sooner persons and personalities

he saved Oklahoma $15,000,000—a sooner who sells the world new ideas as advertising manager of America’s largest woman’s magazine—an alumnus who answered a want ad and brought the talkies to the southwest—a

Paul Walker, ’12
The freight rates on shipping potatoes from Spiro, Oklahoma, to Fort Sill, Oklahoma, has been reduced nine and a half cents on every hundred pounds.

This statement sounds like one of those dull things that could be of interest only to shippers of potatoes. It sounds like one of the many things in which you and I would never be interested. If this were all there were to the story we should undoubtedly pass it by and return to reading our True Story or Time or Vanity Fair. But like most statistical statements of dull fact there is a story and a personality behind it.

It is a story in which you and I are interested when we know that it has resulted in the potential advantage to our state of $15,000,000. Fifteen millions of dollars which you and I may divert into other channels of culture, amusement or food. The story becomes more interesting.

It is the personality behind the story that is of immediate interest to Sooners and to Soonerland, however. It is the personality of Paul Walker, ’12 law, which has been the chief element in creating this advantage to our state and which produced the most exhaustive freight rate survey yet made by the interstate commerce commission.

It has taken seven years for Walker and his workers to complete this survey and achieve the adjustment which grew from the case of the state of Oklahoma to include the case of the states of Kansas, Missouri, Texas and Arkansas. They have been seven years which would have wearied many a less diligent worker and would have discouraged another with a less courageous heart. Because he has continued to work and refused to be discouraged, it is to Walker that the credit is due.

Walker has devoted fifteen of the seventeen years he has spent since his graduation in the service of the state. Not the least of these services was his chairmanship of the students’ legislative committee which secured the appropriation for the law school building. His intensive interest in the university and the law school after graduation had been precayed by varied activities while in school.

While studying law he was a student instructor and debating coach. He was a member of the Senate Literary society and was a charter member and first president of the Holmes Inn of the Phi DeltaPhi legal fraternity. He was a member of the Oklahoma-Kansas debating team in 1909-10 and a member of Sigma Alpha Epsilon social fraternity.

After his graduation Walker went to Shawnee where he entered private practice in law. At the end of two years he left private life for public life and has ever since been connected with some legal department of the state. First serving as attorney for the corporation commission he turned after four years to become referee of the supreme court of Oklahoma.

The refereeship held him for four more years at the end of which time he returned to the corporation commission as special counsel to work on rate cases. His work on the Consolidated Southwestern Cases led in 1925 to his being appointed chairman of the committee on co-operation between federal and state commissions of the National Association of Railroad and Utilities Commissioners. That distinguished service was deserved can best be realized from the scanning of excerpts from a report made by John S. Benton, general solicitor of the National Association of Railroad and Utilities Commissioners. Says Benton:

“Consolidated Southwestern rates have become effective, marking the end of one of the most protracted and sharply litigated rate proceedings in the history of the Interstate Commerce Commission. Six or seven years ago Paul Walker instituted a complaint for the corporation commission of Oklahoma complaining of Oklahoma interstate class rates as unreasonable and discriminatory. This was combin- ed with several other cases and with them became known as the Consolidated Southwestern Cases. . . . Existing rates were found to be in a chaotic condition, many of them being two or three times as high in one part of the territory involved as in other parts, notwithstanding substantially similar transportation conditions. The report provided an entirely new rate structure, which has been termed the most constructive and statesmanlike piece of rate making yet to the credit of the commission. The revision provided advances as well as reductions, and naturally some shippers were dissatisfied; and the carriers were dissatisfied. Reconsideration was sought and granted. . . . They were disposed of early in July. . . . Certain shippers in the southeast made an application for an injunction. The application was heard at St. Louis on July 9 and 10. J. Standley Payne appeared for the commission and Paul Walker and Albert Reed of Dallas intervened in support of the commission’s order. On July 12 the court announced its decision denying the injunction. Hence the rates as prescribed became effective and Walker feels entitled to a vacation.”

