

THE WASHINGTON HERALD

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SUNDAY, OCTOBER 17, 1920. Fools and sensible men are equally innocuous. It is in the half-fools and the half-wise that the greatest danger lies.—Goethe.

Splendid Examples.

IT IS a good thing to stimulate the imagination of young people with tales of heroism, and if they are discouraged it is good to encourage them with examples of success after failure.

Two or three boys now in school may perhaps some day become President of the United States, but not more; and if all are urged to strive for this distinction and they take the lesson to heart, it means that all but two or three are bound to be disappointed and carry through life a sense of hopeless failure.

It is given to very few to be distinguished in any line, and, if all aim at distinction, nearly all must end in failure. And that means bitterness of soul after a fierce and hopeless struggle.

One should not strive too much to be a hero. It is better simply to do one's part. Sometimes that leads to heroism of the outstanding sort.

Simply doing what ought to be done and taking what comes one's way without a fuss is heroism also, and heroism of a better kind, for it is reached without an applauding audience to urge one on, and success is not achieved at the expense of someone else's disappointment.

Books and Their Market.

Some years ago, when Chicago astounded the "effete East"—as residents beyond the Alleghenies used to call it—by creating a world's fair of such surpassing loveliness that all architectural progress in this nation took its start from it, Eugene Field drew up a satirical plan for a procession of dignitaries.

PUBLISHERS IN CARRIAGES FOLLOWED BY AUTHORS ON FOOT.

Years seem to have brought their revenges. Today, of the bitter wails of the publishers are to be given credence, nothing less than a Rolls-Royce suffices for the triumphal progress of the author, while the publisher is unable to keep up with the procession at all.

To be sure Arnold Bennett remarks that only publishers have fur coats and automobiles, but then he is merely a British author whose work is notoriously unsuited for the movies.

Here, for example, comes Mr. Brett, of a great international publishing house, and demonstrates in the current number of the Atlantic Monthly that today a publisher makes 2 1/2 cents a copy on a \$2.50 book, while the author, if he be at all well known, will make 37 1/2 cents.

Perhaps the answer is that the author, whose work is wholly individual and not to be divided—except in a few historic cases like Dumas—can seldom write more than one book in a year, and often accomplishes but one in a lifetime, while the publisher's business is that of a manufacturer, issuing perhaps thirty or forty distinct works and publishing them by the tens of thousands.

And there comes in the second complaint of the publisher. Not only have the materials and the labor employed in his trade increased in cost so as to cut down the net profit on each individual book to a trifling sum, but sales are not what they ought to be. Probably, in the estimate of the seller, in whatever line of business, sales are never what they ought to be.

That amiable book lover and writer, Edward A. Newton, of Philadelphia, thinks it is a matter of advertising psychology. He thinks that what the book trade needs is a slogan—something that will obsess the mind of the "highbrow" as "It floats" or "Push the button" has pervaded lesser intellects.

We do not recall that the politicians found their slogan. Long speeches instead of snappy sayings seem to characterize the campaign. But Mr. Newton offers this for the contemplation of the public:

BUY A BOOK A WEEK!

Brief, succinct and to the point! It ought to please all publishers, for the course of conduct thus recommended seems to be equally satisfied by the purchase of a volume of Nick Carter or an erudite discussion of the league of nations.

One difficulty encountered by the average book buyer—that is to say, by one who buys, not for the

rarity or typographical beauty of the volume, but in order to read it, proceeds from the fact that he has to buy as boys with the gambling instinct used to swap knives—"sight unseen." He doesn't know what he is getting until he has read the book—and after it is read it is as a meal that is eaten.

White Horses and Henna.

WHERE are the white horses of yesteryear? Yes, where are even the piebald steeds? The best of them generally drifted to the fire department or to the show ring when the present generation of grown-ups were boys and girls.

One of the pleasures in the old days of seeing a white horse was to make a careful survey to spot a red-haired girl. And vice versa. Even that entertainment seems to have been taken away.

There's always been a lot of josh and superstition carried on in connection with white horses, too. In England it has always been figured as bad luck if one met a white horse in the road and failed to spit at it. And in Wexford sufferers from whooping-cough had a queer method of cure.

But those days are passing, for several reasons, one being the scarcity of horses, perhaps!

The Wealth of Turkey.

In certain vaults at Constantinople lie many hidden treasures of immense value belonging to the Sultan of Turkey. A throne of beaten gold, adorned with rubies, pearls, diamonds and emeralds set in mosaic, is perhaps the most dazzling object in the treasury.

There is a second throne of ebony and sandal wood, encrusted in mother of pearl, gold, rubies, emeralds and sapphires. One emerald weighs two kilograms, and is as large as a man's hand, while another is only slightly smaller.

There are diamonds, turquoises, rubies, emeralds and pearls, by the half bushel. The jewels once were kept in drawers, but when last seen were in bowls, each of which held two gallons.

Describing a luncheon held in the harem of the present Sultan, Miss Grace Ellison, author, tells of diamond flowers that stretched from shoulder to shoulder of the high controller of the harem, and of earrings made in the shape of birds, each holding in its beak a pearl as large as a cherry.

