



WHO'S NEWS THIS WEEK

By LEMUEL F. PARTON

NEW YORK.—Word comes from London that Sir Seymour Hicks, who, last September, became official backer-up of British civilians, sailors and soldiers, is exploding laugh bombs all over the kingdom, which eventually may blow down the Siegfried wall like the trumpets of Jericho.

Sir Seymour, who had a similar job in the World war, is England's favorite light comedy actor, a leading producer and actor-manager, a writer of consequence and a rallying point for both masses and classes, as they both claim him as their own. He is 78 years old and last month celebrated his fifty-second year on the stage.

He started life as a call boy in a London theater. His next job was as an undertaker's mute, a hired mourner, sometimes filling in as an emergency pall-bearer and the like. He wore black well and did nicely in his new career, until his memories of the theater obtruded at an unfortunate moment. He was walking solemnly behind a hearse, when a distant hand struck up a tune, which carried him back-stage again. He swung open the door of the hearse and called out, "The overture begins now, sir."

That shunted him right back to the theater, which, by all accounts, he never should have left. He has written and produced 64 plays and is the author of eight books of reminiscence, comment and criticism. He was knighted in 1935, and Mayfair made a tremendous fuss over him, with similar cheers from the populace. In the World war he organized concerts and shows for the soldiers and kept up a drum-fire of spirited humor which rated him as the leading empire morale-builder.

DINING with Henry F. Grady many years ago, this writer noted that he had that old-time free-trade religion. He has never backslid. He is Secretary Hull's Jephthah, girded to smite the Ammonites hip and thigh as they assail the secretary's trade agreements program.

Mr. Grady, 57-year-old Celtic and incurably optimistic specialist in foreign trade, is assistant secretary of state and has taken over the job of expounding and putting forward the agreements. The law authorizing the plan will expire June 12, and the continuation of this trade policy will be an early and exciting kick-off in congress.

Mr. Grady, a San Franciscan, educated at St. Mary's university, Baltimore, is a man of encyclopedic learning in trade matters, a lecturer at many universities, the author of many books and treatises and a member of many learned societies. He boils down a mountain of data and statistics to his vehement insistence that, no matter how we may tinker with tariffs and quotas, the only helpful reality is the flux of good through the international bloodstream.

THE Russian Baltic drive, side-tracked by the Finns, was, according to the meager evidence obtainable, the pet idea of Andrei Zhdanoff, frequently referred to in the last two years as Stalin's possible successor. Later news is that Stalin has other ideas about M. Zhdanoff's future, as the latter takes the rap for the debacle in Finland.

He was designated secretary of the Leningrad Communist party committee on December 16, 1934. That made him a virtual dictator of the Leningrad district, the Pittsburgh of Russia. M. Zhdanoff has been particularly bitter against Britain, and several correspondents have attributed to him the disruption of last summer's negotiations of the allied powers with the Soviets.

He is 43 years old, a Revolutionist since 1912, when he left school to engage in agitation against the czarist government. Until 1917, he was chiefly occupied dodging the police and joined the army as a germ-carrier for the Bolsheviks. In the early revolutionary years, he was one of the leading organizers of party propaganda and was thrown into close association with Josef Stalin. It was the beginning of a beautiful friendship, which, quite possibly, the skiing Finns have dynamited. He is of a middle class family, one of the cleverest word-smiths of Red Russia.

(Consolidated Features—WNU Service.)

Star Dust

★ Fan Mail From Far
★ Brought London Here
★ It's an Ill Illness—

—By Virginia Vale

MADELEINE CARROLL has the grandest bunch of fan mail in all Hollywood. It comes from France, from a group of French children who are living in her chateau in the country, secluded from the danger of Paris' air raids and gas attacks. The children take time from their studies and games to



MADELEINE CARROLL

write to Miss Carroll, who reads their letters as she rests between scenes of "My Son, My Son!"

The famous Brighton Belle pulled out of Hollywood the other day for scenes in that same picture. The station, however, was a replica of the famous Victoria station, the train was a replica of the Brighton Belle, which covers the 62 miles between London and Brighton in 40 minutes, and the men who filled it were extras, not British Tommies.

But to many who watched, the atmosphere was the same as it would have been in the original setting. Producer Edward Small could not shoot the scene in London because of the present war, but in portraying a scene that dates back to the last one he brought to California, for a moment, all the feeling that fills the railway stations of Europe in these times, as trains filled with soldiers leave for the front.

