

LORIMER REPLIES TO COX'S ATTACK

Editor Answers Charge of Unfair Partisanship Made by Cox

ASKS BETTER GOVERNMENT

"A sincere desire for better and more efficient government," which is not unfair partisanship, actuated the stand taken by the Saturday Evening Post in the present campaign.

This is the answer of George Horace Lorimer, editor of the Post, to Governor Cox's second attack on the attitude of this publication.

The Democratic nominee's first attack was inspired by a cartoon appearing in this week's Post. Mr. Lorimer replied to the governor's assault, and this reply drew another broadside from Mr. Cox. Answering the second attack, Mr. Lorimer today issued this statement.

"The editor of the Saturday Evening Post cannot view this campaign in the spirit of Governor Cox, as a purely partisan affair. The whole future of America is bound up in a right decision at the polls next Tuesday. Any journal that, having honest views, fails to express them at this time is beneath contempt and should forfeit the respect of every decent American.

"This week's issue of the Saturday Evening Post is now on the newsstands, and it speaks for itself. Its contents can no longer safely be made the basis for misrepresentation. My response to Governor Cox's first statement was that his charges were not only unethical, but that they were untrue, and no one should know this better than the governor himself.

Animus is Efficient

"It is common knowledge that the Saturday Evening Post is not influenced in its stand by a desire for more circulation, because for some time now it has cut the orders for its edition several hundred thousand copies weekly. If it were, as Governor Cox charges, a large beneficiary of advertising growing out of the excess-profits tax, its course in vigorously attacking that section of the revenue bill from week to week would be suicidal. In short, the animus behind Governor Cox's charges must be

apparent to even the simplest mind. The real explanation of the stand taken by the Saturday Evening Post during the past year has not occurred and probably could not occur to him; that it grew out of a sincere desire for better and more efficient government.

"Partisanship, to Governor Cox, means being against him and what he stands for. The Saturday Evening Post has always had perfectly clear-cut opinions on politics and other subjects and has never hesitated to express them, whether they were unpalatable to either or both of the old parties and their candidates. Our policies in this respect are perfectly well known to the public, and quite unchanged. I repeat that when we stood for the re-election of Mr. Wilson in the last days before the last election, neither Governor Cox nor any other Democrat found anything either "partisan" or "insidious" in our action.

"Governor Cox personally is of secondary importance in this campaign, but the Democratic candidate, weighed in the balances of his public utterances, has proved himself merely a politician using the methods of the sensational journalist. The record of the Democratic party since the armistice has been one of incompetence, waste and failure to do the things that are necessary to the salvation of America. If we saw the slightest hope for better things in Governor Cox we should not

hesitate to endorse him, but he has had his chance to prove up and he has failed; Democracy has had its chance and it has failed.

"Governor Cox uses the stock arguments of the demagogue in his remarks about the suit before the Federal Trade Commission. He asserts, too, that no man who represents a just cause has any objection to presenting both sides of the case. He states that an order issued by the Federal Trade Commission caused the Curtis Publishing Co. to "cease and desist" in the enforcement of a contract made with its agents for their exclusive services in the distribution of the company's publications. He fails to state, however, that on the claim that that decision was "unfair, unjust and unwarranted," an appeal was made to the United States District Court of Appeals. As the case is still before that body, comment upon its merits would, as Governor Cox knows, be improper at this time. However, the first step in this action was in the form of an application for a temporary injunction by a women's publication in New York, which application was argued before Hon. Augustus N. Hand, the judge of the United States District Court in New York city, and from that decision I may quote the following:

"The system involves the appointment by the defendant of district agents, who select the boys and teach them to sell. . . . Sometimes the defendant has selected as its district agents wholesalers who had an existing staff of newsboys. . . . More often the district agents and their staff of boys have been started and developed from the beginning through the labors of the defendant. . . . The marked success of defendant's system has attracted the complainant, and the latter desires to avail itself of defendant's wholesale agents without the expense which is involved in building up such a system as the defendant has employed. . . . What complainant evidently desires is not merely to sell to these wholesalers, which it can do already in cases where the wholesalers have the retail trade and to the extent of that staff of newsboys. . . . More often the district agents and their staff of boys have been started and developed from the beginning through the labors of the defendant. . . . The marked success of defendant's system has attracted the complainant, and the latter desires to avail itself of defendant's wholesale agents without the expense which is involved in building up such a system as the defendant has employed. . . . What complainant evidently

contracting with the latter's district agents not to market the—through boys and dealers. To grant such an injunction would break up what I think is a perfectly legitimate system for the promotion of sales of the defendant's magazines, and would enable the complainant, without expense, to employ the organization built up and fostered by the defendant. . . . "GEORGE HORACE LORIMER, Editor of the Saturday Evening Post."



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