

and historian, Walter S. Campbell, whose real name (not his pen-name, as many people suppose) is Stanley Vestal; and one of the most appealing details of J. R. Campbell's life is his tenderness for this boy, who was not a blood-relative at all, but much more than that. There are Oklahomans in all ranks of life, rich and

poor, wise and simple, who remember J. R. Campbell with both affection and gratitude. He was, in the highest sense of the adjective, a popular educator and a popular man.

NOTE—Professor Campbell died after a sudden illness November 30.

Americanization of Europe

More of our optimism needed on continent

An Address By DR. FRIEDRICH SCHOENEMANN

EUROPE needs more Americanization. It is not Americanization as a mechanical or political element that I mean but Americanization in the sense of positive, creative optimism which manifests itself in a belief in what one is doing."

This analysis was made by Dr. Friedrich Schoenemann of the University of Berlin in a chapel address given December 11 on "The Americanization of Europe." Doctor Schoenemann was a visiting professor at Hunter college, New York, in 1912 and at Wesleyan university, Connecticut, in 1912-13. From 1913 to 1920 he was visiting professor at Harvard university.

"This creative optimism is your greatest national asset and yet too many Americans do not believe in their own civilization," said Doctor Schoenemann. "I have worked hard for a year to get 500 students interested in American culture only to have one of your tourists or lecturers come in and label all American ideas as traditional. The reaction of our students is that if your culture is merely 'Britishism' it would be more profitable to study it in England.

"When in doubt call it an 'Americanism' is a phrase too often heard in Europe. We have grown to call all that is cheap and distasteful in our own civilization an 'Americanism.' The cause of this state of mind is the fear complex which obsesses all Europe. We have a deadly fear of your whole civilization. America would be wise to understand this state of mind and to discount our criticisms because of it.

"America has too much of European civilization to go very far astray from us. Your roots are embedded in Europe.

"Europe fears first the economic progress of America. We fear your vast scheme of mass production, mass consumption and mass distribution. We say that we despise this system and yet American methods of efficiency, publicity and advertising have had a great influence on European methods.

"Europe would be wise to follow American methods of work because they have proved successful. She realizes this and is gradually taking them on. Foremost in this adoption is Germany, who has already espoused many elements of the American system.

YET your system of mass production, mass consumption and mass distribution is a thing native to your own soil. It cannot be taken over wholly by another nation. The reason is that America is almost independent of foreign trade. Only from five to seven per cent of your merchandise goes to foreign markets. In Germany approximately forty per cent of our trade is export.

"We have nationalized and standardized so that we are ready for mass production but we do not have your mass consumption. Your answer is the installment plan. Lack of it is our limitation. By using it you have many luxuries. We use this plan of buying in a small way but only for our necessities.

"You have introduced state socialism to the extent that you have public ownership of many of your utilities. Germany has been a pioneer in this practice in Europe and we have done everything possible to protect labor from the agitations of class warfare but have found all our efforts futile.

"Another of our problems is unemployment. We have a system similar to the English dole system whereby hundreds and thousands of working people have lost the desire to work because they are paid for idleness. Naturally this produces a tremendous evil. Its threat is greater than all of the 'Americanisms' that ever were introduced on the continent.

"We will always be jealous of the fact that it is possible for you to conduct your business in a strictly business like manner. All of our business methods are saturated with politics and we cannot rid ourselves of this evil.

"The influence of such American authors as Sinclair Lewis, Upton Sinclair, Jack London and Zane Grey has led the European peoples to think of Americans only as Babbits and boosters. They fail to grasp the fact that America has done away with the dissatisfaction of labor through meeting labor half way.

WHEN the European speaks of 'Americanism' he means actually the machine age. Yet this is not your product alone but the product of the world. The mechanical man and the resulting unemployment is an international situation.

"Yours is a government by democracy but we must ask what is the meaning of democracy? It is government by public opinion and though it may have its handicaps it is undoubtedly better than government by clubbing. It may or may not solve the problems of today. Whatever the results, democracy has come to stay.

"The chief contribution of this system has been the development of civic education. We have tried for years in our universities to develop the civic consciousness and responsibility but have not achieved it as you have with your democracy.

"Our greatest example of this system is found in the masses pouring into our lecture halls. This is democracy in education. Our universities are swamped with hundreds of extra students yet no additional funds have been provided for a larger faculty or more buildings. Accordingly, it is not rare to find a professor, tired of his hopeless task, calling this influx another 'Americanism.'

"We have made the great mistake of calling your mechanical and material products your culture. We have made the further mistake of imitating the bad side of your movies and talkies and factory products. That we have is only a reflection of our bad taste. We should have enough discrimination to select your best rather than your worst.

"The prevailing European philosophy is one of pessimism. What we need to offset it is the positive, creative optimism—the belief in what we are doing—which is America's greatest asset.

"Our appreciation of your values and your tolerance of our fear is not a state which can be achieved by one side. It necessitates co-operation between the two of us. It is for this co-operation and understanding that we are hoping. The academic world can be one of the leaders in promoting such an understanding and it is to you that we appeal in the interests of international good will."