



**300 To Honor Cartoonist At Banquet**

UNIQUE TRIBUTE REWARDS CREATOR OF "BRINGING UP FATHER" COMIC STRIP

One of the most unique tributes ever to reward work well done will get under way within a few days when a man and two characters out of an inkwell become the center of a nationwide demonstration in gratitude for twenty continuous years devoted to inciting the world to laughter.

The occasion is the twentieth anniversary of the marriage of Jiggs and Maggie, which is to say that "Bringing Up Father," George McManus's world famous comic strip, is twenty years old this month. It has been two decades since Maggie set herself the heart-breaking—not to mention the china and crockery destroying—task of making a gentleman out of Jiggs.

The climax of the recognition will come when three hundred guests drawn from the leaders in every field of endeavor, will honor McManus on January 25, at a dinner in Washington, which will be broadcast over a nationwide radio hookup.

Thus, appropriately enough, Maggie and Jiggs will be feted in the capital of a nation which has taken them to its heart as a national hero and heroine.

They've gone a long way since they started, Maggie and Jiggs. They've travelled the world over; they speak in 29 languages in 71 countries; 100,000,000 readers in every part of the globe watch for them and count the day incomplete until they learn what fortune, good or bad, has been visited upon the luckless, long-suffering; spouse of masterful Maggie. A typically American as skyscrapers and jazz music, nevertheless this pair, with a universality that stamps their true greatness, have become the embodiment of basic human ways for peoples from Denmark to China, Australia to Ecuador.

Since husbands and wives can be counted upon to act like husbands and wives almost anywhere, it is not difficult to understand why Jiggs and Maggie should have won recognition from all the world's various peoples great everyday folk. But it was a revelation, as congratulations poured in following announcement of their twentieth anniversary, that they were no less familiar and welcome to those who sit in the seats of the mighty. Government officials, financial leaders, sports champions, artists, writers, actors—all joined in a deluge of messages for McManus, thanking him for having given them two intimate friends in Jiggs and Maggie, praising him as a benefactor to humanity, expressing hopes that he will give them twenty more years of "Bringing Up Father." The magic of Jiggs' and Maggie's appeal, it seems, is no less potent for the world's favored citizens than it is for its millions of unsung readers.

It is a far cry from the heights of his present eminence to 1912, when George McManus was experimenting with the "Bringing Up Father" idea.

The years have shown how wisely McManus judged in following out his idea for "Bringing Up Father." From the tremendous following they have gathered in their twenty years it has been estimated that Maggie and Jiggs are the world's greatest entertainment unit. The combined list of those who look for them daily totals a figure far beyond that achieved by any other attraction in their own field or in the talkies or radio.

After skiing rub in Minard's.

**The Beloved Cartoonist**



George McManus, famous creator of Jiggs and Maggie in "Bringing Up Father," is pictured smiling pleasantly over the thought that his two world-renowned comic characters are about to celebrate their twentieth wedding anniversary. The cigar is always a familiar sight with Jigg's boss.

**"Bringing Up Father" Is Social History In Laughs**

A modern Robinson Crusoe, returning to civilization after twenty years, could very easily discover what had taken place in his absence by referring to a newspaper file of "Bringing Up Father" comic strips.

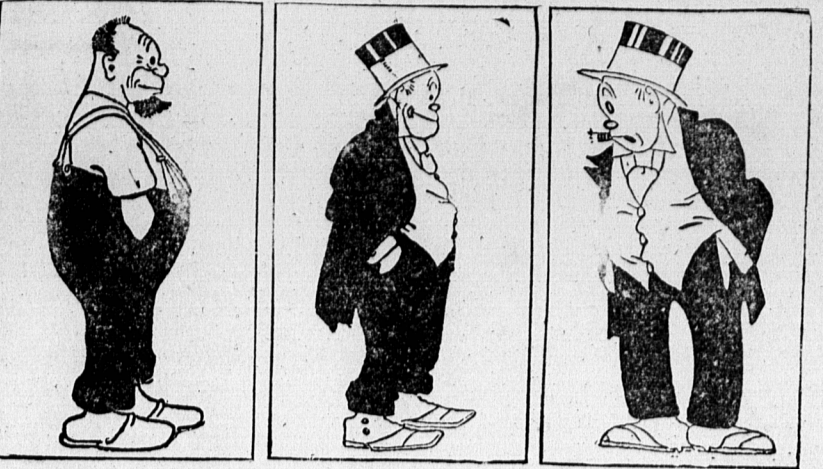
All the fads, interests and enthusiasms of the last two decades are embodied in the hectic existence of Jiggs and Maggie. From automobiles that wouldn't run, up through the world war, radio, mah-jongg and the 18-day diets, our new Crusoe would not only see them as they succeeded one another through the years, but would understand how they affected people, for while Jiggs and Maggie have remained unchanged, save for minor details

**Jiggs and Maggie Seen as Influence Against Divorce**

Amid the congratulations that descended upon Jiggs and Maggie for their twenty years of merriment, a serious note was repeated several times. Writers pointed out that McManus' couple were one of the healthiest forces on the side of successful marriage.

