

# NEA's Jim Williams Wows U. S. Machinists

By STEPHEN J. MONCHAK

THE International Association of Machinists recently announced the end of a search. It was a quest for precise information on where J. R. Williams, famed NEA SERVICE cartoonist who draws "Out Our Way," gained his insight into the workings of a machine shop.

Members of the association, feeling a close kinship with Williams' "Bull of the Woods" character, featuring an old-time shop foreman, started the search with their continuing requests for the information.

## Williams a Machinist

Recently, E. C. Davison, general secretary-treasurer of the association, wrote to Williams:

"For some time I have been receiving a large number of inquiries from the members of our association, after having read your cartoons, requesting information as to whether you were a machinist? I became so interested, that I began to follow these cartoons myself, and could readily determine that no cartoonist without experience as a machinist, could so successfully portray the 'Bull of the Woods.'

"I find our records show you were a member of Lodge No. 22, International Association of Machinists, under membership card number 317901, located at Alliance, Ohio, and in answer to some of the inquiries I receive, I am giving that information.

"To say that your cartoons on the machine shop have made a hit with the machinists, is stating it mildly. I join with others in wishing you success in the splendid portrayal of the early machine shop."

## To Observe 20th Year

The "Bull of the Woods" panels which create so much interest among machinists is one of several tag-lines used by Williams in his "Out Our Way" cartoons, and appear once a week. Other tag-lines, now familiar Americana, are "Born Thirty Years Too Soon," "The Worry Wart," "Why Mothers Get Gray," "Heroes Are Made Not Born," and "Curly and the Cowboys."

All of these have their supporters and draw a large volume of fan mail, but the "Bull" takes the prize for having the most vociferous and loyal followers.

For instance, A. H. Dix, manager of the Reader Service Department of *Iron Age*, the industrial magazine, wrote to NEA Service: "I am sure that if there were a vote taken on the most popular man in the metal working industry the 'Bull' would be elected."

At the Metal Trades Congress held in Philadelphia last year, a life-size figure of the "Bull" was featured and a puppet show with "Out Our Way" characters drew a large attendance.

The veteran cartoonist will observe his 20th year of continuous drawing of his panels for NEA Service on March 20. He makes his home on a 45,000 acre ranch near Prescott, Ariz.

## AP Expands Map Service

THE AP FEATURE SERVICE (WIDE WORLD after Feb. 1) announced this

week preparation of the most ambitious newspaper war map supplement yet undertaken. It is a 16-page tabloid section, partially in color, and includes maps with background material on every war theater together with world maps and additional material on the fighting forces themselves.

The section, called "Wide World War Book," is a product of the AP background map staff which now produces two detailed background maps weekly, one for morning and one for evening papers. The Feature Service estimates more than 60,000,000 read these maps each week in the U. S.

Dillon Graham, Feature Service sports editor, this week announced a number of outstanding special series to be released shortly to a.m. and p.m. sports pages.

Writing for the p.m.'s are such top-flight sports names as Willie Hope, world's champion billiard player; Alf Engen, national four-way ski champion; Charles Peterson, another ace billiards shot, for the a.m.'s.

Other big-name series will be released from time to time, Graham said.

## Second 1942 McClure Serial

"ABOVE SUSPICION," by Helen MacInnes, is the second current best-seller to be offered for serialization this month by the MCCLURE NEWSPAPER SYNDICATE. This story about two Britishers caught in the network of the Gestapo broke in newspapers this week.

Metro-Goldwyn-Mayer is expected to put the story into production soon.

On Jan. 4 McClure released "This Above All," by Eric Knight, a book which upon publication last April immediately rose to a first place on the best seller lists and remained in a high position for nearly eight months.

Twentieth Century-Fox paid \$75,000 for the story and expects to release the film next mid-April, according to McClure. Through a syndicate-film company tieup, subscribers to the serial are supplied with still shots from the movie to use as illustrations.

## Personals and Notes

HENRY McLEMORE, McNAUGHT SYNDICATE humor columnist, is author of a six-page illustrated feature on his friend, Grantland Rice, veteran sports columnist for NORTH AMERICAN NEWSPAPER ALLIANCE, in the Jan. 27 issue of *Look* magazine. Other syndicate-writer contributors to the same issue are Major George Fielding Eliot, HERALD TRIBUNE SYNDICATE, and Vincent Sheean. . . . Fred H. Kury, sales manager of NEA SERVICE, was inducted as an honorary member of Sigma Delta Chi, national professional journalistic fraternity, at a special initiation and banquet Jan. 13 at Columbus, Ohio. . . . Coulton Waugh, AP FEATURE SERVICE cartoonist who draws "Dickie Dare," opened his third one-man New York art show Jan. 15 at the 460 Park Avenue Gallery. Waugh is exhibiting a group of 10 gauche and lithograph drawings which he says delineate each is accompanied by a poem. Rube Goldberg, *New York Sun* and REGISTER AND TRIBUNE SYNDICATE cartoonist, last week switched from drawing cartoons thrice weekly to five times a week.

