

The Laugh that Circles the Globe

Secrets of the Mirth Caused by Jiggs and Maggie as Revealed by Their Creator, and How They Have Invaded Foreign Lands



Up Father" that Mr. McManus gained his chief fame and virtually all of his fortune. That was in 1912, and, contrary to a general impression, Jiggs did not have a counterpart in real life. Rather he was a composite of several Irish types, with the strongest elements in his personality being contributed by Billy Barry, an Irish actor of three decades ago, whom McManus had seen frequently at the Grand Opera House in St. Louis, then managed by his father.

Mr. McManus is a short, sturdy person with eyes and a nose that are unmistakably Irish. Moreover, he has a charming way of laughing at the other man's joke. He lives in New York and spends most of his time in the city, making an occasional trip to Europe or across America by way of vacation. Most of his work he does in a studio in New York. It is not un-

appear. When they are complete and master engravings have been made for the English-language press, they are turned over to the foreign-language men. A Spanish-speaking journalist translates the McManus "balloons" into Spanish and Spanish engravings are made. Then they are translated for the Chinese papers, and so on.

When the foreign-language men have finished, "Bringing Up Father" is ready for more than 600 newspapers in all parts of the world and for several million read-

him, I made out a sort of mental biography of him, and that conception has not been changed in any important detail. He was born in Ireland, you know, and came to this country, expecting to find the streets paved with gold. But they were paved with bricks and cobblestones instead. So he became a hod-carrier. Romance came into his life when he met Maggie slinging dishes in a beany and they were married. Jiggs saved his money. He threw away the hod and be-

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MUSICAL As Well as a Master of Lines Is Mr. McManus, Shown Here Performing on a Baby Saxophone in a Relaxed Moment.

"HOLD STILL!"
Mary Pickford, in a Frankish Mood, Measuring George McManus's Moustache to Decide a Bet at "Pickfair," Her Hollywood Home, While Douglas Fairbanks Smiles in Mock Contemptuous Jealousy.

The following story about George McManus, portrayer of "Bringing Up Father," is published through permission of World Traveler, in which Jiggs and Maggie were just recently given the official designation—"globe trotters."

By LLEWELLYN REES JONES

TRAVEL is a broadening influence. Every one knows that. But it still may be news to some people that travel, which broadens a mere human being, also can broaden such an exalted character as the hero of a comic strip. Travel has done a great deal for Jiggs and Maggie, of "Bringing Up Father," upon no less authority than that of their creator, George McManus. Incidentally, the travels of Jiggs and Maggie have done a great deal for Mr. McManus, a statement which any interested person may verify through inquiry at the nearest commercial agency.

Travel, Mr. McManus confesses, has been responsible for his and their success. Mr. McManus took them into so many lands with pen and paint-brush that now they are able to travel on their own, as befits the two most distinguished linguists of the comic sections. For, in addition to the universal language of the rolling pin, the swift kick and the sock on the nose, they speak, through the papers in which they appear, German, Italian, Yiddish, Polish, several Slavic languages, Dutch, Spanish, Hungarian, Japanese, Chinese—virtually every language of the civilized world, "including the Scandinavian."

It is the tendency of Jiggs and Maggie to travel further afield each year which causes Mr. McManus most of his troubles. "Hey!" yelled his syndicate editor only the other day, "don't crack any more Fourth of July jokes. We are sending 'Bringing Up Father' to the Chinese papers now, and your Chinese readers will think the firecrackers mean 'Happy New Year!'"

As the reading public of each additional nation is introduced to Jiggs and Maggie, Mr. McManus must make pictures more universal in their appeal. Gone are the days when a comic character could calculate Christmas, St. Patrick's Day and Washington's Birthday just like any other person. A Christmas joke does not mean a great deal in Japan, the German reading public is not keenly interested in March 17th, and Washington's Birthday is not yet a public holiday in Buenos Aires. It literally required an earthquake to make corned beef and cabbage universal. When Jiggs and Maggie

first went to Japan, it was necessary for that delectable dish to be changed to gemai. Then came the earthquake. American food was rushed to Japan, and among the American foodstuffs was corned beef. Now Jiggs sneaks down to Dinty Moore's for corned beef and cabbage in Tokyo just as he does in Chicago.

