

# An Even Break

**F**INISHING 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

**R**AY 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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# Phantom Mask

THE FIRST RADIO DRAMA ORGANIZATION

By ARTA MAGINNIS, '32

IT is night. In a soundproof room members of a society of thirteen stand in a silent group. All eyes are on the space above the only door. Suddenly a red light flashes on, weird music is heard, and Phantom Mask is on the air!

For half an hour WNAD broadcasts the drama of Shakespeare, the wit of Wilde, or, it may be, the successful efforts of some Oklahoma author. The eyes of temporary Romeos and Juliets or Lord Darlings and Lady Windermers slide attentively across manuscripts. Footsteps approach and depart. Bells ring and doors open at the proper moments. At the middle of page six everyone expresses horror; at the end of page ten everyone laughs.

It looks simple, this reading into a microphone. But ask any one of the thirteen persons who have talked, laughed, and cried their way through the necessary five hours on the air to become members of Phantom Mask. "For each half hour on the air, it is necessary to rehearse about twelve hours," says Homer Heck, director of the WNAD Players and sponsor of Phantom Mask. "And it was really because radio plays take so much preparation that Phantom Mask was organized. A person who spends over one hundred hours rehearsing plays deserves some kind of recognition."

Since the time when the American public ceased to be amazed by radio itself and began to prefer to be amused by means of it, drama has occupied an important place on radio programs. The importance of radio drama caused the organization of groups of radio players. Now a number of university and college stations, as well as commercial stations, have their regular station players.

From one of these groups—the WNAD Players at the University of Oklahoma—came the idea for the organization of a radio dramatic fraternity. In 1931 six members of the WNAD Players—six students who had spent five or more hours before the microphone—organized Phantom Mask, the first radio drama fraternity in the United States. The organization is chartered for national membership, and word has been received recently from the University of Illinois and the University

of Iowa that groups there are interested in installing chapters.

The program of the University of Oklahoma chapter of Phantom Mask seems to deal in "firsts." Besides being the first organization of the kind in the country, the group has sponsored the first radio-play writing contest for Oklahoma, has held the first radio-writing short-course in the state, has broadcast the radio-dramatization of a first-novel, and, in April, 1935, will conduct the first radio-play production contest for high schools in this section of the country. Each year the program includes some new activity, but no one can predict what it will be, because some member of Phantom Mask will be the first to think of it.

The radio-play writing contest which was first sponsored in 1932 is open to anyone in Oklahoma. Any type of play may be entered—comedy, tragedy, drama, or farce—on any subject from a family quarrel to an economic revolution. Both original plays and adaptations of stories are acceptable. Anyone who fears to compete with Shakespeare and Moliere may adapt Poe or Maupassant. This year's contest closes February 1, 1935, and the winning plays will be broadcast by Phantom Mask in March.

In the first contest, fifty-two plays were entered. "Radio Magic," written by Mrs. Eugenia Whyte of Oklahoma City was awarded first place by the judges who were nationally-known leaders in radio and drama. The winning play of 1933 was "An Ideal Set-Up" written by Hazel Heckman of Blackwell.

In February, 1934, when the first radio-writing short-course was held by Phantom Mask, persons interested in writing for the radio, from all sections of Oklahoma, heard members of the University of Oklahoma faculty, an Oklahoma City University faculty member, and officials of Radio Station WKY of Oklahoma City discuss the writing of continuity, advertising, and radio plays. This year a second radio-writing short-course was sponsored by Phantom Mask. It was held in November so that persons entering plays in the annual play-writing contest might have the benefit of the advice of authorities on the subject of radio writing some time before the contest closes.

In addition to the sponsoring of these events, Phantom Mask broadcasts a number of plays each school year. These plays are radio-adaptations of classic and modern plays and short stories, and plays written expressly for radio use. "Perhaps the most popular play we have ever presented was 'Murder on Tour' by Todd Downing, radio-dramatized by Ernie Hill," says Bruce Wiley, sound-effects director for WNAD, and first president of Phantom Mask.

This year the first play broadcast by Phantom Mask was "The Bell on the Sea" by Elma Levinger. The broadcasts are made on Thursdays at 8:30 P.M. Twelve plays will be broadcast during this season.

"Our program does sound ambitious," laughs Irwin Bingham, president of the group. "In some honorary organizations, membership is a reward for work done; in Phantom Mask the members work even harder than they did when trying to qualify for membership. Ask anyone—from our veterans with twenty plays to their credit to the newest initiate who still remembers what 'mike-fright' is. But the work is interesting, and we hope to stimulate a state-wide interest in radio drama."



RAY HAUN

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clusively by women. A new era of progressiveness and a new type of reader-appeal began when Haun was added to the advertising staff of the *Ladies Home Journal*, a position which he held until about a year ago. At that time, he felt that the policy of the Curtis Publishing company was too conservative for the type of work he wished to do in the future. In spite of protests from his associates he resigned and became affiliated with the new magazine, *This Week*, whose policy is to be one of progressiveness and up-to-dateness rather than conservatism.

*This Week* is to be published by the United Newspaper Magazine Corporation of New York City and will have its main office in that city, with branch offices in Chicago and Detroit. The staff members are: Raymond Gilleadeau, president; Mrs. William Brown Melony, editor; J. J. E. Hessey, advertising manager; Robert B. Johnston, Chicago representative; and Ray H. Haun, Detroit representative.

The newspapers with which *This Week* is to be distributed as a Sunday attraction include the *Atlanta Journal*, *Baltimore Sun*, *Birmingham News*, *Boston Herald*, *Buffalo Times*, *Chicago Daily News*, *Cincinnati Enquirer*, *Cleveland Plain Dealer*, *Dallas News*, *Detroit News*, *Indianapolis Star*, *Memphis Commercial Appeal*, *Milwaukee Journal*, *Minneapolis Journal*, *New Orleans Item-Tribune*, *New York Herald Tribune*, *Omaha World-Herald*, *Philadelphia Record*, *Pittsburgh Press*, *St. Louis Globe Democrat*, and the *Washington Star*. Each of these newspapers is a member of the Audit Bureau of Circulations.