

ment that could be paid, perhaps, to the power of the new exploitation.

There is of record an example of what may happen to a meritorious big picture when the super-ballyhoo is omitted. Some months ago a film depicting the life of one of the most inspiring and most popular figures in American history opened at a legitimate Broadway theater. The producers had done their work well. In fact, they had gone to such pains in getting their picture ready for the public that it had seemed to them unnecessary to spend an additional \$50,000 or \$75,000 in getting the public ready for their picture. The film created a mild breeze at the opening and, although praised by the critics, it settled down after the first week to a run that

did not half fill the house. Those who saw it spoke of it with enthusiasm, but the general public hardly felt the picture at all. The crowds passed it by for no better reason, apparently, than that they missed the newspaper, magazine, billboard, and electric-sign onslaught that could compel them to stop, look, and listen. The producers had expected to conclude a highly satisfactory distributing contract as soon as they had stunned Broadway. As a matter of picture history, they were three months in inducing a first-class distributor to take on the film on any terms because the very mildness of Broadway's reception had turned a thoroughly fine picture into a piece of cold turkey.

"Big picture specials absolutely re-

quire this sort of thing to-day," declared a producer whose publicity department has helped to create the new form of exploitation. "We cheerfully put a fortune into a picture, and we've had to learn how to wake up the country to the picture, because only in that way could we be sure of getting a fortune out. But woe unto the producer who shall dare to wake up the country under false pretenses! If his picture isn't of the dimensions he has promised, he will reap a public reaction after the opening showing that will wreck, not only his financial hopes, but his own future as a large-scale producer. When you are inviting the whole American picture-going public to be your audience, I don't believe you will ever be able to fool it even once."

## "The Good Boys of Europe"

By Dr. A. L. P. DENNIS

Author of "Foreign Policies of Soviet Russia"

An intimate picture of the growth and aspirations of a nation born of the war

THE Czechoslovaks are an ardently patriotic people. They were our only "allies" in the recent war, and both by their bravery in the field and by the vigor of their support for democratic theories in peace have endeared themselves to the popular imagination of most Americans. The presence in America of hundreds of thousands of Czech and Slovak immigrants has also stimulated our interest, while the majestic personality of Dr. Masaryk has given us all a refreshing impression of the value to a new state of the lofty morality and keen statesmanship which he exemplifies. No wonder, therefore, that we are apt to think of the Czechoslovaks as "the good boys of Europe."

These facts have not been lost on the Czechs. Their propaganda presses have been working overtime to drive such ideas home, and in countless ways every effort has been made to stimulate American approval and interest. I felt, therefore, when recently I went to Prague, that after a long trip through strange lands I should find a situation at which I could heartily rejoice. Many friends had spoken with such enthusiasm of the region and of the beautiful capital that I came with every prejudice in favor of this revived and enlarged Bohemia with its romantic history and interesting present political situation.

As usual during this long and entertaining trip to the capitals of ten different European states, it was soon possible to see the people whom I wanted to. But I have made it a rule never to quote men in public life, and, furthermore, I gathered certain impressions for which I alone am responsible. So no one can be taxed with misleading me or giving me false notions as to the arduous task which still faces the Czechoslovaks.

Only six years and a half have passed since the independence of Czechoslovakia was proclaimed. There was, of course, the long tradition of Austrian rule and bureaucracy. On top of these administrative practices there came a horde of Czechs burning with their fresh patriotism and eager to assert their newly discovered authority. Small wonder, then, that numerous incidents had occurred to foreigners at the frontiers which were, to say the least, annoying. As one Czech said to me, "We have not had the right men at the frontiers to inspect and to control." This aspect of affairs was rapidly improving while I was in Prague, and certainly I met with the greatest courtesies whenever I crossed the boundaries.

Charges of corruption and graft among minor officials of the Government were, however, common. There had been cases which had led to the condemnation and conviction of high offi-

cials, and the weight of public opinion and the high standards set by President Masaryk had quickly dealt with these. The petty graft still continued in some departments, and in respect to education and land it was said quite openly that a candidate for a small position as teacher had frequently to cross the palm of some one of the administration staff in order to secure an appointment. So also in the Land Office, which has charge of the redistribution of large estates, there were instances which would not bear investigation. Some of the landowners in making up their private budgets put down annually a certain sum for bribery. When I taxed Czech officials with the state of affairs, their frank answer was: "We are a new state; there have been delay and confusion. In any case, don't you have graft in America? What about your oil cases?" I replied: "Of course, we have graft; but you must remember that you are 'the good boys of Europe.'"

