# SOONER M A G A Z I N

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The next time you pull on that OU T-shirt, pat yourself on the back. Last year, Big Red fans contributed a quarter of a million dollars to OU through the purchase of licensed Sooner memorabilia. Those royalties add up!



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#### ON THE COVER

In his best Carl Sagan pose, physics and astronomy professor David R. Branch stands as OU's newest recipient of the prestigious George Lynn Cross Research Professorship, the University's oldest such named faculty distinction. See 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.

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