Walter Winchell

(WNU Service)

Newspaper Man Stuff:

Down at the White House one of the staffers showed the President a mid-west paper's editorial attack.

"I want to show you how low some people can get," said the White Houser.

"Oh," replied FDR brushing it aside, "those editorials aren't worth the paper they're written FOR."

H. R. Knickerbocker's bride returned by boat the other day from London . . . Two passengers were frightful bores, she was telling John Gunther, so she confided that before getting on the ship a fortune teller told her: "You'll never live to see your 30th birthday!"

"Ha!" said one of the bores. "That's a good one."

"What's good about it?" groaned Mrs. Knickerbocker. "My 30th birthday is two days hence!" . . . The trick worked, all right . . . The bores stayed away for two days, but so did everyone! Including all the submarines.

Several Broadway characters were being discussed when in walked a columnist.

"I wonder," someone wondered, "what his hobby is?"

"Collecting," retorted another, "dirty looks."

One of the New York gazettes sent a photographer down to Chinatown the other morning. The assignment: Get picture of a Chinese reading those Chinese bulletin-board newspapers about the Allied victories, etc. . . . The news photogger had no difficulty finding a willing Oriental—who refused, however, to pose full-face. "Take a picture from back, please," he said.

"Why?" asked the lens-lad. "Bashful?"

"Nup," was the reply. "But this isn't a Chinese newspaper. It's a sign saying 'Get Your Clothes at Barneys'!"

Kiplinger's "Washington Is Like That" is still among the best-sellers . . . Its most engrossing chapter, we think, concerns the FBI . . . The thoroughness of the bureau is almost incredible. In the Mattson kidnaping case, 24,000 possible suspects were examined! Of the 211 kidnaping cases which were handled before it ceased to be a criminal industry, only two remain to be solved and the G-men are still working on them . . . Only one perfect crime was ever reported to the FBI. Not much may be said of it, for the man and woman who did the killing are influential members of their community and would inevitably demand huge damages if their identity were hinted at . . . The bureau knows when the murder was committed and where and how. But the body was never found, and the evidence was not the kind that a court would listen to. But, even now the FBI agents have been "getting" up in the morning with them, and "putting" them to bed at night—for seven years!

It's always interesting to trace the origin of words. Maj. Paul Raborg reveals in "Mechanized Might" (Whittlesey) how the war tank got its name. The British built the first tanks during the last war in complete secrecy. Even the workmen who built them didn't know for what purpose they were being made. They were told the machines were to be used in Egypt for transporting large containers of water, and every record in connection with their manufacture was made under the heading "water-carrier." Eventually the men in the factories adopted the word "tank" for brevity. The name stuck and is now used by practically all countries.

F. Oechsner's arresting "This Is the Enemy" has this nifty . . . Goebbels' Romeoing is so brazen, Germans whisper that if he ever wanted to hide, he could never be found—if he slept in his own bed!

It's been Eddie Davis' (the cab driver-author) ambition to write a play for Bob Hope. He got that way one night 8 years ago when he shot gags at Hope while driving the comedian home in his cab. Hope, he says, gave the gags back to him with a push. Last year Davis collaborated with E. A. Ellington on a movie script designed for Hope. He sold it outright to Paramount. Paramount produced it with Hope, Crosby and Lamour; in fact, it's called "Road to Morocco." The title is Eddie's, too. But he had sold it outright, and the screen credits only Frank Butler and Don Hartman as authors. So until Hope reads it here, he won't know that "Road to Morocco" is Eddie Davis' way of "showing him!"

Notes of a New Yorker:

Washington's Louise Atwill, who is the ex-wife of Gen. MacArthur, was being driven home from a party the other night by a Senator . . . "Have you ever been sorry," he asked, "that you are no longer a great General's wife?"

"No, Senator," she said, "I haven't."

"But," he butted, "you'd now be making history!"

"Who made history with Napoleon," she reminded him, "Marie Louise or Josephine?"

