

# Plebeian Secrets of the Snob Oracle

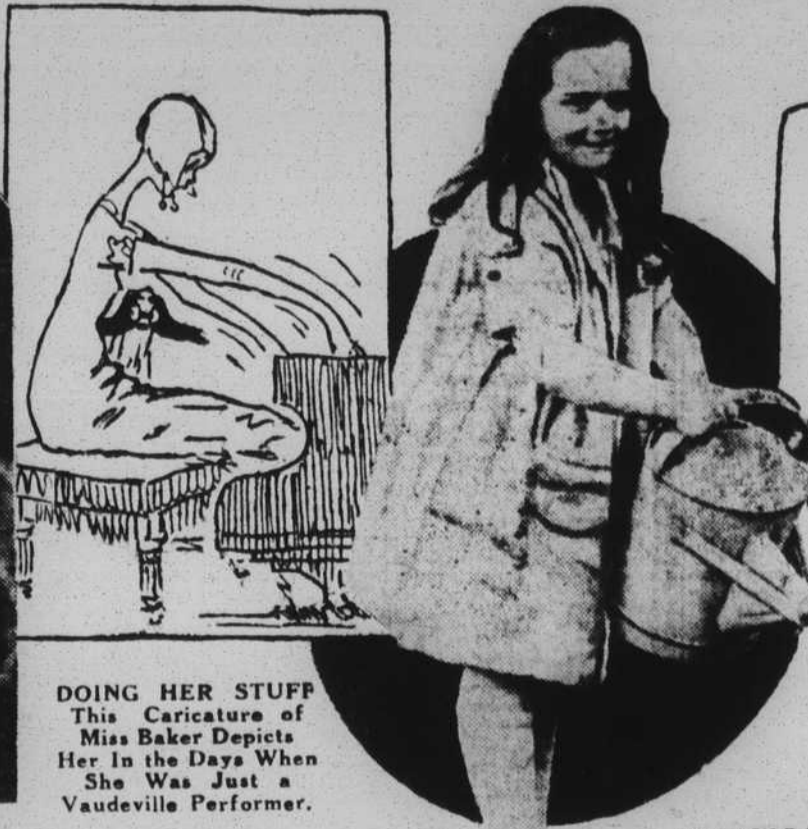
More About the Professor Who Preaches Posing, But Carries His Own Groceries



Edythe Baker, American Psychologist, Who, at Her Press Agent's Suggestion, Adopted a Formula of Snobbery Which Made Her the Least of London Society and, Incidentally, Won Her a Blue-Blooded Bridgroom.

"Snobography (Humorous): A Description of Snobs." —Funk & Wagnalls' Standard Dictionary.

"Be a snob" was the unusual advice shot at the amazed members of the 1929 Massachusetts Institute of Technology gradu-



DOING HER STUFF This Caricature of Miss Baker Depicts Her in the Days When She Was Just a Vaudeville Performer.

ing class by Professor Robert E. Rogers of the Department of English recently.

Stand-patters, dreads of short, ugly words, all the forces of convention raised a horrified protest against such iconoclasm. Then began the bandying about of arguments.

But what the intelligent minority wanted to know was: What sort of man would publicly defend snobbery? What's his personality like, his habits, his appearance, family, friends? Is he himself a snob? Or was the speech just a genial "ride" for the unwary?

Here the curious ones hit a snag, for aside from his considerable snob-

attainments, little had seeped out from "Tech" about the Professor. Even men who had studied under him professed ignorance of the fine points so eagerly sought.

Most of these same men had been not a little surprised when they heard the Professor deliver the following precepts as necessary to the achievement of what the highbrow New Republic called "that which every American knows God expects him to achieve—Success."

Here are Professor Rogers' "musts" in conduct for the ambitious native youth who would get there:

- 1—Be a snob.
- 2—Set before yourself a definite plan to be a ruling person.
- 3—Be superior; act superior. Talk like it. Think like it.
- 4—Brains are not nearly so important as will.
- 5—Found a family that will be successful. The ambitious, aspiring men are always marrying a little higher in the social scale. It is just as easy to marry the boss's daughter as the strongographer.
- 6—Join a good club. Eat like a

Thackeray established the word "snob" in England as meaning a vulgar fellow who aped his superiors. The word doesn't seem to mean that at all in America ... The word is simply a sneer, applied by people who know no better, to anybody who possesses any superiority of speech, manners, carriage, and intellectual processes.

