

not wanting in America, where he has been residing for several months. He has been officially greeted as Patriarch by prelates of his own, the Russian, and the American Episcopal Churches in their respective cathedrals in the metropolis.

### ZONING FOR HOME PROTECTION

THE dominant subject of discussion at the recent annual meeting of the American Civic Association was that form of better community housekeeping called zoning. Chicago supplied the examples of tremendous individual and city loss through lack of the sane segregation of business, manufacturing, and residence locations which has resulted in large areas now called "blighted districts." The estimates presented by Chicago's newly created zoning commission pointed to a loss of a billion dollars in property values through uncontrolled locations, not taking into account the added burdens of transportation put upon the city and the people by reason of removals from these blighted districts.

Other major subjects discussed included the proposed Roosevelt-Sequoia National Park in the high Sierras, the session being under the chairmanship of Judge John Barton Payne, now head of the American Red Cross, and Secretary of the Interior in the last Administration, with Frederick Law Olmsted making and illustrating the principal address. The session on "Real Reductions in Cost of Small Homes" was conducted by John M. Gries, Chief of Herbert Hoover's new division of building and housing in the Department of Commerce, and the addresses on the elimination of wastes in land layout and in house plans were notable contributions by experts to the stimulation of home building.

A spectacular session occurred in conjunction with the Chicago Association of Commerce, at which, upon a courageous presentation by Thomas E. Donnelley, a thousand Chicago business men pledged themselves to "clean house" in the building situation by complete support of the Landis award in relation to the arbitration, against which the carpenters and plumbers, with several other unions, were resisting, although eighty-five per cent of the union workers, the contractors, and the material men had agreed to abide by the fair and fearless findings of Chicago's able and picturesque jurist. It was said by one spectator at this meeting that it amounted to a new declaration of independence against the intolerable evils which have brought building construction in the great city to a virtual standstill.

J. Horace McFarland was continued as President of the American Civic

Association, with J. C. Nichols of Kansas City as First Vice-President.

### THIRTEEN PIANOS

THIRTEEN grand pianos on the stage and fifteen grand pianists to play them! How is this for the paraphernalia of a concert? It sounds rather acrobatic and vaudevillian but it really was musical and delightful.

The occasion was a benefit performance given in Carnegie Hall, New York, not long before Christmas, to raise a fund for the distinguished Polish pianist and composer, Moszkowski, who is lying ill and almost penniless in Paris. Moszkowski is distinctively a composer for the professional pianist. His pieces afford an opportunity for the display of brilliant, rapid, and scintillating technique, although one of his compositions, his "Spanish Dances," has had a great popular vogue among amateurs throughout the world.

It was a happy thought of some musician—it was, we believe, Ernest Schelling—to combine a unique display of piano artisanship and pianistic art with a manifestation of the friendly spirit of Christmas in aid of a suffering colleague. Circumstances aided. War and post-war conditions have brought together in New York a group of great pianists such as probably have never before been living at one time in a single world capital. The result was that the audience had the unique opportunity of hearing such artists as Bauer, Hutcheson, Lhevinne, Schelling, Backhaus, Gabrilowitsch, Grainger, Friedman, Casella, Ornstein, Schnitzer, Stojowski, Ney, and Lambert play solos and perform together in a great *ensemble*. The idea of thirteen pianos all going at once seemed to some musicianly spirits rather ludicrous beforehand; but those who came to scoff remained to admire. For example, the arrangement was almost ideal for Schumann's "Carnival." The various numbers of the *suite* were played as solos in rotation by the participating artists, while the *finale*, the stirring "Davidsbundler" march, was performed by all hands on all the pianos at once with fine orchestral effect. Indeed, the orchestral character of this performance was enhanced by the fact that Mr. Walter Damrosch conducted it as he would have conducted a symphony.

A word, at least, should be said for the artisanship which the concert disclosed. To build and tune thirteen concert grand pianos of five different makes so that they shall be each and all absolutely true to pitch and thus to one another is no small achievement. Yet this result was happily accomplished.

The affair was a festivity as well as

a concert. During the intermission Mr. Damrosch and Madame Alma Gluck in intimate, graceful, and witty fashion auctioned off three programmes, autographed by the participating pianists which brought, respectively, \$500, \$750 and \$1,000. The net receipts of the benefit were announced to be well over \$10,000.

This handsome sum will be welcomed for material reasons by the disabled pianist to whom it will be presented. But he will doubtless still more welcome the appreciation of his art shown by the great audience which filled every seat and all the standing room of Carnegie Hall and the unique token of affection and friendship from his fellow artists—a friendship which knows no national limitations.

### ADVERTISING—THE NEW PROFESSION

UNDER the above title we print elsewhere in this issue an interesting address which Mr. Frank Presbrey, one of the best-known American experts on advertising, recently delivered before an association of manufacturers. He speaks of advertising as a new profession.

We doubt if many advertising men themselves realize how new a thing advertising is as an adjunct of commerce when measured by the time units of, let us say, H. G. Wells's "Outline of History." Barter or commerce is as old as primeval man. It has been a part, an essential part, of the development of civilization for thousands of years. But commercial advertising is less than three hundred years old.

According to so good an authority as the eleventh edition of the Encyclopedia Britannica, the first known newspaper advertisement appeared in London in April, 1647. It sought purchasers for a book entitled "The Divine Right of Church Government," which, the reader was informed, might be had at the sign of the Golden Fleece in the Old Change—not an inappropriate name for some book-shops of the present day where indiscriminating purchasers are fleeced into buying popular "best sellers" whose only merit is that they bring a golden stream into the coffers of the publishers.

