

## ➡➡ The Spotlight on Sports ◀◀

### ➡➡ East Meets West

AS THIS ISSUE of the *Outlook* appears, the Sixteenth Tournament of Roses football match gets under way in the Pasadena Rose Bowl. It is an exotic setting for an athletic spectacle.

Pasadena lolls drowsily in orchard country, the snow-capped, pink-tinted Sierra Madre range forming a Joseph Urban backdrop for the orange groves, live oaks and eucalyptus trees that fill the eye in the foreground. It is something of a show place, the garish mansions of corset kings, tooth paste princes and cosmetic counts dotting the quiet landscape with blatant atrocities in white stucco and red tile.

A guide will point out to you these palaces of commerce. "Yonder is the house that 'Gloriana Girdles built,' he tells you, pointing out a rococo 'sumptuousity'; over there is the home of the originator of Opaque Petticoats—he made his fortune just in time." A little farther you come upon the opulent residence of the Youneeda Hairnet manufacturer who "got his" before the pendulum of fashion swung to bobbed hair coiffures.

This, the Mecca of retired standard-brand panjandruns, is the scene of the annual East-West football match on New Year's Day. That term is a geographic anomaly. By "West" is meant only the Pacific Coast; whereas "East" is outlandishly comprehensive, embracing as it does the entire region east of the Sierra Nevada mountains and including such unrelated sections as the Southwest, the deep South, the Missouri Valley, the Corn Belt and the Atlantic seaboard. To employ a British expression, this Rose Bowl series actually involves the Pacific Coast against "The Rest." The cosmopolitan character of the teams representing "the East" may be gathered from this roster of visiting elevens—Michigan, Brown, Pennsylvania, Harvard, Ohio State, Penn State, Navy, Notre Dame, Alabama, Georgia Tech and Pittsburgh.

This year Tulane University—situ-

ated in that typically "Eastern" city, New Orleans—was invited to act as a foil for the Pacific champion, Southern California.

Southern and Midwestern teams have saved "the East" from complete humiliation in this series. Thanks to victories recorded by Michigan, Notre Dame, Alabama and Georgia Tech, the so-called East has achieved an even split in the series, which stand six games won, six lost and three tied. Harvard is the only team from the East proper to win at Pasadena, and thereby hangs a tale.

In December, 1919, when Harvard received an invitation to the Rose Bowl, it happened that America's oldest university was in the throes of an endowment fund drive. National publicity was needed to reach the predetermined quota, and campaign managers argued that a football argosy would focus nation-wide attention on Harvard and stimulate subscriptions from alumni and the hinterland. Thus did time-honored Beacon Hill prejudices give way to expediency.

Harvard crossed the Continental Divide on a football argosy and the Crimson endowment drive went over the top. What's more, Harvard beat a great Oregon team 7 to 6—the one and only Rose Bowl triumph scored by an Atlantic seaboard eleven. The decisive Harvard touchdown was engineered on a pass from Eddie Casey, now Crimson coach, to "Win" Churchill, who was as blind as a bat without his glasses. "I'm going to throw the ball to you," Casey whispered in the huddle, "just stand in the end zone and hold out your hands—I'll put the pigskin right in your mitts; you don't have to see it." Casey did and Churchill didn't, but he hung on to the ball!

### ➡➡ Western Supremacy

NO SOUTHERN TEAM had lost a game in the Rose Bowl when these lines were written, but by the time they are read that spotless Dixie record may have been blotched by the hoof marks of Southern California's Thundering Herd.

Imagine the football forces of Harvard, Yale, Dartmouth, Brown, Williams and Holy Cross amalgamated in one super-squad representing the University of New England! If you can visualize the sort of team that would result from such a merger you have a fair idea of the man power that the University of Southern California can throw against a luckless rival. Small wonder that as fine a team as Georgia was sandbagged 60 to 0 by the ruthless Trojans.