## Short Takes

SIGNS OF THE TIMES—a classified ad in the *Austin (Tex.) Tribune*: "Notice to car thieves: My tires are puncture-proof. If you try to steal them, you had better be puncture-proof, too."

AN "ear" on Page 1 of the *Jackson (Miss.) Daily Clarion-Ledger* recently disclosed this plea:

14 TRAFFIC DEATHS FOR JACKSON IN 1941; LET'S DO BETTER IN '42

UNION CITY *Hudson Dispatch* wedding announcement heading:

SHORT-BATTLE

And a Merry one?

SOCIETY EDITOR leaves town . . .

"If Mrs. Keith smelled as sweet as she always looks, 'twould be overpowering for fair."

—*Kansas City Journal*.

MUNICIPAL cordiality in Michigan:

NEW SNOWPLOW

PAVES WAY FOR

STREET WALKERS

—*Munising (Mich.) News*.

EDITOR & PUBLISHER will pay \$2.00 for each "Short Take" accepted and published. Those not used will not be returned.

## Columnist Exposes Gambling House

DETROIT, Jan. 19—Tony Weitzel, author of the *Detroit Free Press* "Town Crier" column, broke a hot story last week revealing that a gambling outfit had set up business, with champagne on the side, in a 22-room mansion at 650 Boston Blvd., in Detroit's "Gold Coast" area of older homes. In his column he reported a visit to the spot, which had for neighbors the residences of illustrious folk such as Charles T. Fisher, scion of the famed Fisher brothers, and president of the National Bank of Detroit and Walter O. Briggs, chairman of Briggs Manufacturing Company and owner of the Detroit Tigers.

Police put a watch on the place, and Judge Ferguson's grand jury called for information, with the result that a roulette wheel was seized by police in a truck moving out furniture, and Prosecutor William E. Dowling slapped a padlock on the house. John Stanley Hawkins, who had posed as manufacturer's agent when he rented the house recently from the Grinnell Estate, was arrested for possessing gambling equipment. John Daly, ostensibly a guest, was identified as Clifford Jefferies, professional gambler.

## "Clean Up Attic" Drive Nets Classified Linage

"Clean Up the Attic and Help Clean Up the Axis!" was the keynote of the week's want ad campaign conducted by the *Rockford (Ill.) Morning Star* and *Register-Republic*. With that slogan, the classified department launched a Want Ad Victory Week which not only provides readers with the money to buy defense savings stamps, but starts these readers off with free 10 and 25-cent stamps given for each "for sale" want ad.

The campaign broke this week after a full week of advance promotion in the *Rockford* newspapers. The idea of urging housewives to clean out their attics and sell the stowaway merchandise in order to obtain money to buy defense stamps originated with K. J. Nattress, classified manager of the *Morning Star* and *Republic*.

Want Ad Victory Week was endorsed by Gov. Dwight Green, U. S. Senators C. Wayland Brooks and Scott Lucas, as well as local officials.

Classified volume was up about 30 percent through Thursday.

For each "for sale" ad which a non-business firm want ad user buys, he gets a free start on his defense stamp collection. A 25-cent defense stamp was given free for each line of a for sale ad that is run for a week's period and a 10-cent defense stamp was given free for each line of a for sale ad that is run for a three-day period. All advertising was charged at regular rates and the minimum ad was three lines.

## West, McAuliffe Named in Kingsport

The Kingsport Publishing Co., publisher of the *Kingsport (Tenn.) Times*, recently announced the promotion of two key executives.

W. J. McAuliffe was named editor-in-chief and J. W. West was named general manager.

Mr. McAuliffe has been writing editorials for the *Times* for the past several years. Mr. West went to the *Times* in an executive capacity more than 18 months ago from the *Kansas City Journal* where he was formerly managing editor.

Mr. West announced that John Bloomer, former sports editor who has been directing the newsroom for the past several months would be managing editor. He also announced the appointment of Miss Eileen Crawford as woman's editor succeeding Mrs. G. P. Gaut who moved to Alabama, and Charles Stelling, formerly of the *Raleigh (N. C.) Times*, as sports editor succeeding Mr. Bloomer.

"We appreciate The Associated Press and feel that the United States is much safer today because of this institution which has become so great . . ."

\*From a letter by W. C. Simons, president, The Lawrence (Kans.) Daily Journal-World.

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