



## The Mercury Journalism Series...

THE MERCURY has always recognized the vital and exciting part played by the daily press in our democracy. THE MERCURY has therefore printed a large number of analytical articles of individual papers—such as the late, ever-to-be lamented New York World, the Dallas Morning News, the Chicago Tribune, and the New York Daily News.

These articles have not only evaluated the editorial content of the papers under discussion: they have also described their color and general personality, and they have delineated the characters of the editors behind them.

THE MERCURY has, in addition, published vivid profiles of such widely different magazines as the Police Gazette, Variety, and Reedy's Mirror of blessed memory, where the first shy installments of the Spoon River Anthology originally appeared.

In other words, THE MERCURY has never been snobbish toward the press of the so-called lower or upper classes. If a magazine or newspaper has appealed to a great many people, however "lowly" or "high-brow," THE MERCURY has considered it its function to tell about it fully and objectively.

Of course, newspaper and magazine men are specially interested in the Mercury journalism articles. They still carry around the Mercury as Messrs. Hecht and MacArthur made clear in The Front Page.

But intelligent people outside the journalistic profession also find in these articles worthwhile and fascinating reading—of the sort they cannot get elsewhere.

MERCURY readers are always alive to what has importance to the life of the nation. Individually they give leadership to their own circles, and as a group they give leadership to the country as a whole.