

Leading Editors—As Their Public Imagines Them To Be



When Keith Murdoch came home from Europe, after doing most notable work as a war correspondent, and took charge of Melbourne Herald publications, the group consisted of the daily and a couple of weeklies.

Since that time, one of the biggest printing houses south of the Line has been built for the Co., and out of it authority there now flows, in an ever-growing devotee.

stream, two dailies, half-a-dozen weeklies and a host of minor publications. The Co.'s recent growth has been

phenomenal.

At the head of it all, competent, calm and serene, is "K.M.," as he is affectionately known by his innumerable staff. There is no "big" newspaper man more accessible and more courteous, and few who do more work. In his spare time he is an

on antiques, and a golf

THE SEVEN PHASES OF "K.M."