The Sultan's granddaughter, a child of 12 years old, had her hair in a knot on the top of her head inside of a diamond crown, the front of her dress covered with diamonds, and her hands encased in gold mittens, ruby studded.—Detroit News.

Test for a Politician.

A venerable Dutchman, wishing to determine the field in which his son would eventually seek his fortune, placed a Bible, a bottle of whisky and a banknote on the table and then hid behind the door, waiting for his heir to enter. He felt that if the boy chose the Bible he would become a minister, if the money, a banker, if the whisky, a brewer.

The States may have to enter into agreement for the extradition of fugitive members of legislatures.—Omaha World Herald.

One antisuffrage editor has called suffrage the "Useless fifth wheel in politics." The fifth wheel is sometimes the steering wheel.—Nashville Tennessean.

They'll probably hear from Villa again, if his plowshare doesn't go deep enough to "strike it."—Atlanta Constitution.

Another valid objection to canned music is that so much of it is positively uncanny.—Dallas Journal.

Each in His Own Tongue

By Paul Carruth. A FIRE-MIST and a planet. A crystal and a cell. A jelly-fish and a saurian. And caves where the cave-men dwell.

Then a sense of law and beauty. And a face turned from the clod—Some call it Evolution. And others call it God.

A haze on the far horizon. An infinite tender sky. The ripe rich tint of the corn fields. And wild geese sailing high.

And all over lowland and upland. The charm of the golden-rod—Some of us call it Autumn. And others call it God.

Like tides on the crescent sea-beach. When the moon is new and thin. Into our hearts high yearnings. Come welling and surging in.

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HIGH RAIL FARE HITS SHOW FOLK

Ten Companies Disbanded In 2 Weeks in New York, Says O. O. McIntyre.

By O. O. MCINTYRE. New York, Oct. 16.—It begins to look like a bad winter for stage folk. Ten companies rehearsing for out of town production were disbanded during the past two weeks.

Coupled with this is the fact that very few new productions are being planned. The shows that have proved money-makers are to remain on the boards in the metropolis.

It is even whispered that many first-class houses will be dark throughout the season as there will not be enough productions to fill them. Managers sent out ambitious mimeographed plans to the dramatic editors early in the season that are not going to be fulfilled.

Incidentally Mr. Belasco in his fatherly way was addressing a group of stage people recently and referred to them as "My children." And when asked to give a word for them he said, "For indeed you are my children." A chorus girl in the back row tittered and said, "O, Mr. Belasco."

As has been said it is useless to worry. The actor is used to lean days. It is a part of his life. He has steeled himself to withstand the knocks of his profession.

The actor or actress rarely admits defeat. It is a part of the Thespian creed. Whining is the cardinal sin. It is said that not less than thirty well known stars will be "at leisure" this winter.

Who wants the handsome waiter? That was the cry in the old days of roaring nights in the music halls of Fourteenth street.

He stood at the curb on Fifth avenue, lifting his hat now and then to brush back a mass of perfectly curled hair.

When Secretary Coby finally declared the suffrage amendment adopted, recently, there was no happier woman in the United States than the Rev. Olympia Brown, of Racine, Wis.

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LONG RETURNS TO CUBAN POST

St. Clair Finds Rev. Olympia Brown Happy Over Prohibition.

By LABERT ST. CLAIR. Boaz Long, United States Minister to Cuba, who has been in this country for some time, has returned to Cuba, where the coming election promises to be quite gay and festive.

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HOOCH, MON!

AND BESIDES THE ECONOMIC ADVANTAGES THE HOME LIFE WILL BE SO MUCH HAPPIER!



THE HERALD MAIL BAG

The Herald welcomes contributions from its readers on current topics, and will publish those which are of general interest. Communications should not exceed 200 words and must bear the name and address of the writer, although this will not be published if it is so desired.

AN EXCHANGE OF PLACES!

To the Editor of The Herald: It seems to me worth while to call attention to the interesting situation in European affairs that has largely placed France in the place of Great Britain as the preponderant power of Europe.

French policy was fixed by Clemenceau. Fortunately Millerand was of the same mind. The fundamental of this, which appeals to and unites the French, is a deadly fear of Germany. France insists that Germany must pay in full. That is she must live both to the letter and spirit of the Versailles treaty.

Beyond this she is the heaviest creditor of Russia. The French hold an enormous amount of the old Russian securities, largely of its public debt. This Soviet Russia has repudiated. For this reason and to prevent German control reaching east, France will not temporize, in any measure recognize, nor tolerate Bolshevism.

No while Lloyd George has received Bolshevik emissaries, negotiated with them and seems ready for trade exchange, France, with her single, unflinching objective, helped the Poles and recognized Wrangel.

It was a long time ago that France on the north and west and Wrangel joined with the Ukraine and the Cossacks on the southwest and south. When Bolshevism is overthrown and Soviet rule is broken, France will be the great international power.

