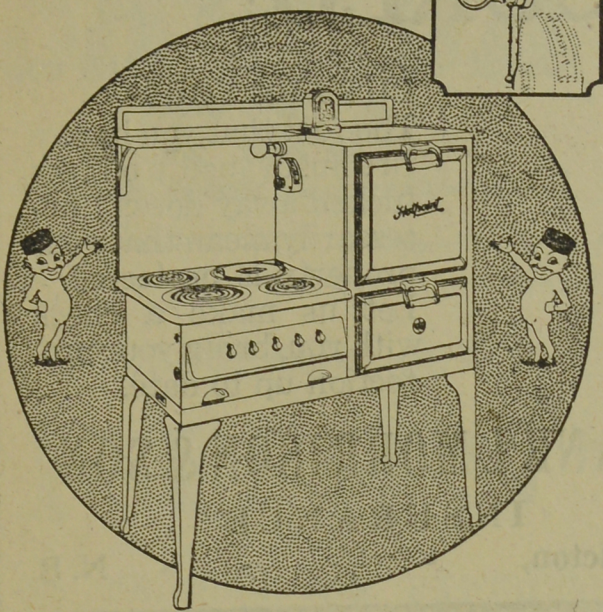


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PROF. PITKIN CLAIMS THAT BABE RUTH SHOULD BE DRAWING DOWN \$10,000,000 PER YEAR

(New York Sun)

Although the news comes a bit late to do the Bambino much good, Babe Ruth would be receiving at least \$10,000,000 a year instead of the comparative trifle he is getting these days, if men were paid according to the scarcity of rivals who can do their work equally well.

This may not be news to the Babe but Prof. Walter B. Pitkin of Columbia University reports it officially in his latest book, "The Psychology of Achievement," issued this week by Simon & Schuster. The professor calls the Babe "a man in

a million," but it is evident that he has not heard of the 1930 deeds of one Hack Wilson.

Prof. Pitkin, at whose large and firmly planted feet several thousand successful New Yorkers have sat in Columbia's halls, defines success simply as "the accomplishment of what one sets out to accomplish." Achievement is something else again—a broader term than success in one sense, and a narrower one in another. In an exhaustive and interesting laboratory study of it, Prof. Pitkin presents fifty real people—some as confidential records cloaked under a case-history number or pseudonym—and shows how they shaped their ambitions, how luck aided or hindered them, how their emotions did likewise, and how their social relations contribute to the outcome.

The prolific professor takes his leading countrymen apart and examines them biologically, spiritually and intellectually, and talks of such things as the endocrine glands and the poisonous "chemisms of rage," coming to rather astonishing conclusions. As for instance, about the Bambino.

"Consider," says Prof. Pitkin, "the rarity of Babe Ruth. Not one of the most enthusiastic baseball fans has ever appreciated that this great home run genius is, in the strictest statistical sense, far rarer than 'a man in a million.'". Then he analyzes the results of psychological experiments made on the Babe at Columbia to measure his quickness of motor responses by way of the eye and ear, his strength, nervous stability, attention span and general coordination in manipulating objects.

"Babe Ruth scores 90 per cent. efficient in his general coordination," Prof. Pitkin reports, "as against the 60 per cent. score which most men make in these same tests. His eyes function 12 per cent. faster than normal, and in his nervous stability he is so superior that he surpasses 499 out of 500 persons." Then the professor begins adding up on the Babe's abilities, and the Sultan of Swat proudly might show the figures to Col. Jake Ruppert (if that would do him any good!).

Ruth Is Warm Babe

"Babe Ruth's eyes," the writer goes on "are the best of five pairs. His ears are the best of five pairs. So his combination of eyes and ears is the best out of twenty five men. His general attention is the best out of one hundred men. So the combination of his eyes, ears and general attention is the best of 2,500 citizens. His nervous stability is the best out of 500 men.

"So the combination of this with the three preceding sets of traits makes him the best out of 2,500 times 500, or 1,250,000 people. And we still have to reckon with his amazingly high resistance to fatigue and his muscular strength."

The Babe's physical genius is to be credited to "an amazing basal metabolism," Prof. Pitkin believes, and he goes on to report the somewhat remarkable facts that "the Babe, for many years, has eaten about ten meals a day, and his radiant heat is so intense that he cannot wear even the lightest underwear on the coldest day of winter."

So, had he the figures on all the Bambino's characteristics, he would find that the well-known George Herman would be not a man in a million, but "at least one man in fifty or sixty million." And Prof. Pitkin points a moral form the Babe's, justly due pay roll, his meals and his underwear:

"Whether you look at architecture or baseball, the view is the same. In every art, profession and technique, the heights are lonely. And the plateaus just below the summits are thinly populated. And all because most of the virile human traits are independent variables.

That doesn't sound much like the sweet babe of the Success Cult, does it? That crowd tells our young men and women that they can become leaders simply by making the most of their God-given abilities.

ALL NATIONS OF WORLD ARE GOING IN FOR SPORTS; ARE PLAYING MORE GAMES

(F. J. Haskin in Boston Traveller)

Washington, —What might be called the internationalization of sport which is taking place more or less throughout the world is graphically shown by the increasing exports of sporting goods and equipment for games from the United States. This country is far from having any monopoly on world trade of this type, Great Britain having for many years been an important supplier. The increase in American exports, however, reveals that more countries are spending more time in play.

The especially interesting aspect of the development is that games no longer are so strictly national as formerly they were. Nations are playing each others' games as never before.

