Star Dust

★ *Movie Lure*
★ *March Comeback*
★ *Bing's Song*

By Virginia Vale

PERHAPS you, the public, hadn't realized it, but you have been staying away from the movies in such stupendous numbers that the motion picture industry is about to spend $1,000,000 to lure you back into the theaters again.

Producers, distributors and theater men will put up the money. And you will get $250,000 of it, my friends. There will be a contest. At present, although the rules have not yet been decided on, it seems likely that this contest will be in the form of a questionnaire based on pictures released between now and October 31.

Booklets containing rules will be issued only at theater box-offices. Each contestant will have to answer 30 questions about 30 different pictures in order to qualify.

Half of that $1,000,000 will be spent on advertising in newspapers and magazines.

—*—

Fredric March is going to try, try again—and if he fails this time, no doubt he'll keep on trying—to make a come-back on the stage. Last year he and his wife, Florence Eldridge, backed a play that was produced in New York, you'll recall,

FREDRIC MARCH

and it failed—not because of their performances, but just because it wasn't an awfully good play.

If they can find a play that they like, they'll do it again, come autumn. In the meantime, he's storing up more of what it takes to produce plays by working in Hal Roach's "There Goes My Heart," and in another picture when that one is finished.

—*—

It looks as if Myron Selznick had started something that may result in our having better pictures. He has formed a partnership with various prominent actors, writers and directors—as the best theatrical agent in Hollywood he knew all of them—to make pictures, with a share of the pictures' profits taking the place of salary. Ernst Lubitsch Productions, Inc., is the first of these producing units.

Under this arrangement, a picture will have to be good—or else!

—*—

The Stroud twins traveled a long and winding road, so far as their career was concerned, before they reached those Sunday evening broadcasts where they share honors with Charlie McCarthy. They began as acrobats with a circus; ran away from home to do it. Then they went into vaudeville, and switched to dancing. They toured this country, then Australia, New Zealand and the South Seas before returning to Broadway, and switched their act again, this time to the sort of thing you hear them doing on the air.

—*—

Here's something new under the sun. Practically all of the big publishers of popular music want a certain song, and can't have it. The song is "Hail KMH," the theme-song introduction to those dialogues between Bing Crosby and Ken Carpenter. It was written especially for the broadcasts, and that's that, even if it has become such a hit that the song publishers are itching to get it into general circulation.

Bing Crosby

—*—

ODDS AND ENDS—Their friends are still hoping that Joan Crawford and Franchot Tone may patch up their marriage; at present, though not likely, it seems possible . . . At least, Joan says she doesn't plan a divorce, ever . . . Ben Bernie and Kay Kyser have been invited to lecture before the New York University Radio Workshop . . . Walt Disney has bought 55 acres of land near Hollywood and will build a $1,000,000 studio there—thanks to Mickey Mouse, Snow White and others . . . Al Jolson and Edward G. Robinson will be back on the air September 20—meanwhile Al is indulging his passion for seeing fast horses run fast . . . Eddie Cantor's next picture will be "Mr. Average Man."

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As to Knitting a Chic Fall Sweater

By CHERIE NICHOLAS

IT'S time to knit! Or do you happen to be a crocheter instead of a knitter? Either way you do it, it's time to make one of the perfectly charming sweaters here pictured.

We'll wager that at sight of these ultra chic and fascinating sweater fashions your fingers will begin to tingle, your heart action quicken as a sudden urge sweeps o'er you to clickety click those knitting needles of yours faster than they ever clicked before. Or if, perchance, it's a crochet needle you wield, we've an idea it's going to go at rapid pace to complete a "darling" sweater like the crocheted model shown above to the right in the illustration, for of course you will be wanting to have it ready to wear with the new fall suit. The other two sweaters in the picture are knitted.

We agree with you, this trio of hand-made sweaters certainly have a chic and charm about them that is far beyond the ordinary. Not that there is anything complicated about the knitting and crocheting of 'em, for each of the models is really very simple to make.

"Sweaters this year," comes word from Paris, "will be new because of their departure from the conventional." Short, just over the hipbone is the foreword that reaches us in regard to the new fall sweaters. Many are slide fastened for mostly everything is being zippered among the new fashions that can be zipped. The majority of new sweaters have low necks.

The band-and-bow trim that gives such dainty feminine detail to the sweater pictured above to the right in the group is definitely new. It affords a grand opportunity to carry out a two-color scheme which is something to take note of, considering that bicolor treatments are highly important in the current stylizing program. The three bands of contrasting color are fastened with bows made of tufts of fringe formed of the identical mercerized crochet cotton used to make the sweater. You'll love this band-and-bow trimming the more you wear your sweater.