PERHAPS one of the reasons for this small sort of corruption is the fact that in many branches of the public service the pay is almost ludicrously small. To make up for this, officials are usually not expected to work later than 2 P.M., and after that are permitted to engage in private business. In this way they are able to earn an income. The net result is

that every one sits watching the clock until 2 P.M. Then such officials and officers can engage in the real business of life, namely, to support themselves and their families. The average salary of a major in the Czech army is less than that of a well-paid chauffeur. Furthermore, it is only natural that an engineer or an officer in the quartermaster's department should engage in his private life in the same sort of business with which he is familiar as a public official. Specifications, supplies, and contracts, some of them for the state, occupy his attention in private after 2 P.M., possibly to the detriment of his services as a public officer. Certainly there have been charges against a few officers who tried to increase their incomes in illegitimate ways. While I was in that part of the world they even arrested a general on the charge of selling military secrets to a foreign country.

THE Czech army is an interesting special study. In passing, let me note that the real direction is in the hands of French staff officers. They are slowly developing a Czech General Staff. The plans for the maneuvers of last summer in Slovakia were, however, drawn up by French officers. The artillery is good, the cavalry is not so good, and the infantry is excellent. The air service is moderate and the other branches mediocre. The Czechs, however, still labor under the impression that they have the Hungarians to fear. Much more likely is it that their danger may come from Germany, particularly in view of their relations with France. The fact is that the Czech army is much too expensive a body and too large for such a relatively small country to support. Of this the Foreign Office is well aware. Indeed, one of the first steps after the signature of the Geneva Protocol last September, in which Dr. Benes, the Foreign Secretary, took such an active part, was to reduce the army estimates. Now, with the whole question of the Protocol up for discussion, these estimates have been revised and in part restored to the previous high figure.

Prague is a good place from which to view the foreign relations of various other countries as well as those of Czechoslovakia. The charm of the city, its splendid situation, and the memories of its long history, which carry us back to the tragic beginnings of the Thirty Years' War, all combine to give to impressions gained there a lasting value. Here it is not only the Foreign Office which counts, but the psychology of the people, which is involved. Nearly every

one speaks German and many speak a certain kind of English. So, as you wander about and chat with all sorts and conditions, you gain information which later you carefully check and compare. Thus comes the realization that in international affairs Prague is "no mean city."

As regards Poland, the average Czech thinks he is infinitely superior to the Pole; as regards Rumania, he knows that he is better than the Rumanian. With the latter, however, he is bound by the terms of the Little Entente—a virtual alliance, if we consider the terms of the secret military conventions which supplement the open terms of understanding. He therefore chafes at the dangers of the Bessarabian frontier and wishes that Rumania might have settled that matter with Soviet Russia. As regards Russia, last September it was open gossip that Dr. Benes was in favor of *de jure* recognition. Such a step was not taken, however, for the other members of the alliance—Rumania and Jugoslavia—were opposed. The strength internationally of Jugoslavia has impressed the Czech; but he is well aware of the conflict of races within the newly formed state. The internal situation of Serbia, therefore, gives him pause.

