



OU Western History Collections

"YOU CAN'T TELL THE PLAYERS WITHOUT A PROGRAM"—OU Western History Collections archivists dug into a wealth of Sooner memorabilia last fall to create an exhibition they called "Art, Advertising, Traditions and Nostalgia: OU Football Programs, 1903-1978." Robert Ferrier's visit to the exhibit became the *Sooner Magazine* article on Page 13.

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