A case of appendicitis was responsible for the March of Time's exclusive film of the island of Guam. Victor Jurgens, the 26-year-old camera man who last year filmed the March of Time's memorable motion picture story on Japan, was stricken with appendicitis while on his way to Guam; he was operated on at sea by navy surgeons, recuperated at Guam, and spent his time filming all aspects of civil and military life on the important little island. It is part of the new release, "Crisis in the Pacific," and is one of the best films the M. of T. has given us.

"Four Wives" proves that it's possible for a sequel to live up to the reputation established by a popular film. People liked "Four Daughters" so much that it seemed unlikely that the picture carrying the story along could be anything but a disappointment. "Four Wives" is so well done that it will make new friends for the family it portrays so engagingly.

Kay Francis will appear in "It's a Date" as Deanna Durbin's mother—a very glamorous mother, an actress. Norma Shearer may have a mother role, too, in the film version of the popular novel, "Escape." But since the mother in "Escape" who is also a famous actress, by the way—is middle aged and has a grown son, it seems likely that the story will be rewritten for Miss Shearer's benefit.

By a strange coincidence, Patsy Montana, "cowgirl sweetheart" of radio station WLS, Chicago, goes on the air every morning at exactly the same time as her brother does at station KSOO in Sioux Falls, S. D. It's rather hard on their proud mother—not only do they broadcast at the same hour, but it's 6:15 a. m.

Dave Elman will never have a seal on his "Hobby Lobby" program again if he can help it. The one he had recently cost him about \$35. It had to be fed pieces of fish, frequently. The supply of fish, which had seemed ample, disappeared in no time, and Elman had to keep sending out to restaurants near the Columbia playhouse for more. The restaurants in that part of New York are far from cheap; the fact that the fish was for a seal instead of a human being didn't affect the price. So, if your hobby has anything to do with seals, don't try to land on the Elman program; at least, not until he has forgotten how expensive fish can be.

ODDS AND ENDS—Walt Disney's "Pinocchio" will be released in February. . . . Robert Montgomery is going to England again, to make pictures. . . . One more change of title for "Send Another Coffin"—this time it's "Slightly Honorable." (Released by Western Newspaper Union.)

Revival of Brocade Tunes to Vogue for Fabric Elegance

By CHERIE NICHOLAS



WHEN in a dress-up mood, what to wear is the question. The revival of brocade among fabrics of high fashion, as announced for spring, may well be regarded as a perfectly good answer to the query. The big news in the neat-patterned brocades in necktie silk effects that make up into most wearable daytime frocks that are dressy at the same time that they are eminently practical.

If you are looking for a daytime frock that will guarantee style distinction take note of the three swank afternoon types here illustrated. The material used for this trio of exceptionally smart fashions is the new-this-season brocade of damask-woven bemberg rayon. You can get it in monotone or two-color effects, its high and low luster filaments producing a handsome brocade patterning. If you are your own seamstress, buy a few yards of this attractive brocade, provide yourself with a reliable pattern and turn on power for your electric sewing machine. However, if you are not enamored with the thought of being your own dressmaker you will find modes similar to the ones pictured easily available in shops and dress sections throughout style centers.

Looking at the illustration you sense at a glance that the new brocades yield perfectly to high-style. Add a handbag of the same brocade and the ensemble will prove a delight to the eye. One even sees shoes made of brocade, likewise scarfs and belts.

The jacket suit made of the neat necktie-patterned brocade will be featured later on in the spring, its charm accented with the prettiness of a blouse of the daintiest lace-trimmed lingerie type. (Released by Western Newspaper Union.)

Per example the gown to the right says it with "style" definitely. This peplum dress is figure-fitting and flattering. The brocade that fashions it is in a violet-leaf motif damask-woven patterning. A self-fabric bow at the belt and the high neck closing is the only ornamentation, for material such as this handsome brocade exemplifies the thought that "beauty unadorned is adorned the most."

Centered in the picture is one of the season's best-loved fashions—the princess silhouette that is artfully fitted at the waistline with the skirt that is gently flared. A flower-patterned damask of bemberg rayon is used for this model. To the left a figure-molding afternoon dress in a richly brocaded ballet dancing patterning holds forth in the illustration. The high-necked bodice is enhanced with a large old-fashioned brooch.