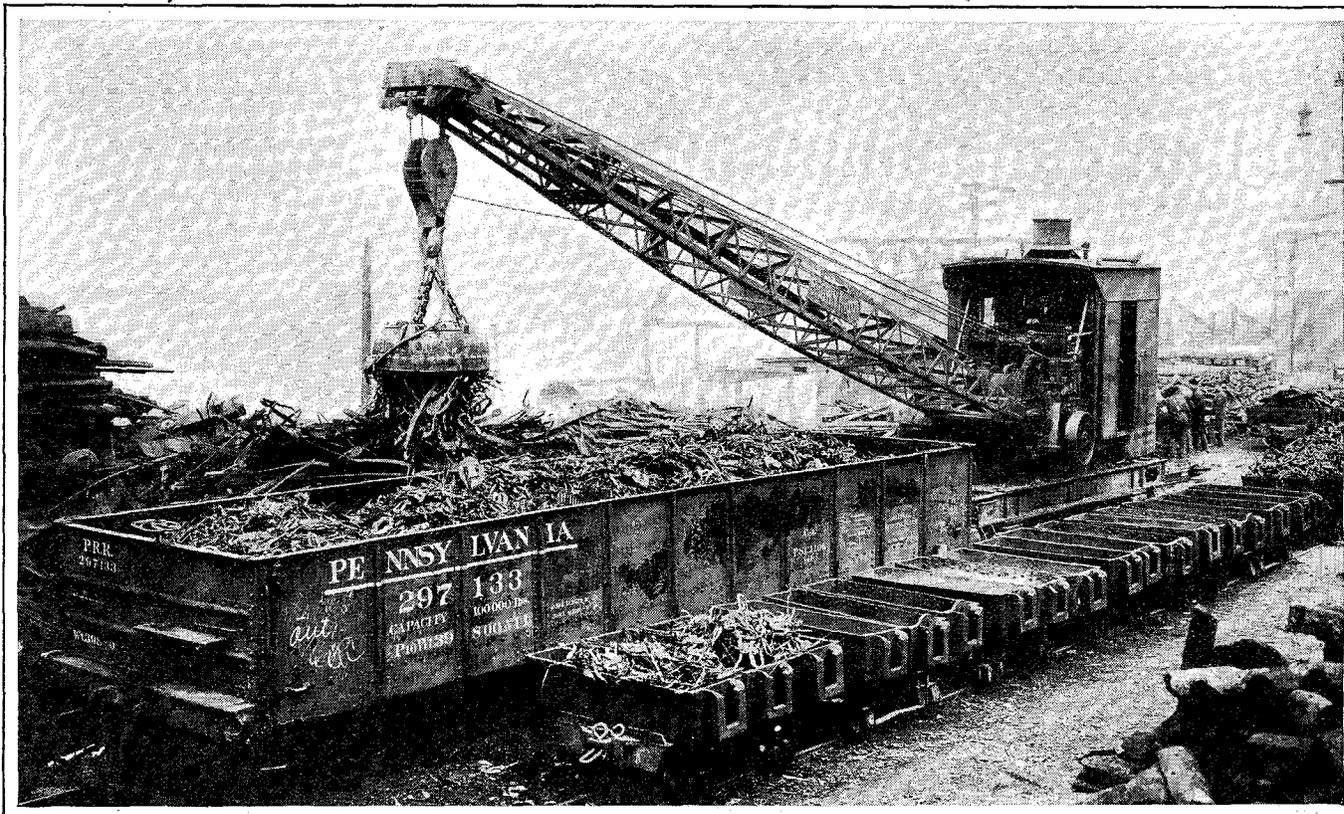
As regards Austria, there is a real jealousy in financial circles concerning the relative future importance of Vienna and Prague. It is only natural that Prague bankers should claim that Vienna had lost its position as the financial center of this part of Europe. However, the traditions and facilities which have existed in Vienna will probably continue to exert their influence. Those who hold such views are not popular at Prague. With regard to Hungary, relations might be improved. The difficulty lies in the fact that there exists in Hungary a natural opposition against Czechoslovakia because of the terms of the Trianon Treaty, which despoiled Hungary of much territory. The Czech hopes, however, that with the rehabilitation of Hungarian finances under the direction of Mr. Jeremiah Smith, Jr., of Boston, a better economic situation may develop which will promote trade and commerce. But "the Hungarians must simply agree to accept the terms of the treaty;" and the average Czech points with pride to the fact that he did not claim from Hungary the frontiers which he alleges he might have done in 1919. I wonder.

We can still remember Mr. Lloyd George's contemptuous phrase regarding the Austro-Hungarian monarchy in 1914 when he described it as "a ramshackle

Empire." Since that date the Empire has certainly been shaken to pieces politically. Gradually, however, the real forces of economics have discovered that this "Balkanization" of eastern central Europe has its difficulties. Austria-Hungary before the war was an integral and valuable economic unit in Europe. To slice across its territory in deference to assertions of race was to break up by customs lines and tariffs an area that should be really a "free-trade" unit. Here lies the main difficulty to peace in this part of the world. The political psychology of the various peoples who inhabit this region must gradually give way before those natural and advantageous economic forces are permanent. This was the gospel that I preached everywhere I went, and at Prague I found a moderate support.