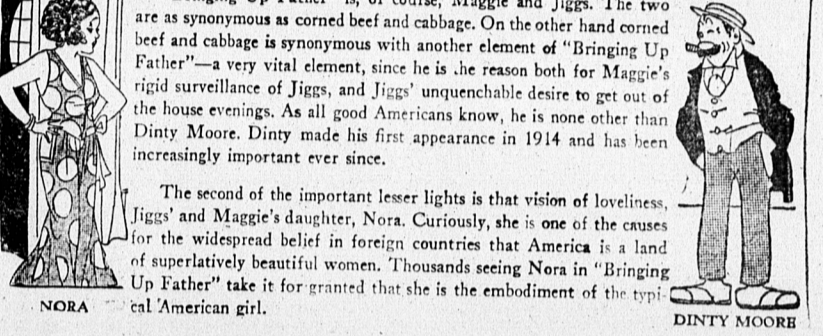
Senator Joseph T. Robinson of Arkansas, wrote: "The artist's exaggeration of the petty causes which too commonly disturb conjugal bliss has become a wholesome influence in the suppression of petulance and strife." And Congressman Arentz of Nevada, said: "What a splendid example they have been, for through all the vicissitudes of married life they have never parted!"

**1912 — The Genesis of Jiggs — 1932**



You may have imagined that Jiggs was among the changeless eternal things. However, ancient history proves otherwise. On the left is an early attempt at Jiggs, the one from which "Bringing Up Father" took off on the non-stop flight that has gone on ever since. And on the right is Jiggs today, perhaps a bit more polished on the exterior, but the same old rough diamond at heart.

**Stars of The Supporting Cast**



"Bringing Up Father" is, of course, Maggie and Jiggs. The two are as synonymous as corned beef and cabbage. On the other hand corned beef and cabbage is synonymous with another element of "Bringing Up Father"—a very vital element, since he is the reason both for Maggie's rigid surveillance of Jiggs, and Jiggs' unquenchable desire to get out of the house evenings. As all good Americans know, he is none other than Dinty Moore. Dinty made his first appearance in 1914 and has been increasingly important ever since.

The second of the important lesser lights is that vision of loveliness, Jiggs' and Maggie's daughter, Nora. Curiously, she is one of the causes for the widespread belief in foreign countries that America is a land of superlatively beautiful women. Thousands seeing Nora in "Bringing Up Father" take it for granted that she is the embodiment of the typical American girl.

**McManus Began Rise To Fame At Age of Five**

GAINED FIRST IDEA FOR JIGGS FROM CHARACTER HE SAW ON STAGE

One hundred million newspaper readers of the world must thank the persistent memory and alert mind of a child of five years, who developed into one of the greatest comic artists of all time, for the keen enjoyment they get from Jiggs and Maggie, famous characters of "Bringing Up Father."

The child who grew to a man and world-wide renown is George McManus. It's a long time between the tender age of five to the point at 29 where he put the idea gained 24 years earlier to work, but McManus was able to bridge the gap with success.

**"Birth" of Jiggs**

Rememberable as it may seem, there is no doubt in my mind that Jiggs was "born" when I went to see William Barry, out-and-out Irish comed an of his day, act in "The Rising Generation" when I was only five years old," McManus recalls.

Young George McManus might never have had the opportunity of seeing Barry in his long-remembered part if it had not been for his father. He was manager of the St. Louis Grand Opera House, and one of the best known figures in the St. Louis of his day.

Barry, being one of the foremost actors of the day, was naturally a great attract on. Realizing to some extent that I was witnessing a great performance," McManus declares, "I naturally sat up and took extra notice. As a result, the plot of 'The Rising Generation' so impressed me that I never have forgotten it.

"Barry played the part of a poor New York Irishman, who 'struck it rich' when working out 'Bringing Up Father,' his characterization persisted in my mind as Jiggs and Maggie took shape."

