Sooner Books and Authors

"Marketing and Advertising; An Economic Appraisal." By Prof. Floyd L. Vaughan, University of Oklahoma, Princeton University Press, 1928.

This book approaches the problem of marketing and advertising from the viewpoint of social welfare whereas most texts emphasize individual or acquisitive practices as being conducive to the public benefit. Its unique and utopian nature presents a goal for the improvement of our marketing system.

The central theme is the increased cost of getting goods to the consumer. Doctor Vaughan traces the causes for the mounting expenses for marketing. Among these are: Movement of population to the urban centers resulting in production of many commodities and services in factories instead of in the home, and wider separation of producer and consumer; growth of greater factories which possess a partial monopoly, making demand for their products inelastic through advertising; emphasis upon quality, variety, style, services and salesmanship rather than upon price.

Doctor Vaughan says the extravagances of marketing "are an upstanding shame to American business." He thinks that the consumer in the end pays for duplicating marketing agencies, alleged superiority of private brands, fancy packages, competitive advertising and other items devised for pecuniary gain to the producer, and that because of the excessive stimulation of consumption, the sale of less desirable and even harmful goods is encouraged. The public is so hood-winked that it falls in line with the schemes adopted to push commodities on the market by high pressure selling and advertising.

The author cites as the three agencies for effective improvements—marketing co-operation, individual initiative, and the government. The first named is suitable for the most part only in the marketing of agricultural products. Individual initiative may well bring about the education of the public to beware the bally-hooing of advertisers. Better and less advertising will then be used. The consumer should be trained to recognize intrinsic attributes rather than rely upon the merchantiser's word as to the quality. Price should be considered before variety, style, credit terms, special services and other factors which add to cost. Decentralized factories will decrease marketing expense by locating establishments closer to raw materials or to the consumers. Proper competition will help to hold down production and marketing charges by stifling monopoly. The government may do its share by encouraging closer grading and making available to the general public the findings of the bureau of standards. A revision of the tariff to comply with the law of comparative advantage is advised by Doctor Vaughan. Further, he opposes any sort of subsidy recommending, for example, that trucks and buses pay their own way and that they be regulated as the railways are.

Many business men may not agree with the analysis and recommendations of Doctor Vaughan, but it takes far-sighted thought such as his to foster progress. The ideals of today are the actualities of tomorrow.—J. H. Rhoads.

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An Oklahoma Anthology

"The Oklahoma Anthology, for 1929." Edited by Joseph Francis Paxton, University of Oklahoma, University of Oklahoma Press, 1929.

Poetry-lovers will find some priceless hits in the Oklahoma Anthology for 1929, edited by Joseph Francis Paxton, university professor of Greek and classical archaeology. A variety of ideas, thoughts, moods, beliefs, faiths, and desires find expression in this modest little volume, that has served as a medium for a variety of authors. Not all the verse there is good—a critic would probably discover many imperfections—but beauty walks and sings, weeps and dances through the pages. Life and love, wisdom and strength are voiced through the muse.

The wistful poignancy of "Screen," the friendliness of "People," both by Elizabeth Ball delighted us. She has achieved a pretty imagery, a warmth of tone, and for the most part good versification. Here is a poet who loves life in its various guises.

"Spiders" and "Moon-Miracle" mark the talent of Ben Botkin—the man who creates a silver phantasy out of the homely task of emptying the ice-pan. The whimsical and eerie qualities of "Field Wireless" and the sprightly rhyme and meter give further evidence of his ability, and add to it a wider scope. It isn't strange that this little poem should have found its first home in a Christopher Morley anthology.

Sophistication and a mature wisdom are evidenced in the verses of Winifred Johnston. Some vigorously beautiful work of Kenneth Kaufman appears in the volume. We can't resist quoting

Oklahoma Publications

Oklahoma's best poets are represented in the OKLAHOMA ANTHOLOGY for 1929, edited by Joseph Francis Paxton.

A new and hitherto untold field of Oklahoma History appears in EARLY OKLAHOMA NEWSPAPERS Written by Grace Ernestine Ray.

A number of copies are also available of Dr. H. Coult Todd's HISTORY OF MEDICAL EDUCATION IN OKLAHOMA FROM 1904 TO 1910.