Beginning with the paid announcements of books, newspaper and periodical advertising rapidly fell into the hands of quacks and fakers and acquired a notoriety and disrepute that made honorable and scrupulous men look upon it with distrust and aversion. Advertising came to be regarded as a

synonym for quackery or puffery. And then the usual forces of social evolution began to assert themselves. The men whose livelihood depended on advertising began to realize the true function of advertising as a handmaid of commerce and set in motion reforms in business methods and the enactment of laws—laws which were not imposed on advertising managers, but were inaugurated by them—which, as Mr. Presbrey says, have made the advertising agent and solicitor really a professional man with an organized code of ethics as strict as that of the lawyer or physician. Bureaus of research have been established to investigate the statements of advertisements submitted for publication, and one great American periodical, whose advertising pages may be literally called a National bulletin of American industrial news, maintains a chemical laboratory to test scientifically the claims made for merchandise offered to the public in its advertising pages.

The Encyclopædia Britannica, which has already been quoted, is itself a witness to the importance of advertising in modern civilization. That famous compendium is edited and published under the auspices of the University of Cambridge; it is defined by that historic and highly intellectual institution as "a dictionary of arts, sciences, literature, and general information;" and, while it devotes thirteen pages to the article on poetry, it gives five of its valuable pages to a review and interpretation of advertising, one of the writers of this long and comprehensive paper being a former scholar at Queen's College, Oxford, and a barrister at law.

Now if one of the greatest universities of the world considers advertising to be five-thirteenthths as important to mankind as poetry, surely a periodical like The Outlook is justified in regarding its advertising pages with both pride and concern.

For there is no doubt that great responsibility rests upon the shoulders of both those who write and those who publish advertising. The diffusion of literature and education, the promotion of health and physical comfort, the distribution of farm and manufactured products, the increase of agricultural economics and efficiency, the development of transportation, the spread of popular understanding of civic organization—in a word, the orderly progress of our National life depends in a large measure on wise, effective, and honorable advertising. It should be regulated by law, as is being done more and more by many of the State governments; it should be jealously protected by its sponsors from errors of taste and crimes of fraud; and it should be regarded by

the readers of newspapers and periodicals when it is properly edited and censored as a real contribution not only to their convenience but to their general information and welfare. No wonder it has been called a New Profession.

## ATHLETES OF 1921

AS long as men and women have bodies it is probable that the athlete will hold a high place in popular esteem. And there does not seem to be much immediate prospect that our world will be changed into a cosmos of disembodied spirits.

There is sound reason behind this state of affairs, for the body is the tool of the mind, and it is in the athlete that the most dramatic illustration of the co-ordination of these factors is to be found. We are not suffering under any delusion that the athlete is necessarily a man or woman of high mental powers or that athletics should be regarded as an end in itself. But athletes and athletics occupy a high and rightful place among the best products of civilization. The two articles which The Outlook has recently published by Katherine Mayo and Elwood Brown have presented clearly the far-reaching influence which may be exerted by the development of world-wide interest in athletic carnivals. Every teacher knows the powerful effect which organized play has upon the character development of the individual. The daily press is not to be condemned for taking athletics so seriously, but only because it too frequently takes sport in the wrong spirit.

The illustrations of leading American athletes of 1921 which we publish elsewhere in this issue provide testimony to the wealth of opportunity for recreational development to be found in sport. There is an activity suited to every type of mind and body. There is the game in which the individual is fused in a team, the type of physical endeavor which demands not only co-ordination between the individual mind and the individual body, but also the highest degree of co-operation with the minds and bodies of others. Such a sport as football marks the highest development in this direction. Probably in the position of the quarterback on a modern foot-ball team is to be found the acme of such union. At the other end of the scale comes such a sport as golf. The royal game of Scotland likewise requires a superlative degree of mental and physical co-ordination, but it is a solitary pastime in which defeat or victory is decided within the confines of a single body. The physical demands of this game are less severe than football, but it requires a mental stamina and a

moral courage of the most exacting kind. Let us look over various sports and apportion to each one the elements of mental and physical qualifications in various degrees of intensity. Boxing? Certainly no great brain power is required, but to attain pre-eminence it demands at least that instant reflex between stimulus and action which is to be found in the perfect animal. Track athletics? A high degree of physical adaptation to the purpose, combined with those mental qualifications which mark the individual who has the persistency and strength of character to work intelligently towards what we call "form." Billiards? We find here an amazing physical dexterity and nicety combined with the surest of nerves and the most exact of eyes. Fancy diving? It asks a sense of rhythm and grace and a power of physical control which an interpretative dancer might envy. The field of athletic activity is as limitless as the number of possible contestants.

If this were an editorial on æsthetics instead of one on athletics we might take occasion to point out that the athlete is necessarily something of a Platonic philosopher. Surely the athlete in his own particular field is striving to discover the ideal and to approach it as closely as possible. The ideal for the athlete is that variety of intangible perfection which we call form. That those who come measurably close to this ideal are veritable creators of beauty has been most graphically demonstrated by a very modern invention, the rapid-motion-picture camera—the camera which, by registering many more impressions of a given action than the human eye is capable of doing in a given space of time, is able to perform the function of Mr. Wells's "time machine." An athlete who flashes by the human eye in a blur is shown by means of this camera to have attained in movement a marvelous rythmical progression beyond the power of the unaided eye to appreciate.

The rapid-motion-picture camera is perhaps one of the few modern inventions which the ancient Greeks would have enjoyed possessing. It is a satisfaction to have discovered at least one æsthetic pleasure which the Greeks did not enjoy!

## A GREAT UNDERTAKING

THE preparation of an Encyclopædia of Christianity in twelve volumes was announced in The Outlook last week. This we count a great undertaking—great in the difficul-