Designers are making varied uses of brocade. Milliners welcome this new damask-woven material as perfect for the very stylish draped turbans for which everybody is calling. These bright colorful bits of headwear are charming with winter furs.

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New-Length Sleeve



Sleeve lengths grow capricious. The type most called for and one new in the field today is the bracelet-length sleeve. The dress pictured is so sleeved. Another feature in current styling is that dresses are subtly designed to achieve "lines" that take inches off the figure according to fashion's way of thinking. Details that accomplish this feat in the gown pictured are wide shoulders so as to make the waistline look smaller in comparison, darts above the waistline to accent the new "nipped in" look, and smoothness around the hips. Soutache scrolls trim this frock which is fashioned of moss-green sheer wool.

Pastel Lame Turbans

For a glowing accompaniment to a dark dinner suit, oriental turbans of draped pastel lame are a new suggestion.

Red Shoes Novel

Touch at Resorts

If you would keep tab on coming events that "cast their shadows before," watch the style parade that is traveling the highways and beaches in southern sun-bright resorts. One thing your amazed eyes will see is red shoes. They are being worn with all types of costumes. Worn with slacks they add a most zestful novelty touch. Look too clever for words with simple little gingham dresses, in fact with any type of casual daytime frocks, also good-looking with white afternoon dresses and tailcoats.

Now comes the sequence of this fashion story. As everybody knows, what's worn at the southern resorts in midwinter sets precedent for spring and summer fashions to come. Wherefore, the message that red shoes will be worn with tailored beige or navy street costumes has already winged its way northward. So if you crave fashion thrills, buy a pair of red shoes.

Fruit Motifs of Pasted Feathers

For a gay splotch of color on your hat ask your milliner to show you the new fruit trims, done in pasted feathers. Plums, apples, pears, bananas, and so on are down the list. These motifs, in realistic colors, are to be applied on crown or brim or where you will on your hat. Buy an extra one to attach to the lapel of your coat.

Cloth Joined Up With Surah Print

Considerable emphasis is given in the advance costume displays to ensembles that are made of cloth combined with surah print, the latter used for, perhaps, the blouse, to line the coat and to serve as color accent on pocket, neckline and sleeve finishings.

Glove Note

Even short gloves this season may be fastened with elaborate buttons. Screen Player Virginia Vale has a pair made of black suede, buttoned with tiny gold filigree beads.

DOLLAR MAKERS—Ads, Telephone Make Excellent Sales Combine

By GEORGE T. EAGER

THE essence of good salesmanship is to make it easy for customers to buy. But despite the fact that the number of telephone calls made each day exceeds the number of letters written each day, many business men who advertise their goods or services, fail to list their telephone number in advertisements, circulars and letters.

A few days before last New Year's day the sales manager of an important book publishing company noticed a large display advertisement of a restaurant in the local newspaper of a small town in Pennsylvania. Although most of the space was used to urge customers to telephone their reservations for New Year's Eve, the restaurant failed to publish the very telephone number that customers were expected to call.

The sales manager had a good time showing the advertisement to business friends and commenting on the inefficiency of small town business men. His own duties involved the advertising of a set of reference books selling for several hundred dollars a set, and directing a sales force of 80 salesmen to follow up the written requests for booklets describing the set. Many of these inquiries came from children who could not buy and were therefore a constant cause of annoyance and wasted effort.

In the midst of his scoffing at the restaurant advertisement that carried no telephone number, he suddenly realized that his own advertisements, circulars and letters did not feature the telephone number of his own local office. It was immediately added to his advertising. He discovered that telephone inquiries about the reference books came only from interested people and resulted in a high percentage of sales. He also found that although children may write for booklets they do not telephone for them. A cause of wasted effort and expense was thus eliminated by featuring the telephone number.

EVERY successful business executive must necessarily devote a great deal of thought and attention to his business. He is generally thinking about it most of the time. But this intense interest leads him to see his business from the inside and to completely miss the outside point of view. He is like Yankee Doodle who, "could not see the town, it was so thick with houses."

SOLICIT VIEWS OF OUTSIDERS

The most important function of the advertising man in modern business is to supply this outside point of view—to see a business product or service as the customer sees it. It is the business of the advertising man to interpret the public to a business and to interpret a business to the public. A retail store, a bank, a laundry, a florist's shop—in fact, any enterprise that deals with the general public may have buried in it an interesting and appealing story that properly told would increase sales. Routine often keeps the very men responsible for its existence from appreciating its virtues.