**Father in Destiny's Role.**

The elder McManus again stepped in to determine the path of his son's life ten years later. George, a 15 year old schoolboy, had been caught in the classroom crime of drawing pictures during lessons. The teacher, by way of punishment, sent the evidence with a note to Mr. McManus informing him of his son's grave offense. George duly admitted his guilt and resigned himself to pay the usual penalty in the woodshed. However, the father said nothing until the next day when he told the lad that if he wanted to leave school he could report for work in the art department of the St. Louis Republic. The teacher's note had served only to call Mr. McManus' attention to his son's talent, and having learned of it, he had taken the offending works to an editor and obtained a job for George.

After several years at the stupendous salary of \$5 a week, George was raised to \$6. He became convinced that he would never get rich at such a pace. New York was his idea of a great place to make one's fortune, so at 21 he left for the East.

**Stared with New York World**

After a goodly dose of disappointment he landed a job with the old

**McManus—B. J.**



Meaning of course, before Jiggs. Here is the popular cartoonist in romper days, when pencil and paper were something to scribble with. Shortly after this picture was taken he saw the drama that later suggested the idea of "Bringing Up Father" to him.

New York World. He drew a succession of comic strips, each of which increased his deftness of touch and humor.

In 1912, when he was 29, McManus joined the King Features Syndicate which made it possible for newspaper readers throughout the country to read the same comic strips at the same time. McManus started experimenting with a strip built around the efforts of new-rich family to polish up an unwilling father for entrance into society. The impression left by comedian Barry was still in his mind, and as he "shadow boxed" for his characters, "Bringing Up Father" evolved with Jiggs and Maggie in the leading roles.

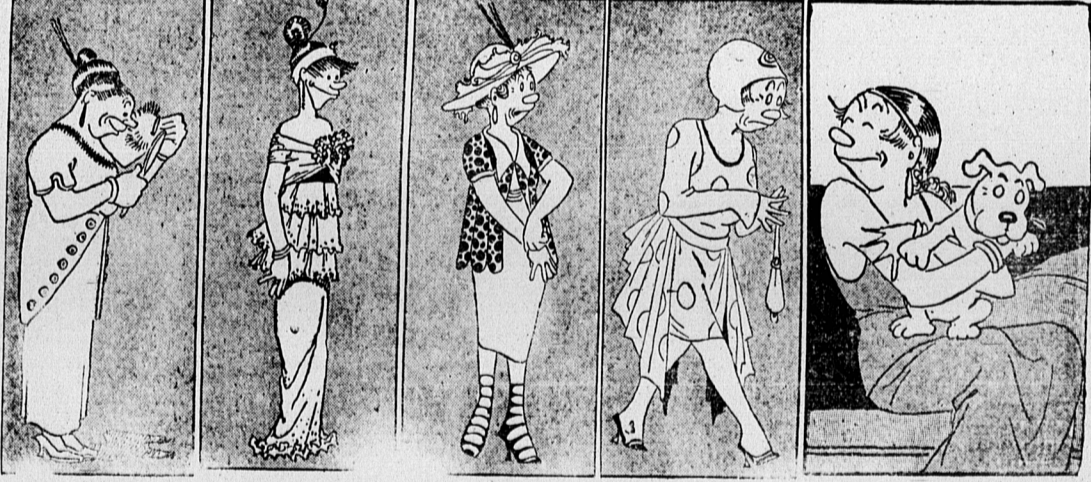
By 1925 it was appearing in 600 papers and today it has one hundred million readers.

During all this time, McManus was still expanding his conception of the strip. He changed Jiggs and Maggie from essentially Irish characters, and put them into situations built upon universal human behaviour.

SYDNEY, N. S., Jan. 23.—(By the Canadian Press)—Sydney's credit with the Royal Bank of Canada has been halted until authorization is received from the bank's head office for the honoring of further cheques, Mayor William Fitzgerald said at the new City Councils first meeting tonight.

**A Joy Ride That Hasn't Ended Yet . . .**

**The First Appearance of Bringing Up Father**



MAGGIE THROUGH THE AGES. The married Jiggs twenty years ago with the avowed intention of "bringing him up" to be a gentleman. There will always be a wide difference of opinion as to whether or not she succeeded, or, indeed, whether Jiggs wasn't as much of a gentleman as Maggie was a lady at the very outset. But at least we can all agree that there has been something majestic in the tenacity and determination with which Maggie has stuck to her self appointed task. Maggie has changed her fashion in clothes many times since that first appearance twenty years ago. But Maggie has never changed her mind. Or Jiggs' either. Ah, well, fads may come, and fads may go, but Maggie goes on forever . . . and she seems well pleased with the situation.