Designers' Interest Focused On Varied Neckline Treatment

By CHERIE NICHOLAS

ONE year it's sleeves, another it is apt to be pockets; then again it's skirts or bodice silhouettes, or maybe it's new fangled trimmings toward which style creators focus their genius and imagination. This year it happens to be versatile and beguiling necklines which are making front page fashion news. So, if you would keep pace with the current mode, watch necklines!

Flattery's the word when it comes to the necklines that grace new winter fashions. What's more, you will find the new necklines so amazingly versatile you will be sure to find a type individualized to suit just you. They run the gamut from V-necks that go to a new low in cut and U-necks (deep and low round cuts being ultra smart) to high "necklace" necklines; from ruffle trimmed, low cut versions (ruffle trims are "the latest") to the graceful cowl drapes which have come back again after several seasons' absence.

It is also fascinating to note that yokes are adding to the neckline story this season. Decorative yokes of every description are in the winter fashion picture, but the yokes that are most exciting and lovely are the sheer and transparent types which at a distance give the impression that there really is no yoke at all but rather a more or less low cut neckline. The last word in after-five fashions is the short length black dance gown that has a deep yoke both back and front of filmy lace or chiffon starred with sparkling beads or sequins. In afternoon frocks fancifully designed yokes appear in pastel chiffons or contrast materials.

The fashions illustrated are presented with a view of calling attention to several new and fascinating trends in necklines. Note the glamorous dinner dress below to the left in the group. Here, polished to gleaming beauty, crinkly black taffeta falls in rustling, shining folds to the floor. The perfectly charming deep and wide-cut sweetheart neckline is encrusted with rich Venise lace, gently sprinkled with sparkling sequins. The tiny Venise tricone with its cunning black veil completes an entrancing picture. Designers are all enthusiasm over Venise lace, as may be readily seen in the lavish use they are making of it with stately velvet or crepe, taffeta or moire for evening gowns.

Note, above to the left, a striking black dinner gown. It is styled with a peplum of glittering sequins, which makes it outstanding. The fact that its plunging V-neckline is cut to a new low gives it definite style prestige.

Textured crepe of rayon yarn is used for the stunning street-length dinner gown shown below to the right in the group. This dress is typical of the new vogue for low-cut square necklines. Important, too, is the fact that this neckline is repeated in a back decolletage. A girdle of black velvet gives a smart and dressy accent.

That most attractive black crepe afternoon dress centered above in the picture is convincingly chic in that it demonstrates the new trend toward street-length black dresses that are enhanced with beguiling yokes. The yoke in this instance is of baby blue chiffon (it would be just as smart in flesh-colored pink). It has, as you will note, a festoon of bead work across the base of the yoke which makes it all the more prettily feminine.

To the right above a sheath of black velvet, molding the figure, has a yoke of pink marquisette which gives a nude effect. Pale pink satin outlines the deep decolletage and flares over the shoulder making a thoroughly lovely silhouette. A large rose of singular beauty adds drama. A tiny calot of black velvet with veil and pink feathers makes this a charming dinner costume.

Released by Western Newspaper Union.

'Teddy Bear'

Here's a sweater jacket that will serve you well during cold winter days. It is of the white fuzzy wuzzy teddy bear material that has made a big "hit" with the 'teen-age and college girl group. Bound to be a winner with every outdoor enthusiast, this desirable sweater jacket adds gay color intrigue to its usefulness with sleeves and waistband of glowing red knit. The target and arrow pin in patriotic red, white and blue is the latest in jewelry. Designers are turning more and more to fanciful costume jewelry for "light relief."

Black Blouse Proves to Be Time and Money Saver

An enthusiasm for all-black blouses is spreading throughout style centers. You can get these blouses in black as informal or as formal as you wish. A smart type for practical daytime wear is a button-back blouse in warm wool jersey. This type makes a grand foil for costume jewelry. Then there is the long-torso black satin blouse or the waist-depth blouse of black satin to wear with your suit.

To get much effect at little expense invest in a black street length crepe skirt and one in a formal floor length. With the former a sheer black lace sequined blouse makes a handsome afternoon costume. Wear the same blouse with your formal skirt.

It's Orders!

