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with water, so that anyone setting foot inside would be severely shocked. There's a salle d'armes in the building where editors perfect themselves in the use of the épée and sabre. Ezequiel Paz, the present director, is himself a crack shot.

No Government Advertising

The newspaper goes to great extremes to keep clear of outside influence. Not a penny of its vast funds is invested in commercial or industrial securities. Don Ezequiel accepts no invitations to political or diplomatic gatherings, lest he incur obligations hampering the paper's freedom. *La Prensa* will accept no government advertising. It takes no electioneering advertisements, on the ground that the practice favours the candidate with the fattest purse.

Typical of the paper's integrity is this story: *La Prensa* published an editorial criticising a large corporation. The following day, the firm tried to insert a two-page ad. replying to the attack. The director rejected the ad., saying courteously: "If you wish to reply, prepare a statement, and we will print it as news."

Even those who hate *La Prensa*, respect it. This attitude helps explain the reluctance of the authorities to impose censorship on it. The late Castillo regime suppressed several newspapers; but *La Prensa*, lambasting the government harder than any of the others, was left strictly alone.

Zeal for Foreign News

La Prensa ordinarily publishes more foreign news than any other newspaper in the world. When other papers in Buenos Aires were carrying pages on the boxer Firpo, who defeated Willard and then lost to Dempsey, *La Prensa* dismissed him with an occasional paragraph or two. On the other hand, the paper brought in the Capablanca-Lasker championship chess match from Havana, move by move, at one and a-half dollars a word. It spent 10,000 dollars to have the entire 30,000-word Dawes Plan report on German reparations cabled to Buenos Aires, probably the longest story ever wired to a newspaper.

It was an alert *Prensa* editor who asked the United Press in Berlin to interview a certain obscure German mathematician. The man was Albert Einstein, and *La Prensa* was thus responsible for focusing world attention on his theory of relativity.

La Prensa's zeal for foreign news had important results. During the last war, its news came almost entirely from Havas, the French news service. Havas irritated *La Prensa* by its failure to give the German viewpoint, even refusing to transmit the enemy's communiqués. But the moment war was over, *La Prensa* prevailed upon the United Press to cover the world with correspondents who would go directly to the sources for their news. . . . If people in the United States now read more foreign news than others do, it is partly because *La Prensa* started the expansion.

La Prensa editors sit on hand-tooled leather chairs in hushed offices, and until recently wrote their material in long-hand. Except for the stutter of teletypes, the quiet of the central newsroom is in striking contrast to the bustle of a newspaper office in the United

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