

An Even Break

FINISHING its Big Six campaign with two wins, two losses and a tie, the Sooner football team ended slightly below the standing of last year and the year before when it won three and lost two.

Losses to Nebraska and Kansas State were extremely close with the Sooners out and ahead during both games only to weaken late in each fray and come out on the short end of the score.

The Big Six victories over Iowa State and Missouri were colorful and decisive, while the tie at Kansas was considered in the nature of a slight letdown. Only the Oklahoma Aggie and George Washington games remain unplayed as the magazine goes to press.

Oklahoma 7, Kansas 7

The Sooners, led by Ben Poynor, scored first against Kansas when the Oklahoma fullback ran 40 yards for a touchdown and Beede Long added the extra point. The Kansans came back strong in the second half and completed a series of passes that led to a touchdown and eventually to a tied score.

It marked the first time the team of Coach Ad Lindsay, former Oklahoma coach, clicked during the season and proved to be an inspiration to the Kansans.

Oklahoma 31, Missouri 0

The hapless, hopeless Missouri Tigers were soundly thrashed by the Sooners, 31 to 0, in Oklahoma's Homecoming classic.

Ben Poynor, Nig Robertson, K. A. Cox, John Miskovsky and Beede Long scored touchdowns and Long scored one extra point. The Sooners outplayed their Missouri rivals in every department and gained a clean cut victory.

Oklahoma 12, Iowa State 0

Iowa State Cyclones were converted into a playful southerly breeze when they met the Sooners on Owen field and went down in a 12 to 0 game.

Ben Poynor and John Miskovsky scored touchdowns for the Sooners in the first quarter, the latter taking a punt blocked by Ralph Brown and dashing across the Iowa State goal line. Neither team scored in the last three quarters.

Kansas State 8, Oklahoma 7

It was a sad, sad day at Soonerland when Coach Lynn Waldorf's Kansas State Wildcats eked out an 8 to 7 win that

closed the Sooners' competition against Big Six rivals.

The Sooners scored first on an 18-yard pass, Raleigh Francis to Jack Harris. Beede Long converted. Cash Gentry, who suffered with a twisted knee, was sent into the lineup to punt for the Sooners when they were in the shadow of their own goal posts. A low pass from center and a momentary fumble allowed the K-Aggies to rush in and throw Gentry for a safety.

Ray Haun

By ESTELLE MILLER, '36

RAY H. HAUN, graduate of 1912 and former business manager of the *University Umpire*, an early-day student publication, is manager of the Detroit office of the forthcoming magazine, *This Week*, which will make its first appearance on February 24. This magazine, with headquarters in New York City, is to be distributed with the Sunday issues of twenty-one leading newspapers and will have a circulation of over four million copies weekly.

The decision to make newspaper and magazine work his life vocation led Haun, a resident of Norman, to enroll in the University in 1908. There was no school of journalism at that time, but he secured work on the *Umpire*, where he learned the fundamentals of newspaper work and at the same time made enough money to pay his college expenses. By vote of the student council he was elected business manager of the paper, and was later re-elected for a second term. He is credited with being the first student who was successful in arousing the interest of the business men of Norman in the University paper as an advertising medium.

Haun held a place for some time on the *Daily Oklahoman*, but resigned to accept the position of advertising manager of the *Oklahoma Farmer Stockman*, of which Carl Williams was editor. In an advertising scheme of this magazine he

In the next period, the Wildcats opened an offensive that ended with Armstrong going over for a touchdown. The Sooners threatened in the last period but never were able to sustain a long drive.

Home Attendance Down

Football attendance at the University of Oklahoma this season fell considerably below that of last.

Average attendance this fall was 9,262 or a total of 46,310 for the five games played at Norman. Last year's average was 13,071 or a total of 52,286 for the four games played at Norman. No one game this year equaled the average attendance last year.

The comparative figures:

	1933	1934	
Vanderbilt	16,339	Centenary	9,876
Iowa State	8,100	Nebraska	12,000
Kansas	11,400	Missouri	8,800
Okla. Aggies	16,447	Iowa State	8,200
		Kansas State	7,343

Rain cut attendance at Kansas and Kansas State games.

became a tractor demonstrator, working around Enid, Lawton, and other nearby cities in connection with the County Institutes, thus becoming acquainted at first-hand with the problems of the rural communities and at the same time advertising his magazine.

An opportunity for further advancement came when Haun was selected advertising manager of the Capper Publications, a group of papers and magazines that extends over seven or eight states of the middle and south west. However, the realization that the field of automobile advertising offered perhaps the best opportunity for advancement led Haun to resign shortly from this position and take up the serious study of automobiles and the most effective types of automobile advertising. In order to secure the very best foundation possible for progress in this line of work, Haun went to Dallas and opened up a filling station where he studied his subject at first-hand. While engaged in this work he also became advertising manager for a car concern there.

At this time the Curtis Publishing company was looking for a man who knew both automobiles and the advertising business. In an interview with the editor, Haun convinced him that there were vast opportunities for automobile advertising in magazines published for and read ex-

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