Such racial divisions, however, are also to be found within Czechoslovakia. The Slovaks still complain that they are deprived of autonomy, which was promised to them in 1918. When Dr. Masaryk was in America, a meeting was held at Pittsburgh which prominent Slovaks attended. There an agreement was signed pledging to Slovakia a degree of real self-administration. To-day, unfortunately, practically no steps have been taken by the Czechs to redeem this engagement. Everywhere in Slovakia are large numbers of Czech officials. Czech soldiers are billeted in the villages, whose inhabitants receive only a pittance as compensation for such destructive use of their property.

YET I am not really pessimistic as to the Czechoslovaks. Their propaganda has overreached itself; the country has extremely difficult problems, especially those relating to the army and to land, still to face. President Masaryk is an old man of seventy-five; when he dies, the great moral force for which he has so firmly stood must be exercised in other hands. At present overproduction in industry has handicapped the country's real economic force. Corruption has not been scotched and politics draws its slimy trail across public business. Nevertheless the splendid devotion to education and to athletics which is so characteristic of Czech life to-day is encouraging. The courtesies of life are common and the virility of the new generation is marked. The trickiness of which their enemies accuse them I did not see. Everywhere an American was received and welcomed, even though he charged the Czechs at times with not living up to their reputation as "the good boys of Europe."



Photograph from Brown Hoisting Machinery Co.

The greatest labor saver known to industry. Lifting magnet unloading iron and steel scrap at a steel plant

# The Most Attractive Thing in Industry

By CHARLES FITZHUGH TALMAN

**I**T was a strange and unaccountable fate that kept industry and the lifting magnet apart for nearly seventy years. There has probably never been another case in which a contrivance of equal potential value to the human race lingered so long in the laboratory before emerging to take its destined place in the workaday world.

The lifting magnet is merely an electromagnet adapted to one of the innumerable uses that have been found for that century-old device. Electromagnets were perfectly familiar to scientific men well before the year 1830. Moreover, about that time there was keen rivalry among experimenters in producing magnets of great lifting power. The man who beat all others in the world in this competition was Professor Joseph Henry, afterward one of the biggest of big guns in American scientific circles. Henry's magnets, which lifted hundreds of pounds, were exhibited at public lectures, so that inventive Yankeeism might have been expected to grasp their practical possibilities. In "Silliman's Journal" for April, 1831, appeared an account of a magnet built by Henry for

the laboratory of Yale University. It lifted a weight of 2,300 pounds! Let me remind you that there were no "dynamos" in those days to supply electric current for such a device. The current was generated by a galvanic battery. Whoever saw that Herculean magnet perform in 1831 and did not foresee the lifting magnets that are ubiquitous today in the iron and steel industry must have been incredibly myopic.

Some attempts to utilize magnets in this industry were made in Germany about 1889 and in the United States a little later. It was not, however, until the year 1895 that the lifting magnet began to gain a real footing in the industrial world, and another decade elapsed before it became a common adjunct of industry.

Something of what the long neglect of this contrivance meant in terms of money wasted and human labor misapplied will be clear to anybody who considers the feats it is performing at the present moment. Probably, however, its capabilities are not even yet fully realized.

Cranes, derricks, and hoists are ages old, but none of them have ever vied

with the lifting magnet in its peculiar task of handling iron and steel. It picks up objects of such material—separately, or in bundles, or in jumbled heaps—with no preliminary bother of adjusting hooks, slings, and tackle. A switch is closed; the load leaps to the magnet and clings like grim death. The process of depositing the load is equally simple. No releasing of hooks and chains. No human effort or loss of time.

A huge safe, a keg of nails, and a pile of pig iron are all one to the lifting magnet. It is a broom that sweeps up a litter of iron and steel scrap to the last particle. It will dig its burden out of the snow or handle it red-hot from the furnace. It dives fathoms under water to salvage cargoes that could not be recovered without prohibitive cost by any other method. Once a ship jettisoned a quantity of nails. The wooden kegs were broken open and the nails were scattered over the bottom of the sea. Later a magnet fished them all up, thousands at a time.

No wonder the lifting magnet has been described as the greatest labor saver known to industry.