Many factories are banning the wearing of finery, specifically mentioning high heeled shoes, nail polish and jewelry. According to an official notice in a leading industrial plant, standard feminine wear will consist of a short sleeved blouse or jacket, dark slacks and low-heeled shoes.

Red Shoes

Smooth suede shoes in deep, rich red have gone on dress parade for winter. The shoes are often matched to the gloves.

GRASSROOTS

by WRIGHT A. PATTERSON

Released by Western Newspaper Union.

ADJOURN STRIFE FOR 'THE DURATION'

The President said recently that the American people are enthusiastically supporting the war effort and are willingly making whatever sacrifices may be needed to insure victory. That is true, with but few exceptions. Among those exceptions are some political leaders who attempt to create party advantage out of war conditions. They have not adjourned politics for the duration.

Another exception are the racketeering labor leaders who selfishly insist upon collecting tribute from workers in plants manufacturing guns, tanks, planes, ships and other war necessities, and who delay production by calling needless strikes and by refusing workers a chance to contribute to the war effort unless they pay for that privilege. Still another exception is the occasional selfish industrialist who attempts to take advantage of war conditions in making an undue profit, which, in the end, he must hide or the government takes it from him in excess profits taxes.

In numbers the exceptions represent a very small percentage of the American people. They are not good citizens, and are not entitled to consideration now or in the future.

Each and every one of the farms of America is a war plant, providing a war necessity. The men who operate these plants are willing, insofar as it is needed, to sacrifice their profits by accepting a fixed price; they are willing to, and do work long hours that there may be no shortage of food, but they ask that others do likewise. If they are to contribute their profits by accepting a ceiling price on their products, they ask that labor sacrifice its profits by accepting a ceiling on its product and by working the longer hours needed to keep pace with war demands. They do not approve of a ceiling on farm prices and a stabilizing of wages, upward, on labor, or a 60 to 80 hour week on the farm plant and a 40-hour week in the plane and ship and tank and gun plants.

The farmers do not see the distinction between a ceiling on the price of farm products and "stabilizing" wages in other war plants.

• • •

ADVERTISING HELPS WHOLE U. S. ECONOMY

Advertising creates a demand for commodities. It makes two sales where only one grew before. That extra sale decreases the percentage of cost of operation. It does not cost twice as much to make two sales as it does to make one. With two sales instead of one, the merchant can reduce his price to each customer without loss to himself. Advertising means lower prices on commodities.

It costs more to put crackers, or oatmeal, or coffee, or any other branded commodity into attractive individual containers than to put them into a barrel or a sack. But putting them into attractive packages attracts a greater number of customers, and the greater sales reduces the unit cost of production and cost of sale, so the consumer pays no more, and often less, for the attractively packaged merchandise than he paid for that out of a barrel or a sack.

Advertising makes possible the sale of branded commodities, and branded commodities mean increased quality. The producer of such commodities cannot afford to sacrifice a reputation that it has taken years, and a heavy expenditure to establish. Use of branded merchandise insures quality for the consumer.

The merchant who advertises can, and usually does, offer more for the dollar expended than the merchant who does not. Buying branded merchandise insures a uniform quality, usually at a lower cost, than that not sold under a brand name. Advertising is the consumer's best friend.

• • •

CANADIAN STUDENTS SAVE A CROP

In Canada the boys in the city high schools, and those of 14 years of age and over in the grammar schools, were drafted for work in the harvest fields of the West. That was Canada's method of meeting the farm labor problem at harvest time. Thousands of these boys were sent from eastern Canadian cities to the farms of the western provinces. They did a good job. They saved the Canadian beet and wheat crops. In years to come, they can, and will, feel an intense pride in having performed a part in the defeat of freedom's enemies. That experience gave those boys a sense of responsibility that American boys need.

• • •

Last December, just after the Japs struck at Pearl Harbor, leaders of the two national labor organizations, in a burst of patriotic fervor, assured the President that there would be no more strikes while the war lasted.

Since that time, in the war production plants in the city of Detroit alone, there have been upwards of 800 strikes. They have been called for every sort of trivial reason. They have reduced by a considerable percentage the production of war materials so desperately needed.