She will be the first friend of the new Russian government and of a stalwart Poland as a buffer against the German penetration into Russia. She will be looked to for council and help by all the smaller states including the little entente of the Balkans. She will have won change this, but probably not for a generation. It will be many years before Great Britain can again arrange her own household.

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BRITAIN BEHIND IN FILM FIELD

American El Dorado of the Screen Industry, While Isle Is Indifferent.

By ANDREW SOUTAR. (London Daily Mail-Cross-Atlantic Newspaper Service, Inc.)

London, Oct. 16.—There is not a single British-made film showing in the United States today, yet 11,000,000 persons there visit the cinema every day.

During the last five months I have been studying in the most important of the United States studios. Why is it that we are so far behind? The film industry represents an El Dorado by comparison with any other that one can call to mind. From the viewpoint of the imperialist, the film may constitute the greatest possible influence for good or evil.

Films Earn \$1,500,000,000. "The Miracle Man," which is purely a sermon on faith—and simple faith—has made over \$1,500,000 to date.

That old triumph of D. W. Griffith, "The Birth of a Nation," is still going the rounds in the United States and is said to have made over 1,000,000 pounds sterling. Griffith gave \$200,000 for the film rights of the old American drama, "Way Down East," and those who are behind him financially are satisfied that they will get 100 per cent interest on their capital.

Efforts are Required. If any British film could get a really good film "over" in the United States nothing could prevent it from getting a second and a third, and as many good films as it could produce. But that film must understand what the public there requires, and the recipe is as simple as the country lout of fiction.

The day I returned to England I met one of the principals of a film firm here and he said to me: "We shall put our next film into the United States because we have engaged an American producer at a salary of £10,000 a year."

My comment was simply this: "A very ordinary producer (or director, as they are called in the United States) can make \$5,000 a year, and will have to pay one-eighth income tax, while a first-class director come to this country to earn less in income and pay more in tax."

The director and the story are the two essentials to the success of any film.

Harding's election assures the right thing being done at the proper time, taking account of constantly changing world conditions "which make it impossible for any man to diagnose the future and say just what should be done six months hence." He adds: "It therefore favors the election of Harding and Coolidge and a Republican Congress. With an administration and Congress of the same political faith earnestly working together, I am content this problem will be settled right."

"An efficient administration, in my opinion, is the great issue in this election. Senator Harding's election will, I believe, insure more efficiency in the government than the election of Gov. Cox, who has been compelled to accept the reluctant support of certain members of the present administration that could contribute little to the strength of the next administration. I want to see the government of the United States really administered, and the only way to accomplish this, it seems to me, is to completely overhaul the Federal machinery."

Washington, "D. N. TRIBBEY."

'TIPS' REMAIN PORTERS' WAGE

Pullman Company Gets No Part of New Sleeper Charge.

By RICHARD SPILLANE. In well-worn advertisements the Pullman Company informs the public that the 50 per cent surcharge recently imposed on Pullman passengers goes to the railroads and no part of it to the Pullman people.

The advertising is noteworthy not only for terseness and directness of statement, but because it will correct a widespread misunderstanding. The vast majority of travelers have had the idea that the Pullman benefited by the additional charge.

The advertisement is interesting also because it is rare indeed for the company to address the public. There is no doubt about the public having something of prejudice against the Pullman people. For this the company is responsible. No institution in America has done more to establish the tip evil. It does not pay various of its employees a living wage. It expects its porters to get most of their income through tips. That is degrading.

Few great corporations have a better dividend record than the Pullman Company. It has no funded debt. In the last ten years it has distributed \$5,000,000 among its shareholders. Never since 1877 has it paid less than 6 1/2 per cent. Generally its dividend has been 8 per cent. It also has had one extra cash dividend of 10 per cent and three stock dividends of 50 per cent, 35 per cent and 20 per cent, respectively.

Today its capital stock is \$120,000,000. The public will look with more favor on the Pullman Company when porters and waiters are paid for their service and not compelled to look to the people for tips.

Apparently the prohibition law is only 50 per cent effective in New York. From a statement made by Chief City Magistrate William McAdoo (no relation of former Secretary William G. McAdoo) the number of persons arrested in the big metropolis in the first six months of this year was approximately one-half that of the number arrested in the first six months of 1919. Mr. McAdoo also says it is easy to get booze in New York if you have the price.

Divorce is on the increase in England as in America. There are 2,500 cases on the London docket, against 1,471 this time last year.

In the first thirty-three weeks of this year 12,000 tons of coal were mined in Great Britain. That is an average of 4,500 tons a week, as against 5,200 tons a week in 1919. Today there are 110,000 more coal miners engaged in Great Britain than in 1919.

The wages of miners have been increased 17 1/2 per cent since 1914. The cost of living has increased 155 per cent. Apparently industrial unrest plays a very big part in the decreased production. It is difficult to explain on any other score a reduction of approximately 20 per cent in production despite an increase of 10 per cent in the labor force.

This coal question appears to be most difficult of all the problems the British have to solve. It has given up hope of getting coal supplies from England. A Swiss concern is reported to have bought a West Virginia coal property in order to obtain the fuel necessary for the operation of its plants. More business of this kind is