## What the Dictionary Says About Snobs

snob, 1 snob; 2 snob; n. 1. A person who vulgarly affects gentility, or pretends to a superiority he does not possess; one who apes and cringes to his superiors and is overbearing to those upon whom he looks as beneath him; one who regards wealth or position rather than character. A tuft-hunter is a snob, a phrase in a snob, the man who allows the manhood within him to be swayed by a coronet is a snob. The man who worships mere wealth is a snob. [Trilope W. M. Thackeray p. 56. (L. 1864.)] 2. [Univ. Slang.] A townsman, as opposed to a townsman or member of the university. 3. [Prov. Eng.] A workman who continues at work when his fellow workmen strike, or who works for lower wages than others; a knobstick. 4. [Local. Eng. & U. S.] A journeyman shoemaker. [See snob-dance.] —snob' attack, n. [Slang.] Same as snob, n. 3. —snob'ber-y, n. The characteristics or conduct of snobs; snobbishness. snob'bi-ism, —snob'ing, n. A little snob. snob'og-ra-phy, 1 snob-og-ra-fi; 2 snob-og-ra-fi, n. [Humorous.] A description of snobs. [snob, n. —graphy.] —snob-og-ra-pher, n. One who writes about snobs.

SNOBOGRAPHER'S CHILD Pretty Desiree Rogers, Daughter of the "Tech" Professor Whose Ultimatum to His Students to "Be Superior; act superior," Caused Such Nationwide Comment.

gentleman and demand good service at your club; and, above all, be with gentlemen. 7—A snob university gets the most publicity and the most money. What goes for a university goes for an individual as well.

What are the soul, the brain, the social halo (if any) behind such remarkable remarks?

An interview with the elusive Professor, amiable but hard to get out, disclosed striking facts about him—all the more striking because the revelations

The Dictionary Definition of a Snob with (Above) Quotation from Professor Rogers' Speech Contrasting Thackeray's Use of the Term with That Generally Employed in America.

were indirect. These distinguishing characteristics stood out; Professor Rogers is:

Modest. Doesn't like to be addressed as "Doctor" or any other honorary title.

Although born in New Jersey is an "out-and-out Yankee." Is blunt in speech, though courteous.

His manner is ordinarily casual, good-natured and genial. Is also very democratic. In the neighborhood of Rockport, where he lives, is known to everybody from taxi drivers to fishermen.

Carries his own parcels unashamedly in broad daylight—surely no indication of snobbery. Is frequently seen on the street his arms piled high with



ICONOCLAST Professor Robert E. Rogers, of the Massachusetts Institute of Technology, Whose "Be a snob" Slogan Astonished His Pupils. An Analysis of His Character, Personality and Traits is Appended

groceries. Wears knickerbockers and smokes a plebeian-looking pipe. Affects brightly colored shirts. His laugh is deep, resonant and rich.