PATTERNS SEWING CIRCLE

Bedtime Pal

IT WILL be love at first sight when your child sees this darling doll . . . she's so pretty, so cuddly and so soft. Going to bed will be fun . . . when this doll goes along to be snuggled! Here's a grand gift for very young children.

• • •

Barbara Bell Pattern No. 1704-B gives complete directions for making this doll (with 15-inch body) applying the hair and making the frock. Body requires ⅝ yard sateen, dress ½ yard 35 or 39-inch material.

Send your order to:

SEWING CIRCLE PATTERN DEPT.
106 Seventh Ave. New York

Enclose 20 cents in coins for each pattern desired.

Pattern No. ..... Size.....

Name.....

Address.....

Household Hints

A pail of water in a freshly painted room will help remove the odor.

• • •

Sardines, mashed with a fork and with a little salad dressing and lemon juice mixed in, make a grand filling for toasted sandwiches.

• • •

To make dustless dustcloths pour one tablespoon of a good furniture polish into a glass fruit jar and shake jar until polish is well coated on sides of jar. Put into jar a yard of clean cheesecloth, cover jar and let cloth remain in it for two or three days. When cloth becomes soiled, wash out in soap and water, dry it and place in the jar for another few days.

• • •

Remember that it is the contact of heat with the dampened garment that removes wrinkles in ironing. Don't wear yourself out bearing down on the iron.

• • •

A receiving shelf in a niche at the top and bottom approach to a stairway for articles to be carried up or down will save steps and prevent accidents.

• • •

Save all meat skewers for spring house cleaning time. They are excellent for cleaning corners and grooves in woodwork.

• • •

Canned tomato juice can be used in place of water when making vegetable gelatin salad.

• • •

With an assortment of nuts, dried fruits, toothpicks, pipe cleaners, cloves, candies and a knife, and a little imagination, you can make many different party favors.

A FAMILY STANDBY
For Over 60 Years
Recommended by Many Doctors!
TRY SCOTT'S EMULSION
A Great Year-Round Tonic

Language of Field

Colleges and books only copy the language which the field and the workyard make.—Emerson.

TO RELIEVE MISERY OF COLDS quickly use 666
LIQUID TABLETS SALVE NOSE DROPS COUGH DROPS

As We Sing

Let me make the songs of a nation, and I care not who make its laws.—Andrew Fletcher.

To relieve distress of MONTHLY
Female Weakness
AND HELP BUILD UP RED BLOOD!
Lydia E. Pinkham's Compound TABLETS (with added iron) have helped *thousands* to relieve periodic pain, backache, headache with weak, nervous, cranky, blue feelings—due to functional monthly disturbances.
Taken regularly—Pinkham's Tablets help build up resistance against such annoying symptoms. Also, their iron makes them a fine hematic tonic to help build up red blood. Pinkham's Tablets are made *especially for women*. Follow label directions. *Worth trying!*

That Nagging Backache
May Warn of Disordered Kidney Action
Modern life with its hurry and worry, irregular habits, improper eating and drinking—its risk of exposure and infection—throws heavy strain on the work of the kidneys. They are apt to become over-taxed and fail to filter excess acid and other impurities from the life-giving blood.
You may suffer nagging backache, headache, dizziness, getting up nights, leg pains, swelling—feel constantly tired, nervous, all worn out. Other signs of kidney or bladder disorder are sometimes burning, scanty or too frequent urination.
Try *Doan's Pills*. *Doan's* help the kidneys to pass off harmful excess body waste. They have had more than half a century of public approval. Are recommended by grateful users everywhere. *Ask your neighbor!*
DOAN'S PILLS

A CYCLE OF HUMAN BETTERMENT
ADVERTISING gives you new ideas, and also makes them available to you at economical cost. As these new ideas become more accepted, prices go down. As prices go down, more persons enjoy new ideas. It is a cycle of human betterment, and it starts with the printed words of a newspaper advertisement.
JOIN THE CIRCLE READ THE ADS