Does the human point of view pay? Let us look at some comparisons so that we may prove that anything else fails miserably.

Hosiery manufacturers told girls not to follow the bare-legged vogue if they would keep their reputations. The girls went bare-legged.

Corset manufacturers adopted the slogan, “Don’t be a squaw,” in an effort to keep up the corset business. But today they are manufacturing bandeaux and girdles so small that a squaw would blush to wear them.

The manufacturers of rubber footwear started an anti-cold, anti-grippe, anti-rheumatism, anti-everything campaign to retain the old style rubbers—but arctics and gaiters are in the museum today.

Advertisers are learning that it is business suicide to tell people not to do a thing. Parents learned that long ago. They are learning that they must talk the language of the people, on subjects vitally interesting to the people, if they would get favorable attention.

The discovery, aside from the increased business which resulted, has brought about another advantage. Advertising of itself—the mere assembly of printers’ equipment on a sheet, is more or less dull and routine. But when the human element is introduced, as is happening today, the work becomes highly interesting and is attracting a higher type of individuals than formerly.

The changes might best be explained punningly when we say that until rather recently, advertising was the “bull-work” of the nation; today it is becoming the bulwark.

Oxford versus Oklahoma

By Jack Fischer

SPARKLING British wit and hard Yankee logic deadlocked when an Oxford debating squad debated Oklahoma’s orators to a tied decision, rendered by a house-packing audience, on the question of installment buying December 10 in the university auditorium.

Under a barrage of dry humor that only occasionally touched on the evils of installment purchasing, the Oxonians, W. J. K. Diplock, Richard Acland, and B. J. M. MacKenna, launched a scathing but good-humored attack on American business and advertising methods. Carl Albert, Merton Munson, and Bob Harbison defended the dollar-down system as a necessary cog in the American economic machine.

“Half of America seems to be trying to sell something to the other half. The country has more than 300,000 salesmen, or 500,000 if you count bond salesmen,” remarked Ackland, first speaker for the Oxford group. “Every advertising campaign is an attack against thrift. Your people are working overtime to satisfy an artificial taste for luxuries. Hard work is becoming not a virtue but a vice; Americans are becoming machines. Now, in England people don’t become machines; men become women and women become men. A man can’t get a haircut in an English barbershop because of the women getting their necks shaved. And it is rumored that a London woman recently signaled a left turn and actually turned to the left.”

Hitting installment buying as an encouragement to reckless spending, Acland concluded his argument with a prediction that the United States’ unprecedented prosperity might be short-lived.

Albert, former national oratorical champion, opened the Sooner defense with the assertion that installment purchasing represented an insignificant part of total buying, and is not a serious economic problem in America. Less than
fifteen per cent of purchases, he pointed out, are made on the part payment plan. Admitting that he came to the United States full of prejudices—"in England called traditions"—Diplop said that he had believed the world's greatest mistake was made when Columbus discovered America, and the second greatest when he couldn't keep it a secret.

"But I have learned since my arrival that your society is based on liberty, equality, and fraternity—and the greatest of these is sorority," he continued. "We have been treated like brothers by everyone, except the Bostonians, who treated us like ancestors. As for liberty, since Al Smith has been defeated, I had better keep my opinions to myself.

"You Americans have also achieved equality. You have made the pawn shop respectable—only now it is called a department store, and men pawn their future instead of their watch. Your workmen mortgage their only assets, future earning power, to buy more and more radios, phonographs, and automobiles."

Munson continued the Oklahoma argument by showing that installment buying allowed the farmer and workman to buy tools when needed and pay for them as they were being used. Meeting the visitors on their own ground, he asserted that it was possible to finance a home complete from baby carriage to bride on the installment basis.

Mackenna began the final Oxonian speech with a digression on English and American schools. "Co-education is not unknown in Britain," he said. "We have 700 odd women at Oxford. Even here, however, I see that they are not accepted without protest. The boardings of New York, when we arrived, were plastered with advertisements of "The Dangerous Woman—One Hundred Per Cent Talking."

With the prophecy that the end of American prosperity is already in sight, Mackenna cited the recent stock market slump as the forerunner of a real economic disaster. "Jeramiahs are not popular in England, but at least they are understood; here you don't even know what they are talking about. But you will learn. The bootleggers are already beginning to deny credit."

Bob Harbison concluded the negative case with the argument that installment buying forced disciplinary saving on reckless spenders. "We buy the things we need, and pay for them systematically instead of wasting money on trivialities," he declared.

Called upon to render a decision, the audience, patriotic, voted slightly in the Oklahoman's favor. Chairman Josh Lee, courteous, called the debate a tie. A second verdict to be given by radio listeners had not been compiled by December 12. Among the audience sat some 500 high school debaters, guests of the university public speaking department.

Speaking informally after the debate, the Oxonians expressed themselves as intrigued with American hospitality, women, and universities, disappointed with American liquor, journalism, and football. Prohibition, they believe, is a failure and an unwarranted invasion of personal rights. American co-eds they have found far better dressed, better made up, and easier to talk with than their British counterparts.

The debaters were guests of Acacia fraternity during their two-day visit. A dinner with the Oklahoma City Rotary club and a tour of Oklahoma City and its adjacent oil fields were included in their entertainment.

The Oxford group is one of two teams making debating tours of the United States. Matches in Texas and Louisiana will conclude their trip, which has covered most of the nation west of the Mississippi.

J. R. Campbell as I knew him

By Roy Temple House

My FIRST meeting with the fine old educator who launched Oklahoma's third teachers' college occurred on an excessively hot afternoon in early September, in the year of grace 1905. The place was the little prairie city of Weatherford, then some five years old and for two years the proud possessor of a Territorial Normal School—they had not yet attained the dignity of the degree-granting college. President Campbell had followed the, for territorial Oklahoma, somewhat original procedure of employing as his teacher of modern languages, not the friend of a local politician, some optimistic young person who would be cheerful and willing to teach domestic science or ceramics or invertebrate zoology, but a young man who had majored in college in the subject he was expected to teach. One of the salient characteristics of the even-tempered old gentleman with the extraordinary heavy mustache and the love of simple pleasures was that he had a keen feeling of professional and personal responsibility and a good deal of quiet courage in discharging it.

Another of his striking traits was his unbelievable sweetness of spirit. His life had its ups and downs, and I know of one or two particularly exasperating experiences which would have driven any of the rest of us to profanity and despair, but which left him as serene and jovial as if the machinations of tricky politicians and all other human machinations were— as they surely ought to be—the merest incidents in the prevailing pleasant experience of living.

Still another respect in which J. R. Campbell was unusual was his freedom from any sort of self-consciousness. Some of us are over-confident and some of us suffer from an inferiority complex—most of us bump regularly back and forth between this Scylla and that Charybdis—but this honest old gentleman seemed to find it easy to hold his bark to the untroubled mid-stream. In the last years of his life, his friends organized a statewide banquet at which he was regularly the guest of honor. This banquet was the expression of a general feeling that he had been a generous friend to hundreds and thousands of Oklahomans. Yet there was no evidence that this distinction puffed him up, any more than his periods of hard sledding had discouraged him. He was one of the sanest men I have ever known.

There is no need of taking up a great deal of space with statistics. This Oklaoman-Kansan-Oklahoman was superintendent of schools in Newton and Guthrie, first and most popular president of the Oklahoma Southwestern Normal School, professor of education in the Oklahoma Agricultural and Mechanical college. He graduated from a small college in Ohio, and took his master's degree with distinction at the University of Oklahoma at the age of about 70—and the age is more significant than the degree. He was stepfather of the well-known novelist...