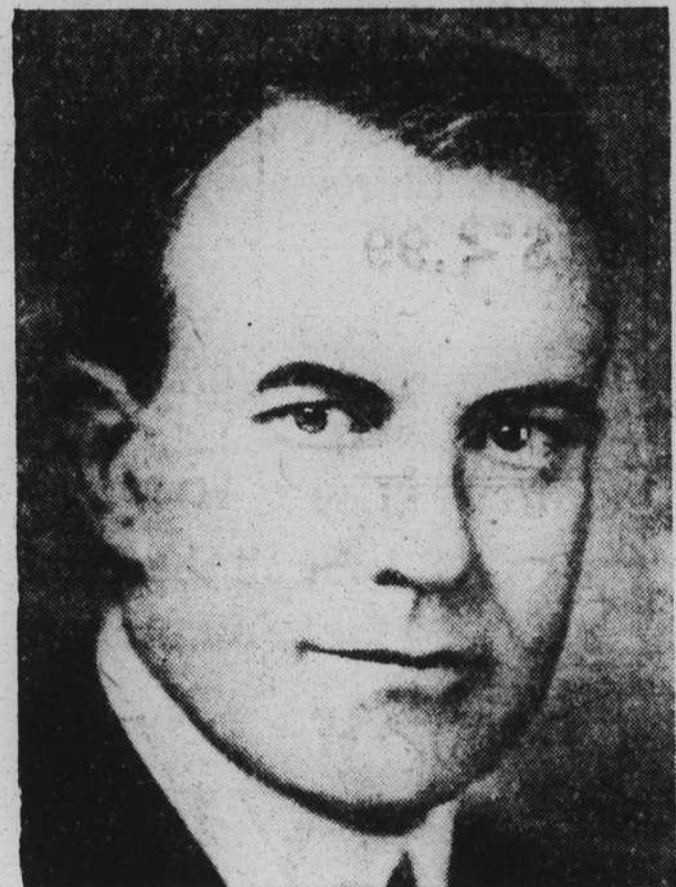
Is said by various friends to resemble the lately deposed Premier Stanley Baldwin, of Great Britain; Gen. Charles G. Dawes, recently appointed Ambassador to the Court of St. James; John W. Gates, of "Betts a million" fame; Hugh Walpole, novelist, and half a dozen other celebrities with full, rounded, characterful faces.

Is very lazy. Spurns all exercise. Won't walk three steps if there's a taxi handy. Has a car, but doesn't drive it. His wife does. Is utterly unaffected. Hates poses. His speech is "civilized American" with no trace of Oxford drawl or Harvard broad a's.

Was originally red-haired. Has a few gray ones now. Isn't interested in sports. Attends football games "as a sort of duty." Doesn't even play ping pong. Has a passion for literature and the drama. Likes the theatre almost better than anything in the world. Maude Adams gave him a job as a leader in Barrie's "What Every Woman Knows."

His hobby is reading. Has a pretty daughter. Has drastic opinions on literature. "Bad books couldn't be worse than some of the stuff mailed us between covers. Books are potential mental food and drink, but also potential dynamite and poison." Doesn't believe in censorship.

## Six Success Pointers by the Chief of the Boy Scouts



WALTER W. HEAD

WALTER W. HEAD, as president of the State Bank of Chicago, has become one of the most prominent financiers of the United States and is also nationally famous as president of the Boy Scout movement in this country. Born in Adrian, Ill., fifty-one years ago, Mr. Head passed his boyhood on his father's farm in Missouri following a team of mules hitched to a plough. He was graduated from a normal school and began his business career in 1900 as a school teacher. He held various jobs as bank examiner and cashier. In 1917 he became vice-president of the Omaha National Bank. He twice has refused positions carrying salaries of \$100,000 a year.

SUCCESS is naturally man's goal. Success may mean one thing to one man and something quite different to another. Success may mean one thing to one man at one period of life and quite another thing to the same man as he grows older.

1—Success, for most men and women, is attained only by diligence. Diligence is but another word for toil, for labor. Occasionally we see a man who appears to win success without diligence. We call him a genius. Personally, I have never known a man who truly measured up to this definition. What we term genius usually is merely the sudden flowering of achievement upon a stem which has long been cultivated with exceeding care. The achieve-

ment is so brilliant that we are dazzled by its light and fail to realize the painstaking toil which made it possible. Some call Thomas A. Edison a genius. Yet, throughout his long lifetime, he has been one of the hardest-working men of his generation.

2—Linked with diligence, there must be perseverance and determination. Diligence achieves success only if it is applied steadily upon a definite course, for a specific end. That is perseverance. Perseverance is that quality which leads men to apply their labor upon a definite, charted path instead of wasting effort in aimless toil. The boring of the Moffatt tunnel through the mountains west of Denver was a triumph of perseverance.

3—Success requires consistency. No man can win success who disagrees with himself. At the beginning of each major undertaking, he must map his course. He must pick one course and fix upon one goal to the exclusion of all others—and he must be consistent to that end. Many a man fails to leave his mark upon his generation because he is not consistent. He does one thing today and something else tomorrow. He does each thing well. He is diligent and he perseveres. But he does not harmonize his various activities. His effort is not consistent. When he reaches the eventide of life, he may look back upon a life not wasted but still not upon a life which has contributed markedly to the advancement of himself or his fellow men.