The estimate of Walker’s service to the state may be judged from a notice given out by the Oklahoma corporation commission in which it states: “The new rates will give added impetus to the location and development of factories, distributing and jobbing houses within the state of Oklahoma. They have already brought to Oklahoma City a new steel mill, and additional industrial development as the result of these new rates has been reported from other Oklahoma cities and towns.”

Ray H. Haun, ’12

There was once a day when $20 a month paid all of a student’s expenses through school. That was back in 1911 and ’12 before the war could be held responsible for all manner of things, including the well known “high price of living.” But if $20 was a modest amount
it was just as hard to command as its quadruple is today.

For this reason the office of business manager of "The Umpire," the student paper which later became "The Oklahoma Daily," was a coveted one for it paid the exact sum of $20 a month which would carry its possessor through school. Ray H. Haun, graduate of Pond Creek high-school and teacher for a year, desired the office and got it during his junior year. In his senior year he also desired the same office—and got it, thereby establishing a precedent for he was the first of all student business managers to hold his office for two successive years. Today this incident is perhaps a trivial one to Haun but it is indicative of his character and ability for "managing things" and is the very trait which enabled him to become a bachelor of arts in 1912 and the advertising director of The Ladies Home Journal division of the Curtis Publishing Co. in 1929.

The Ladies Home Journal had an advertising volume in 1928 of sixteen and one half million dollars and Haun was the director of the earning and expenditure of this sum. It was not, however, through any wizardry of Jugule figures or mastering of a secret code that he learned to fill such a position. It was the unbeatable combination of persistence and experience which worked the miracle. With Haun the persistence was innate and the base of all his experience was obtained within Oklahoma.

After his graduation he first became advertising solicitor for The Daily Oklahoman and then in swift succession the advertising manager of The Oklahoma Farmer-Stockman, and director of the service department of The Daily Oklahoman, The Oklahoma City Times and The Oklahoma Farmer-Stockman.

He remained in the advertising field in Oklahoma for seven years and then, looking for more extensive fields for his growing capacities, moved to Detroit to become manager of the local office of the Capper Publications. Two years sufficed for him to master the managership of the one office and succeed in 1921 to the directorship of the central district for Capper Publications, which covered the territories of both Detroit and Cleveland. A year later he was made director of advertising for the Capper Farm Press which included all of the eight Capper farm papers.

In 1924 the "woman's influence" entered into Haun's life. No, this is not a reference to business, for it was the "woman's influence" in advertising instead of the home which became a milestone in his career. He had just joined the staff of the Curtis Publishing Co. and had become director of advertising of The Ladies Home Journal for the state of Michigan.

It was at this time also that the manu-

facturers of the country first became aware of the fact that women were spending the bulk of the money of the country. Statistics proving that the woman was the spender caused an immediate boost in the advertising value of the women's publications and Haun, with his new connection with The Ladies Home Journal was one of the first to take advantage of the new trend. How successful this move was is illustrated in the fact that during his three years in Detroit his publication increased its advertising revenue by more than one half million dollars.

This record was responsible for his promotion in 1927 to the Philadelphia office of the Curtis company. His first duty here was to organize a sales promotional department for the advertising staff of The Ladies Home Journal. His capacity now is that of advertising director of that magazine, which responsibility may be gauged from the knowledge that the publication has a circulation of 2,500,000, the second largest in the United States and the largest in its own field.

Kerr McQuown '22

"WANTED:" how often has this ad been inserted in the daily papers to send hope springing eternal into the breasts of the ambitious ones who are ever seeking to improve their lot. And how often does the answering of such an ad prove that it was either another sucker or else a genius who was in demand.

Rare it is indeed for a "Wanted" insert to open up that golden future that all youth is seeking. Yet, that the word is sometimes a magic one, is evidenced in the fortune which Kerr McQuown, '22 eng., has found from answering just such an ad back in the spring of 1923. It isn't exactly fortune in the moneyed sense that McQuown has found but for-

diana, Iowa, Nebraska, Missouri, Kansas, Michigan, Wisconsin, Minnesota and North and South Dakota.