It has been frequently observed that newspaper men and novelists who write most interestingly about the city are usually from the country. To their fresh point of view routine things become novel and vivid. Like the advertising man they have the outside point of view. (Bell Syndicate—WNU Service.)

Word 'Cigar' Derived From Spanish 'Garden'

How did the words cigar and cigarette get into the language? It seems to be another old Spanish custom. When tobacco was still a novelty the acme of hospitality was for a host to offer guests small rolls of home-grown tobacco for smoking, usually with the explanation "Es de mi cigarral" (it is from my garden). The word "cigarral" means an orchard or fruit garden. Strangers to the Spanish language came to regard the word "cigarral" as describing the gift rather than its place of origin. The word was soon shortened to "cigarro" and finally to the English "cigar." The word cigarette means, literally, a small cigar.

CLASSIFIED DEPARTMENT

POULTRY BIOLOGICS

BIO-CHEM FOWL POX VACCINE
Laryngotracheitis Vaccine—100¢. \$1.75—50¢. \$7.50
New Pox Vaccine—100¢. 75-cent—\$4.50
B. W. D. Stained Antigen—50¢. \$1.75
ASK YOUR DEALER TO WRITE US
BIO-CHEMICAL PRODUCTS CO., 15 So. Gay St., Baltimore, Md.

BABY CHICKS

ORDER YOUR CHICKS EARLY for January and February delivery and we will include 10 or more extra chicks per 100. Write at once for detailed information. MILFORD HATCHERY, Rockdale, Md., Pikesville P. O.

OPPORTUNITY

Men, Women; manufacture pat. health food. Approved U. S. Health—Good Housekeeping. Small investment. Big profit. Patent. MANNING LANGER, Dept. M, 761 Sixth Avenue, New York.

STAMPS

WE WILL BUY ALL UNUSED U. S. POSTAGE STAMPS, 1/2 cent, to 50c value including 6c Air Mail and 10c Special Delivery at 90c on the dollar. Any amount prompt remittance. MANNING LANGER, Dept. M, 761 Sixth Avenue, New York.

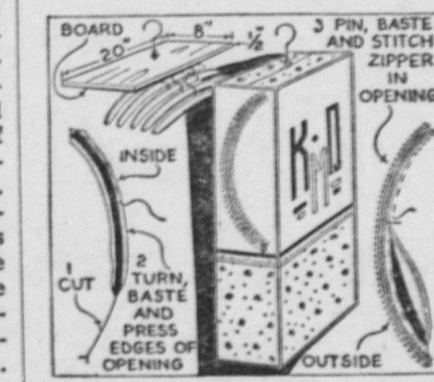
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748 N. Howard St., Baltimore, Md.

Garment Bags Made From Odds and Ends

By RUTH WYETH SPEARS

"DEAR MRS. SPEARS: I thought you might be interested in how I made garment bags for each member of my family, almost entirely from things I had on hand. The foundation part of each was made of 1/2-inch board; a screw-eye; a hook from a hanger; and five small screw hooks underneath. For the bag, I combined muslin four sacks with odds



and ends of figured cottons and trimmed the joinings with bias tape. I followed your directions in SEWING Book 2, for initials of bias tape to mark the bags."

At the upper left is sketched the foundation that this reader used. If a zipper is used for the opening, the 36-inch length is best. If you put it in a curved line, you will have a wider opening. Each step in applying the zipper in this way is shown here.

NOTE: The Sewing Basket in every thrifty household should contain a copy of Mrs. Spears' Sewing Book 2, in which she illustrates the five standard methods of repairing all kinds of fabrics. Thirty-two pages to delight every lover of fine handwork. To get your copy send 10 cents in coin to Mrs. Spears, Drawer 10, Bedford Hills, New York, to cover cost.

Beware Coughs from common colds That Hang On

Creomulsion relieves promptly because it goes right to the seat of the trouble to loosen germ laden phlegm, increase secretion and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. No matter how many medicines you have tried, tell your druggist to sell you a bottle of Creomulsion with the understanding that you are to like the way it quickly allays the cough or you are to have your money back. **CREOMULSION** for Coughs, Chest Colds, Bronchitis

Up Again! Our greatest glory consists not in never failing, but in rising every time we fall.—Goldsmith.



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