4—Then, too, a successful man must be courageous. He must not quail before dangers; he must not fear dangers which are unknown. He must have confidence in his own strength, confidence in his own purpose. There is a certain success which is a partial success. It is a success achieved by men who have "almost arrived," but who, somehow, have just missed the glories of real achievement. That failure, usually, has been due to a lack of

courage. They have been diligent, perseverant and consistent. But, when the crisis came, when the issue was in the balance, when success hung upon their willingness to stake the last ounce of strength, the last drop of energy—there they faltered.

5—Another important element in achieving success is the ability and the willingness to take the initiative. This quality cannot be taught in the college classroom and yet it is normally made possible only by the extent of man's knowledge of the problem which he seeks to solve. Ability to take the initiative depends upon knowledge of the subject in hand. No man can act unless he is prepared to act. Initiative follows preparation. He who takes the initiative without knowledge, without preparation, is foolhardy. Yet he who possesses knowledge and does not act upon it cannot succeed. In the business world, lack of initiative keeps one man at a clerk's desk for an entire lifetime; the ability and the willingness to take the initiative lifts another man out of the routine and wins him promotion to the positions of executive responsibility.

6—Closely linked with the power of initiative is the power of decision.

Its necessity is well illustrated by the old saying—old, but true: "He who hesitates is lost." Never, in all our history, was this more truly applicable than it is today. Our modern life runs a swift pace. The rapidity of communication and of transportation has quickened the speed with which we live, has lessened the time which we may take for a particular decision. Therefore, as never before—let me emphasize—success today depends upon the power to make and enforce a decision—to decide quickly and to decide correctly. All of the other qualities of success constitute a preparation for this final, necessary quality. Education is necessary, diligence is necessary, perseverance is necessary, consistency and courage are necessary—but all of these are but preparatory to the determination of what is to be done at a particular moment and to the enforcement of that decision. The power of decision is the outstanding quality of every great executive.

The ABC's of General Knowledge

The Ten Greatest World Expositions

Based on Their Cost

Official Sources

Chart by FRELING FOSTER

The One Outstanding International Exhibition Was the Panama-Pacific Exposition in San Francisco in 1915.

Panama-Pacific San Francisco	\$50,000,000
World's Columbian Chicago	\$40,000,000
French International Paris	\$30,000,000
Sequel-Centennial Philadelphia	\$20,000,000
British Empire Wembley	\$10,000,000
James A. McLaughlin International Vienna	\$10,000,000
Alaska-Yukon-Pacific Seattle	\$10,000,000
Brazilian Centennial Purchase Rio de Janeiro	\$10,000,000
Panama-Pacific, San Francisco, 1915	\$50,000,000
World's Columbian, Chicago, 1915	\$40,000,000
French International, Paris, 1900	\$27,000,000
Sequel-Centennial, Philadelphia, 1926	\$26,000,000
Louisiana Purchase, St. Louis, 1904	\$20,000,000
Brazilian Centennial, Rio de Janeiro, 1922	\$20,000,000
British Empire, Wembley, Eng., 1924	\$15,000,000
Austrian International, Vienna, 1873	\$10,000,000
Jameson Tercentennial, Va., 1907	\$10,000,000
Alaska-Yukon-Pacific, Seattle, 1909	\$10,000,000

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By CLARE MURRAY—Girl Poet-Artist

CAN THIS BE LOVE?

(On the Riverbank)



"I shall open my heart to the rain."

LOVE disturbs my peace again. Why does he come unbidden? I do not wish to love again. I am far too conscious of darkly hidden Embers that once were flaming gold Smoldering still in my heart. Nothing is left to burn again. Nothing can sear or smart. I told him so, but he only laughed With merry and mocking eyes. "Little I care to kindle a fire. I never destroy. I am wise.

MINE is the love that lifts—The ocean that carries the ship—The wind in the sail And the dancing feet And the bread to eat." Can this be love that would leave me free And for gifts it offers exact no fee? If true, I shall welcome this second love. I shall open my heart to its cleansing rain, And secretly stifle regretful pain When I finally turn my head From viewing the ashes of fiery love—The smoldering embers dead.