McQuown's job is the installation of Movietone and Vitaphone machines, produced by his company, in theaters over this area and it is a matter of enlighten-

ment to hear him converse upon the intricacies of these two sound devices and their significance in the entertainment of thousands of people today and tomorrow.

"In general," says McQuown, "there are two practical methods of recording sound. One is by means of "wax" phonograph methods, as exemplified in the Vitaphone. The other is by film records, as used in the Movietone. The latter produces variations in sound from variations in light passing through a film of variable density.

"Close speed regulation is necessary, both in recording and reproducing, not only to keep the picture and sound machines in step, but also to prevent any change in the sound's pitch which may be caused by variation in speed. Failure in speed regulation for even a fraction of a second would cause music to sound like that from a phonograph which is running down.

"A picture of a section of Movietone film shows the sound track on the side as a series of parallel black lines of different densities. To reproduce these lines as sound, the film is passed in front of a narrow slit through which shines a powerful light. The resulting variation in light intensity falls upon a photoelectric cell which converts them into variations in electric current. These are amplified in a five stage audio amplifier whose output feeds the loudspeakers behind the screen.

"The organization of the Vitaphone, however, is on quite a different principle. The 'wax' records used in the Vitaphone are cut with a groove of constant depth which oscillates or undulates laterally about a smooth spiral. The recorder is an electromechanical device.

"The original discs are composed of a metallic soap and are from thirteen to seventeen inches in diameter. This is placed in the recording machine which is essentially a high-grade lathe whose stylus cuts from the center toward the outer edge of the disc. The 'wax' shaving is removed by air suction. The cutting speed is from seventy to 140 feet a minute, the space between grooves being about .004 inches. The original wax record is brush-
dressed with an extremely fine conducting powder and is then electroplated, the first electrotype being called a 'master.' This master is in turn electroplated to produce a positive from which is plated a metal mold or 'stamper.' A thousand or more pressings may be made from a single 'stamper.' The sound is then reproduced by means of an electric pickup similar to that used in the electric phonograph."

McQuown sees the talking movie as
the greatest of all entertainment devices in the country and is directing his own energies to try to keep abreast of the advancement and importance which the "talkies" promise to gain.

Charles A. Long, '05

"Read it yourself! Read it yourself!" is the advice of Heywood Broun in recommending a recent book.

We shall echo the words of Mr. Broun in referring you to the following article by Charles A. Long, '05 sc, who has been president of Granbery college, Juiz de Fora, state of Minas Geraes, Brazil, and is now in charge of the Petropolis district, the fashionable summer resort and diplomatic residence of Brazil.

Long tells of early days in Soonerland, of student pranks and collegiate diversions, and of his experiences in the South American republic. But we cannot tell it as he does—Read it yourself! Read it yourself!"

"I entered the preparatory department of the university in the fall of 1905," Long writes, "when there were more prep than college students and when the total matriculation was under 400, when everybody knew everybody else, when dignified college professors were still teaching preparatory classes and were the intimate, personal friends of all their students (they would be yet if there were not so many of the latter), when Sooners were just beginning to learn the looks and use of football togs and athletic suits.

My class was the last college class to complete a whole college year in the original building before it burned. After this fire we were obliged to return to the old rock building on Main Street where the university held its first classes. It was the time of the original faculty, President Boyd, Professors Paxton, Parrington, Buchanan, Elder, Miss Grace King, Doctors DeBarr and Van Vleet, etc. Later additions included Professors Sturgis, Humphreys, Cole, Doctor Upjohn, and "Kirby" J. N. Pricket, superintendent of buildings and grounds.

organized and was working havoc and attendance had dropped to a minimum. The remaining faculty had some porcupines in the midst and debts had accumulated to $10,000. Also the federal government was making demands on one department which was choking the life out of it. To straighten out this required courage. That is, courage to the point of disobeying orders cabled out in the strongest terms in English.

"But in the six years of my incumbency, 1915-21, I did it. I paid the debt and turned over more than that amount in cash to my successor, everything was put into smooth running order, buildings were improved, furniture added, faculty increased, enrollment increased and the plans made for a vast program of development, carried out by my successor. The commercial department and equipment were added, the whole course strengthened.