Our hypothetical University of New England team would boast a backfield picked from such an agglomeration of stars as Morton and McCall of Dartmouth; Crickard, Wood, Mays, White, and Schereschewsky of Harvard—but why go on? You get the idea. So do the hapless opponents of Southern California.

Summarized briefly, the reasons for the supremacy of Pacific Coast football may be set forth thus: One, concentration of material in a relatively few colleges instead of widespread distribution. The Pacific littoral is almost as long as the Atlantic seaboard by air line, yet the Far West has only six major universities to the Atlantic's twenty-odd! This massing of man-power in a few schools is the true secret of Far Western grid-iron hegemony—yet strangely enough it has been overlooked in the press. Two, earlier maturing of Pacific Coast athletes due to the benign climate which permits out of door exercise the whole year round. California-bred boys are taller, heavier and tougher-fibered on the average than their contemporaries from less favored sections. Three, greater length of time available for practice on the Pacific Coast. The football season can continue through the winter months if coaches desire to work out new formations, condition players and tutor them in fundamentals. Rain, snow, icebound and mud-sheathed fields are virtually unknown. Four, a keener zest for football on the part of the Far Western schools and public. This sophomoric urge to achieve football domination has been transferred from the now sophisticated East to the youthful, exuberant West. They pay bigger salaries in California and thus get the cream of the coaching talent.

Football at the University of Southern California is regarded as a civic enterprise by Los Angeles. The success of the Trojan eleven serves as ammunition for the Native Son boosters. Football, one suspects, links with the Chamber of Commerce as a ballyhoo agency.

Many of the U. S. C. stars are enrolled in the physical education department. They are studying to be athletic directors, gymnasium instructors, football coaches, recreational workers and boys' camp counsellors. It hardly seems fair to pit undergraduates who are taking rigorous classical and cultural courses against boys who are studying physical education! I believe that football practice actually counts as "hours" toward a degree in the latter course of study.

"You can take a team from the Pacific to the Atlantic coast without any debilitating effects on your men," said Pop Warner, "but if you reverse the transcontinental journey and travel from east to west, you're out of luck. The transition from cold to heat is weakening to the human system. Conversely, my Stanford boys were invigorated by the trip to Boston."

GEORGE TREVOR.

## A Bewildered Feminist

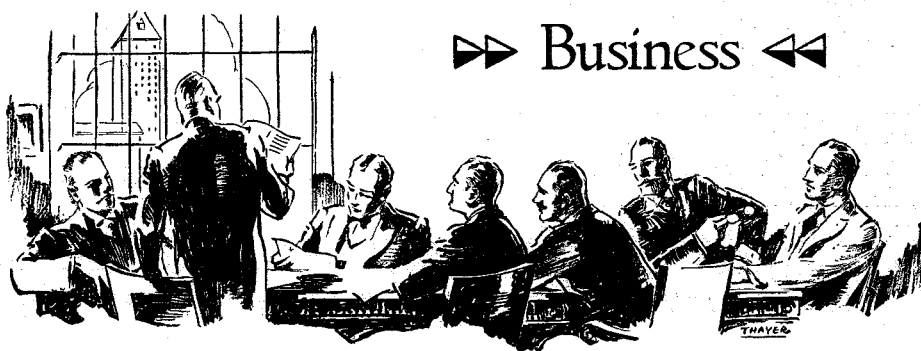
(Continued from Page 19)

long Sunday when the maid is off. Similarly my college roommate, Sally Martin, pays her housekeeper out of her teacher's salary, and claims that she gets much more out of life that way, and has more to give to her two charming sons and her successful lawyer husband.

On the other hand, my neighbor, Mary Smith, just loves to keep house and does a beautiful job of it. Her chief interest in life is in jelly recipes, romper patterns and cross-stitch fancy work to pick up in her spare time. The radio supplies her with all the mental stimulus she wants and she seems to be a well-satisfied wife and mother.