Any or all of these publications may be obtained free by writing to the

University of Oklahoma Press, Norman, Oklahoma.

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A paper copy of this issue is available at call number LH 1 .06S6 in Bizzell Memorial Library.
a few lines from “Man-Talk” by this author:

“Once more the flag is flying
Over grim blue ranks war-thinned
And lance and feathered bonnets
Go streaming down the wind.”

Muna Lee does a number of realistic pieces that bring to mind Edgar Lee Masters and his Spoon River Anthology. Stella Reinhardt makes a gallant little piece of verse in “Growth,” and her verse forms are refreshing.

We couldn’t possibly leave Stanley Vestal’s “King David” unmentioned. Here is rollicking humor. One imagines that the old patriarch laughs heartily at the clever impudence of these verses.

After reading through this university anthology for 1929, we can’t help feeling with enthusiasm, perhaps dilletantish, that Oklahoma may produce some bards of real note.—Luthera Mills.

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On Ranching in Oklahoma

Dr. Edward Everett Dale, acting dean of the graduate school, and a former ranchman, has written an article entitled “Ranching on the Cheyenne-Arapahoe Reservation,” published in the December issue of the Cattleman, organ of the Texas and Southwestern Cattle Raisers’ association at Fort Worth.

An interesting feature of the article was a full page illustration portraying a type of advertising in territorial Oklahoma newspapers. This consists of brands of various ranches. The page was reproduced from the February 20, 1886 issue of the Cheyenne Reporter, published at Darlington, Indian Territory.

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Rascoe on Mencken

With reference to the recent anathema, (so regarded by the majority of Oklahomans who read it), delivered by H. L. Mencken in the American Mercury and directed at Oklahoma, Burton Rascoe wrote a letter to Faith Hieronymus, editor of the book column in the Sunday Tulsa Daily World. The following excerpt may or may not be illuminating as to Mr. Mencken’s reason for voicing his latest thoughts about the Sooner state.

“Mencken wrote that paragraph not to annoy Oklahomans but to annoy me. He knows I came from Oklahoma. He thought that by saying what he said he would get me sore and provoke me into an attack on Marylanders, of which Mencken is one. You all forget that Mencken recently wrote an article in which he said that, so far as literature is concerned, New York was a sink hole and a slum, and that the only state in the union that was producing authentic and original work at the moment was Oklahoma. I think he exaggerates; but when he wrote that you all proudly published his pronunciamento. When he writes something like the above, merely to rag me, you get on your ear.

“What Oklahoma needs is more oil wells and a sense of humor.”

Brighter Bulgaria

(Continued from page 147)

clad at a reception in the town hall where we were all to be dressed in native costume. Among other things she presented me with her ear screws, heavy gold coins but lo and behold Pena discovered I hadn’t any holes in my ears and she laughed as though she never heard of anything so funny. We still laugh over it.

And then there was the time King Boris came to our city to drive in the very first train. There was a banquet in his honor and the day before I’d lost a crown off a tooth, had to have it pulled and so I appeared at the banquet much swollen and unable to partake of any food. Another element of comedy entered in. I was the only woman present and the only “temperance” person. But I waved my glass of water gaily with the rest of them and cried “Long live the king.” I drank water to the king, to the prosperity of Bulgaria, the fact is I even drank water to our “descendants.” But the king’s as much of a bachelor as I am a spinster so why not drink to our descendants.

But the thing I miss most in coming back to America is the friendly curiosity of the Bulgars. You never go walking without someone saying, “Keda hode te le?” meaning to ask, “Where are you going?” At first I was tempted to say it’s my own business but I understood after awhile it was just human friendliness. I got so used to it that I used to start up the street explaining to everyone I met that I was just running down to the bank, or the post office, or going for a little walk.

Don’t think Bulgaria uncivilized, because even in our village which had its first train this year I’ve heard grand opera from Vienna over a first class radio. All modern things are coming in to those peaceful hills but if the time ever comes when the Bulgars cease to care where people are going and pass each other in silence I’ll be truly sorry.

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Mrs. Gail Parker Eaton, who took her A. B. degree at Kingfisher college, is a teacher in the mathematics department at the high school of Garber, Oklahoma.

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Dr. D. B. Johnson, president of Winthrop college for women at Rock Hill, South Carolina, died December 26 at the age of seventy-two years.