

## 7th War Loan Has Appeal for Each Buyer

Feature stories, cartoons, captioned photographs, editorials, fillers and statements from prominent battle and home front leaders—something to appeal to every interest and every age—are contained in the first Seventh War Loan press book now being sent newspaper editors by the Newspaper Section, War Finance Division, U. S. Treasury Department. All are for use in the drive which begins next Monday, May 14, to extend through June 30.

Explaining that the material is "closely geared to the official Treasury copy policy," S. George Little, special newspaper consultant to the War Finance Division, said in a statement to the editors, "A close analysis of newspaper reader surveys leads us to believe that this type of material will prove interesting to your readers. We are sure it will stimulate the sale of War Bonds in your community."

"It is most important in this drive that individuals buy far more bonds than ever before, if we are to prevent catastrophic inflation from which everyone would suffer."

Mr. Little also emphasized that Japan is still prepared for a long war and that that, coupled with the fact that only two instead of three drives will be held this year, makes it especially important for the Seventh War Loan to succeed and in doing so "exceed all previous sales records to individuals."

Frank E. Tripp, chairman of the Newspaper Editorial Advisory Committee, added that his committee had suggested the lines along which the promotional material was developed and declared that newspapers can contribute greatly to the success of the drive by publishing the latter.

There are 22 pages of this editorial material, including a sheet of data explaining types of bonds and how they mature.

## Margaret Wise Heads WMC News Division

PHILADELPHIA, May 7—Margaret Lukes Wise, one of this city's foremost women journalists, has been appointed to the position of Regional Chief of Information, War Manpower Commission, for the division comprising Pennsylvania, New Jersey and Delaware.

She succeeds Maurice S. Ritter, formerly of the *Philadelphia Bulletin*, who has been made State Chief of Information for California.

Mrs. Wise, who has been with Regional WMC information division since July, 1943, was formerly chief advertising writer for the Philadelphia Electric Co. She gained her newspaper experience over a term of years in the feature staff of the old *Public Ledger*.



## JOYFUL REUNION

Publisher Amon G. Carter, Sr., of the Fort Worth (Tex.) *Star-Telegram*, embraces Lt. Amon G. Carter, Jr., in Germany after his son had been released from Luckenwalde prison camp in time for a reunion with his father, who was one of the 18 American editors and publishers viewing German atrocities first hand. Lt. Carter, a prisoner more than two years, was captured by the Italians at Faid Pass.

## Hanson Defends Miami Daily in High Court

TALLAHASSEE, Fla., May 7—Terming the case one of utmost importance, Elisha Hanson, chief counsel for the American Newspaper Publishers Association, joined in presenting arguments before the State Supreme Court here last week for reversal of contempt of court convictions of the *Miami Herald* and its associate editor, John D. Pennekamp.

No immediate action was taken by the court in the appeal from the Dade County Circuit Court, whose Judges Paul D. Barns and Marshall C. Wiseheart last Dec. 18 fined the *Herald* \$1,000 and Pennekamp \$250 for contempt because of the publication of news, editorials and cartoons criticizing procedure of the court in gambling cases involving Miami night clubs.

"It is the fundamental purpose and the duty of a newspaper," Mr. Hanson told the court, "to disseminate information of vital importance to the community and to comment upon the information available to it."

"We are here today because we believe the right of the American people is to have a free press in the dissemination of information. This expression of opinion has been infringed upon by the lower court."

## Monroe Wins \$5,700 In Boston Post Suit

BOSTON, May 9—John P. Monroe, the "Mystery Man of R Street," Washington, has been awarded \$5,700 damages in Suffolk County Superior Court in his \$100,000 libel suit against the *Boston Post*. He charged that the newspaper damaged his reputation of May 4, 5, 6 and 9, of 1943.

The damages were awarded by a jury after a trial on the basis of a cartoon and a Sunday feature. Monroe, who legally changed his name from Monroe Kaplan in 1939, figured in an investigation by the House Military Affairs Committee in 1943.

## Editors Endorse 'Severe Peace' Terms for Nazis

Fifteen of the 18 U. S. editors and publishers who toured German concentration camps at the invitation of General Eisenhower returned to their newspapers and magazines this week agreed that there must be a harsh peace for Germany. They said the atrocity stories were "all too true."

"We've got to police Germany for the next 20 years, if the American people will stand for it," said Gideon Seymour, executive editor of the *Minneapolis Star Journal*, as the group arrived at LaGuardia Field, New York.

Joseph Pulitzer, editor and publisher of the *St. Louis Post-Dispatch*, said all Americans should see the atrocity pictures and the newsreels and added he was for a "very severe peace as far as the Germans are concerned."

"It couldn't be too severe," added Norman Chandler, publisher of the *Los Angeles Times*.

Brig. Gen. Julius Ochs Adler, vice-president and general manager of the *New York Times*, was taken ill Monday and went to a hospital in Paris. Amon G. Carter, publisher of the *Fort Worth Star-Telegram*, remained overseas, his son having just been released from a POW camp. The third member of the party who did not return with the group is Beverly Smith, associate editor of *American Magazine*.

## Rubber MATTRESSES



If you could take a look into the postwar future on the farm, you'd see cows sleeping on rubber mattresses—grain stored in huge, balloon-like igloos—yards, houses and barns lighted and farm machinery operated by giant wet cell batteries.

These are three examples of the contributions Akron hopes to make toward a sound economy and maximum efficiency on the food production front

Akron's rubber industry today is engulfed in the biggest production job of all time. But in the back of the minds of men in the rubber laboratories and other capacities in a myriad of new aids for the farmer.

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