My pioneering ancestors instilled in me the belief that the world owed no man or woman a living. Honest work faithfully done has never been considered a curse in our household. Perhaps the best thing I can tell these high school girls is to work in a congenial occupation and then rejoice and be exceeding glad that everybody in the world doesn't want the same thing.

One woman's meat: another woman's poison. A great deal of modern psychology and mental testing is probably the buncombe but it seems to me that a real service would be rendered women if some one at Columbia were to make the revolutionary discovery that in adult females there are individual differences. Education, environment, natural inclination and previous condition of servitude affect women as well as men. It is dangerous to generalize.



## Business

### Free Wheeling

AS WAS expected, business finished out the year with gears in neutral. For several months it had been convinced that nothing very good could come out of 1931, and this conviction was reflected in declines in most of the business indices, including the most dependable index of all—loadings of revenue freight.

The financial structure was, however, somewhat strengthened by one development in the international situation and two in our national affairs. Abroad, the advisory committee of the Bank for International Settlements completed a long and difficult job of planning, and here the Interstate Commerce Commission granted the carriers an increase in freight rates estimated at from \$100,000,000 to \$125,000,000 and the Brotherhood representatives voted to set a definite date for a joint meeting with the railway executives on the wage-reduction problem.

Holiday trade held up fairly well throughout the country. Unit sales were generally as large as last year, but lower prices reduced the dollar volume and the profit margin. In the case of the chains, even the volume compared favorably with last year, the department stores be-

ing the chief sufferers from reduced price schedules.

Securities registered a moderate reaction from the slight show of optimism observable during the preceding week, due possibly to uncertainty as to what is coming out of Washington in the course of the next few months. It is extremely unlikely that the investment markets will show much firmness or consistency until Congress takes definite action on the Walcott bill for the creation of a Reconstruction Finance Corporation.

### Cost-Pruning in 1931

AT LEAST one group of wholesalers—the drug jobbers—learned something about the reduction of overhead during a year whose exit is marked by cheers rather than tears. The average of 14 per cent has been reduced in most cases to 12 or 13, and in a few instances to 9 or 10 per cent.

In reporting this achievement, E. L. Newcomb, secretary of the National Wholesale Druggists' Association, made it clear that the changes made in methods and operations are applicable to almost any line of wholesaling. They include economies in the billing of orders, stock handling, inventory control, packaging and delivery.

Some of the most ingenious improvements were effected in the shipping departments. For example, the use of second-hand wood and corrugated paper boxes cut close to 70 per cent from the cost of new packages. Wholesalers using excelsior for packing found that they could reduce the consumption of that material 10 or 15 per cent by wetting down the excelsior the day before it was to be used in packing.

An exchange system has been devised whereby stocks of articles which are "slow sellers" in one part of the country can be quickly sent to districts where they are in greater demand. Fast-moving units have been grouped in a "master stock," with savings of from 8 to 10 per cent in the cost of handling.

The drug wholesalers are not only



## INDICES

(A two-minute summary)

COMMODITY PRICES (Fisher's Index—1926=100)  
December 24—66.7. (Crumpp's British Index—1926=100) December 24—65.8.

CAR LOADINGS (American Railway Assn.) Week ended December 12—613,534 cars (reduction of 22,832 under preceding week and of 130,819 under same week of 1930).

STEEL INGOT PRODUCTION Week ended December 19—24% of capacity (reduction of 1% under preceding week and of 10% under same week of 1930).

CRUDE OIL PRODUCTION Week ended December 19—daily average gross 2,430,300 barrels (reduction of 26,350 under preceding week; increase of 228,100 over same week of 1930).

BANK CLEARINGS (as reported to Bradstreet's) Week ended December 24—\$5,447,761,000 (reduction of \$1,634,261,000 under preceding week and of \$1,929,858,000 under same week of 1930).

FAILURES (as reported to R. G. Dun & Co.) Week ended December 24—563 (reduction of 104 under preceding week; increase of 106 over same week of 1930).