collection.” Included are old photographs contributed by alumni and friends, both published and unpublished, letters, scrapbooks, newspaper clippings and personal remembrances.

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*EDITOR’S NOTE: A comprehensive history of the University’s first century, including the Centennial year, has been commissioned by the Centennial Commission. The author, David W. Levy, a David Ross Boyd professor of history, is one of the institution’s most distinguished faculty members.*