"When I took the school, it was of high school-junior college grade. I left it a good junior college and it has since been improved. It also had a primary and school of pharmacy and dentistry, said to be the best in Brazil, and a theological department. The government's war on private professional schools had obliged the school to close out the school of law it had had and obliged us to close out the school of pharmacy and dentistry.

"From the presidency of the school I went to the pastorate of the local church in that city, where I built one of our best edifices in the country. Outsiders call it the 'Methodist Cathedral.'

"I was delegate to the Congress of Christian Work in Latin America, held in Montevideo in 1925.

"That same year I was sent back to Rio as presiding elder there, as pastor and as dean and professor in Union Theological Seminary, as well as treasurer of the mission board, of the annual conference and of the superannuate endowment fund. I had been presiding elder for several years before, even while in the school. Of course this does not count a score and more of boards, committees, etc., which call for only occasional time and attention.

"In 1926 we returned home from our second furlough and in 1927 I was appointed to Petropolis charge and district where we are at the present. Petropolis is the fashionable summer resort and diplomatic residence of Brazil.

"Summing up years of service, overlapping of course, during these eighteen years I have been pastor in English work two years; Portuguese work ten and a half years; presiding elder eight years, in which time I have had charge of every pastoral charge in the states of Rio de Janeiro, Minas, Espirito Santo and the Federal District and have done my share on mule back through the trails and mud holes of almost impassable interior country; president of college six years; three
treasurerships of one year each; dean of the seminary one year; professor in seminaries eight years; chaplain of the Seamen's Mission two years, etc. I have occupied every place of responsibility on the field.

"I watch with interest and pleasure the growth of my Alma Mater and my old friends among the students who are now doctors, professors, etc. Success to you all."

***

Lloyd Noble, ex '21, Ardmore, is president of Noble Drilling Co., one of the largest drilling contracting firms in Oklahoma. The company is now drilling wells in Oklahoma, Texas, Kansas and Canada.

Lloyd is much interested in the program of the greater University of Oklahoma Association. He is very enthusiastic over the addition of "Snorter" Luster, '21 arts-sc., to the coaching staff.

Floyd P. Benson, '28 geol., is geologist for the South American Gulf Oil Co. His headquarters are at Cartagena, Colombia. He is at present engaged in field work.

W. J. Bacon, ex '24, is editor and manager of the Sayre Publishing Co. at Sayre.

Clarence A. Babcock, ex '21, is an interior decorator living in Los Angeles, California, at 2719 South Hill street.

Hanna Asher, ex '21, is a musician living in New York City. Her address is 542 West 112th street.

---

**Try Our Sudden Service**

The "Sooner," Aristocrat of the Highway

**MANY ALUMNI . . .**

Will complete his journey from Oklahoma City to the University in this giant comfortable bus this fall.

You pay 45 cents and in as many minutes you are at the front door of the Administration Bldg. That's service for you.

The schedule follows:

<table>
<thead>
<tr>
<th>BUSES LEAVE ADMINISTRATION BUILDING FOR OKLAHOMA CITY:</th>
<th>BUSES LEAVE OKLAHOMA CITY FOR UNIVERSITY:</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:10 A. M.</td>
<td>7:20 A. M.</td>
</tr>
<tr>
<td>8:10 A. M.</td>
<td>9:20 A. M.</td>
</tr>
<tr>
<td>10:10 A. M.</td>
<td>11:20 A. M.</td>
</tr>
<tr>
<td>12:10 P. M.</td>
<td>1:20 P. M.</td>
</tr>
<tr>
<td>2:10 P. M.</td>
<td>3:20 P. M.</td>
</tr>
<tr>
<td>4:10 P. M.</td>
<td>5:20 P. M.</td>
</tr>
<tr>
<td>6:10 P. M.</td>
<td>7:20 P. M.</td>
</tr>
</tbody>
</table>

L.C. Giles Transportation Co.