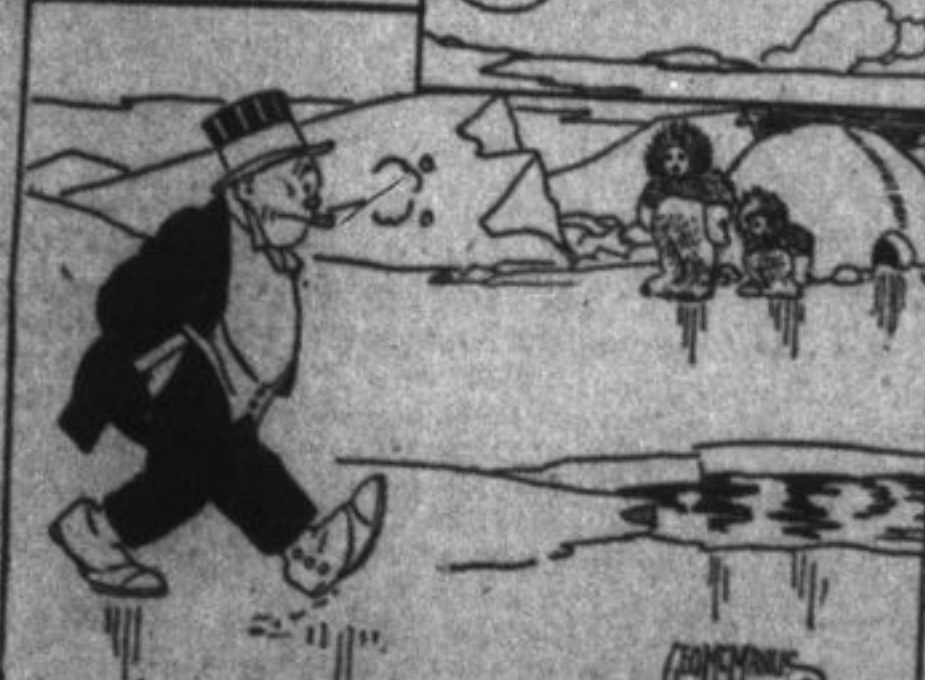
But it was last Christmas when the wide travels of "Bringing Up Father" received their most striking demonstration. Among the presents which came to Mr. McManus was a silk rug, in which had been woven by Abdul Hamid Keshany, perhaps the greatest of Persian rugmakers, the various characters from the McManus comic strip. The rug had been made at the order of Ahmad Khan, a Persian art connoisseur and collector, who had been educated in



England, and who in Teheran had picked up a copy of the China Press of Shanghai, containing a "Bringing Up Father" strip. He wrote a letter to Mr. McManus. A year later they met in Paris, and Mr. McManus gave him some of his original drawings, one of which became "copy" for the rug. Probably the happiest moment in the life of work was first published in the Dublin Freeman. So, you know, was a Dublin Irishman. So, probably, were the McManus's three or four generations ago.

It was by the origination of "Bringing

common for him to work when he is away from home. He must turn out a black-and-white strip every day and a color page once a week, keeping himself six weeks ahead with his daily strips and eight weeks ahead with his Sunday pages at all times. Under pressure, he has done as many as six daily strips in a single day, but he prefers to set himself a daily stint slightly in excess of that demanded by his syndicate managers. He draws his pictures slightly larger than they are to



SKETCHES Of Jiggs Against Various Backgrounds.

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AT WORK Mr. McManus Putting Jiggs on Paper with His Trusty Fountain Pen. Note the Characteristic Cigar.

ers. It is estimated that the newspapers throughout the world which print "Bringing Up Father" have a combined circulation of six million copies a day. The cartoons have appeared in nine books, and for most of the fourteen years since its creation, shows bearing the title have toured the country. Last season these were no less than five of these organizations on the road.

Regarding the unusual and lasting popularity of his creation Mr. McManus himself says:

"It is quite possible that Jiggs has remained in favor because he has always been such a vivid person to me that I never have felt that I was stale when I was at my work. When I first imagined

as good as any other man in Dinty Moore's and willing to prove it. But Maggie is going to make a gentleman of Jiggs if she breaks every Ming vase in America doing it. So Maggie continues to lead her own life and Jiggs continues to lead what he can of his.

"Jiggs, of course, always wears the same clothing, but Maggie is always dressed in the height of style. I will wager that I buy more fashion magazines than any other man in America, just so Maggie may have new gowns. If she goes out in society, I have to go along, so that I will know what a ballroom looks like. Jiggs doesn't cause me any such trouble. I know ALL ABOUT the places where he goes."