The jacket-like sweater blouse above to the left has that air of sophisticated simplicity about it that every woman versed in the art of smart costuming covets. It is knit of knit-cro-sheen in an open-work stitch interspersed with solid blocks that gives a sort of plaided effect. This sweater is the type that looks just as well when you remove your jacket as it does with the jacket on. Make it up in one of the lovely new muted colors and you will find it an indispensable and flattering accessory. The square neck line is a high-style feature. So also are the crochet buttons up the front. Most fashion reports have much to say in regard to the flair for buttons running to larger rather than small this season.

With word emanating from Paris that "it's a year for sweaters in versatile styles," cardigans get headline attention. Variety in cardigan styles is the new mandate, but it must be "variety without fussiness." A cardigan type that embodies all of Paris sweater dictates is the short-sleeved one shown below. It is knit and crocheted of lustrous mercerized cotton. Work it up in a contrast of your two favorite colors.

© Western Newspaper Union.

SUMMER ERMINE

By CHERIE NICHOLAS

In the way of a summer evening wrap the short fur, feather or marabou bolero ranks at the top of the list, making an agreeable change from the fashionable cape. The one pictured is in natural beige summer ermine, worn over a white crepe frock with accordion pleated skirt. The smart young women who go to parties and such adore these boleros. The bolero in brown fur (very important for fall) is forecast as a smart daytime item.

Brushed-Up Coiffures Now Go With Doll-Sized Hats

It seems as if the idea of brushed-up hair is gaining, whether we like it or not. At any rate buyers returning from midsummer trips report that they will show the new tiny doll-sized hats launched by Schiaparelli worn atop higher hairdress that brings curls up off the ears. It remains to be seen how well the fashion will "take." You never can tell, fickle fashion, fickle public are apt to go to any extreme.

PART FABRIC, PART KNIT NEW FORMULA

By CHERIE NICHOLAS

College girl, here's your cue to smartness in dress this fall. Which is to the effect that the sweater and the cloth skirt in accurate color match is a fashion "must" this coming season. So there's lots of fun ahead matching a sweater knit of shetland, cashmere or angora wool to the skirt of patterned tweed, or if you prefer, a monotone wool of plain or novelty weave. Your choice runs from rich dark autumn tones to the now-so-fashionable pastel colors.

Then there are those amazing three-piece ensembles that employ the identical yarn employed in knitting the sweater, as is used for weaving the cloth for jacket and skirt. There's no-end chic in the costumes of cloth that have short fur jackets with sleeves and borderings, knit of yarn in colors that tune to the scheme of things.

Cerise Added to Popular Pinks by Paris Stylist

Cerise is a new step on the ladder of pinks. A pleasant variation of the more purplish fuchsia shade, the cerise is used by Lelong for a flowing sash tying around a deep blue evening gown with a halter neck.

And the same vivid shade is the background for a dainty white-dotted Swiss, which forms the bodice for a bouffant white tulle skirt. The bodice is draped up and over the right shoulder but comes under the left arm, thus leaving the left shoulder strapless, while the right is well covered.

Adding Bright Touch

Flowers on the bodice of an evening frock matched by flowers in the hair supply all the decoration that one could want for festive occasions.

Moldy Colors

Moldy colors are being proudly displayed at the moment as being high style.

BOOKS IN BRIEF

No One Knows Fate of This Brave Lover

By ELIZABETH C. JAMES

"THE LADY OR THE TIGER," by Frank R. Stockton, is a story of olden days, when a semi-barbaric king in a far land held absolute power over his subjects. This monarch had devised a system of justice that pleased him mightily. Instead of all the bother of trials that the modern world struggles under, he had an arena where all trials took place.

The defendant was put into the arena facing two doors. At a signal he opened one of the doors. Each door led into a chamber, heavily padded with skins and furs so that no sound issued forth. Behind one door was a ferocious tiger; behind the other was a beautiful maiden. If the defendant opened the door with the tiger, justice declared him guilty and his punishment was instant. There was no delaying of justice. If he opened the door with the lady, he was innocent and his reward was immediate. He was married to the fair lady instantly, for the king had a minister and chorus all ready for the wedding ceremony. If the defendant already had a wife and family, that made no difference in the proceedings, for the king was too fond of this method of justice to change it for individual cases.

Elizabeth James

AN EDITOR-AUTHOR

Frank R. Stockton was attracted by stories of adventure. Pirates appeared in some of his longer stories, and the action of "The Lady or the Tiger" speaks for itself.

He was born in Philadelphia in 1834. His writing career included work as editor and original writer. As assistant editor he worked on the staffs of St. Nicholas Magazine, the Century, and Hearth and Home. His own writings were designed to amuse the public, not to espouse any cause; nor was he influenced by sectional traits in style. He died in 1902.

Stockton was famous in his day as a humorist, this spirit first being evidenced in "The Ting-a-Ling Stories" which showed his nimble, elf-like fancies. Never did he exceed the natural humor of "Rudder Range," a collection of short sketches on rural life first published in Scribner's Monthly. He was a keen observer of the feminine temperament, deriving humor from this source.