Most Ancient Sport

To be sure, the most ancient sport in which all nations have participated is war. It is scarcely to be hoped that that game is over yet. However, the fact that less deadly sports constantly are gaining in general interest might be taken as an indication that the military spirit is being exercised upon a safer equivalent for actual battle.

Polo first was played in India. An ancient native sport, it early was taken up by British army officers who found this strenuous sport much to their liking and also that it kept them and their mounts in trim for the sterner business of putting down native risings. Now, polo is played everywhere. It is especially popular among the military men of the various nations, doubtless because the most expensive equipment for the game, the polo ponies, is furnished by the taxpayers. For civilian players who must furnish their own strings of mounts it ranks as the most expensive game in the world save, perhaps, yacht racing.

The manner in which the Argentine Republic has taken up polo is an indication of the way in which games once almost exclusively played in the country of their origin are being internationalized. Although so far away, the Argentine players rank well up with the experts of England, France and the United States.

Golf is of Scotch origin, yet golf now is played around the world; more enthusiastically in Great Britain and the United States, perhaps, than elsewhere but the very fact that Britishers and Americans are the greatest of world travellers has resulted in introduction of the game into every country which those sport-minded globe-trotters visit.

Upward Trend in Sales

Tennis first was played to any great extent in France and remains one of the most popular of French sports, yet a roster of the world's tennis players would have to include players of other countries—countries as widely separated from France as the United States at one side of the world and Japan at the other.

So it goes and so we find that this year, in spite of a general slump in trade all over the world, the United States has witnessed a substantial gain in sales of sporting goods and games equipment. Such equipment does not mount up in sums of money in the way that the great staples of foreign trade do. The relative proportions, however, are significant.

For the first half of 1930 exports of such goods amounted to \$312,454, a gain of \$24,967 over the first six months of 1929, a period of great prosperity here and in some other parts of the world. The first half of this year was a time of quite universal business depression, yet people everywhere found a larger sum of money to spend for American play tools.

The people of Great Britain and the United States are generally regarded as the most devoted to sports in which they engage themselves. Spain, by contrast, devotes herself to sport vicariously. While the Britisher or American is putting all kinds of effort knocking a little white ball around, the Spaniard is sitting in an arena watching a bull fight.

The two great English-speaking nations find occasion to buy large quanti-

Hearts Broken

"In the dry language of mathematics, that is a contemptible lie which has probably broken as many hearts as the get-rich-quick preachments of the same cult have broken bank accounts."

ties of each others sporting goods. The United Kingdom ranks as our best customer, taking in 1929 \$203,841 worth of sporting goods, or about one-third of all European countries. Canada was our second best market with purchases of \$166,704.

Sportsmen have keen preferences about equipment. Some Americans would not think of donning a hunting boot or wielding a tennis racket which had of been made in England while conversely many Englishmen insist upon America sporting firearms and golf clubs. American fishing tackle ranks high.

South American Demand

Argentina is rapidly coming forward as a sporting nation. Her most popular sports have a varied and distinctly international complexion. The most popular sport engaged in by large numbers, is association football, a British game. Games are not so much between schools as they are here nor has professional play developed Organization, largely social in character form clubs and engages each other.

Second in Argentine popularity is swimming. This, of course, has always been an international sport but the fairly recent espousal of it in Argentina has meant a good deal to American exporters who supply 80 per cent of the demand for bathing suits, rubber caps, and shoes.

Third in rank of popularity is tennis, of French extraction. Argentines prefer British rackets. Recently, baseball which for so long has been such a purely American game is taking hold in Argentina. Baseball has reached Japan, too. Europe does not take to it.

Cricket holds undisputed sway in England but football in recent years has grown tremendously in popularity. Both games are played professionally on the same scale that baseball is played here. Although Germany was one of the earliest exponents of gymnasium exercises, she seems not to have developed outdoor sport to the extent some other countries have. Her consumption of outdoor sporting goods is well down the list.

PHONE 6000 MILES TO FLIER

Washington, D. C., Sept. 22—A telephone bell jingled in the office of Dr. John Oliver La Gorce, vice-president of the National Geographic Society, in Washington, at noon a day or so ago, while that official was receiving a verbal report from Frederick Simplic, leader of the society's aerial survey of the islands of the Caribbean and eastern South America, who had returned to Washington within the hour.

"Capt. A. W. Stevens wishes to speak with you," said the operator.

"Stevens is still in South America, there must be some mistake," said Dr. La Gorce.

"He is calling from Santiago, Chile," explained the operator.

"I will talk with him," replied Dr. La Gorce.

To Photograph Terrain

In an eight minute conversation, heard with complete clarity at both ends of the line, the aerial photographer of the party explained that the Chilean Government had graciously offered to place at the disposal of the members of the society's expedition, still in South America, a Chilean army airplane and pilots for a photographic survey of all parts of that republic, an especially noteworthy tender of cooperation in view of the fact that under army regulations in Chile that no air passengers are allowed to carry cameras in flights over that country except under strict military surveillance.

Capt. Steven's voice was carried over 900 miles of wire from Santiago over the Andes to the suburbs of Buenos Aires, Argentina; then dispatched by short-wave radio to Nectong, New Jersey, where it was picked up by wire again and carried to New York city, then relayed to Washington. The Washington end of the conversation travelled by an entirely separate route (to New York city, Lawrenceville, N. J., thence to another radio station in Argentina, then by wire across the South American continent) to avoid interference of ether waves.



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