Of course, the populace loved this method of trial. They always went to court in the utmost excitement, because they never knew whether they were to witness fierce death or overwhelming happiness.

Lover Brought to "Trial."

Now this king had a daughter who was the apple of her father's eye. But the princess had an eye for the youths of the court. One of them was especially handsome, and the princess and this commoner had a love affair. All went along well until the king heard of it. Then the youth was brought to trial, to determine whether he was guilty or not in daring to love a princess of royal blood.

The day came. The tiers of seats were filled to the top row of the arena. The whole city knew of the royal love affair and every one had come to see the trial.

Presently the door opened into the arena and the youth walked into the vast circle. All the spectators sighed, for he was indeed a handsome young man and worthy of a princess' affection. He looked quickly toward the royal box, caught the eye of the princess and knew in the flash of an eye that she knew which door led to the tiger and which to the lady. He waited for some sign.

With an impatient gesture, imperceptible except to the eyes of her lover, the princess brushed her right hand toward the right.

What Happened?

With no faltering, the youth walked toward the right door and opened it. The decision of the princess was given to her lover swiftly and with no indecision.

But it had not been reached so easily. Night after night she had awakened hearing the sounds of his shrieks when the tiger hurled himself through the air upon his victim. But night after night she had been agonized with jealousy and despair when she thought of her lover wed to another woman. Anger and rage would descend to tear her very soul.

So the princess had endured great agony of mind to reach her decision.

Frank Stockton, author of this story, finishes his narrative thus: "The question of her decision is one not to be lightly considered, and it is not for me to presume to set up myself as the one person able to answer it. So I leave it with all of you: Which came out of the opened door—the lady or the tiger?"

And he leaves the reader in this suspended excitement!

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FARM TOPICS

GIVE FLOCKS BEST HOT WEATHER CARE

Ample Range, Shade, Green Feed Are Important.

By C. F. Parrish, Extension Poultryman, North Carolina State College. WNU Service.

Poultry authorities agree that adequate range, shade, and green feed are three essentials for well-managed flocks during the hot summer months.

When growers are ready to market their birds, those who have been careful to observe these essentials will find they have been well paid for their efforts.

Where home-mixed rations for pullets are used, the following growing mash is recommended: 35 pounds No. 2 yellow corn meal, 20 pounds standard wheat middlings, 20 pounds No. 2 heavy oats finely pulverized, 12 pounds standard wheat bran, 4 pounds fish meal (55 per cent protein), 2 pounds meat meal (55 per cent protein), 2 pounds dried skim milk, 2 pounds ground limestone or oyster shell, 2 pounds bone meal, and one pound iodized table salt.

Farmers having an adequate supply of milk may omit the dried milk recommended in the above ration. Because it is a valuable food, milk should be given to poultry in some form.

However, when fed as a liquid, it should be placed in clean, easily accessible containers. Surplus milk should not be allowed to remain in the containers since it attracts flies.

Plenty of water should be available at all times. If possible, it should be kept in a shady place.

Along with the mash, birds should have all the grain they will eat each morning.

'Blind Staggers' Among Summer Horse Ailments

Hot weather is the time when the horse disease encephalomyelitis, sometimes called "blind staggers," "brain fever," or "sleeping sickness" is most likely to appear, says Dr. R. A. Craig, head of Purdue's veterinary department. The disease affects the nervous system of horses and mules. In recent years, especially during the summer months, it has caused serious losses in the West, Middle West, and several states along the Atlantic coast, but may strike anywhere.

It is an infectious disease and the symptoms generally occur in three phases. The first stage may escape notice as it usually is only a mild indisposition commonly accompanied with a rise in temperature. The second stage is characterized by distinct nervous symptoms which may or may not be accompanied with fever. In the last stage the horse may go down and be unable to rise, sometimes thrashing violently with the legs and head. Death usually follows when these symptoms develop.

Encephalomyelitis may be easily confused with other diseases, Doctor Craig points out. The symptoms are similar to other ailments of the central nervous system, and a veterinarian should be called at the first indication of sickness. Although the chances for cure are greatest in the early stages of the disease, there is no remedy effective in all cases.

About Raising Turkeys

Turkey-raising is not difficult when properly handled, but there are some principles which should be observed. Turkeys should be allowed to remain in the open as much as possible, and never hatched by hens, says the Montreal Herald. Breeding stock and young stock should be kept away from barnyard hens, so as to keep them free from disease. If there is any disease in breeding turkeys hatch the eggs in an incubator, and rear the poults in brooders.

Feeding the Pigs

If you feed your pigs too many peanuts or soybeans, you haul soft pork to market and are penalized two cents a pound, says the Country Home Magazine. Packers know there is not much bacon left after soft pork is fried. But a peanut-fed hog can be finished off with corn. The soybean-fed hog can be saved from disgrace if the oil is first extracted from the beans. The beans should be fed as meal along with a regular balanced ration. Then there is less loss between the packing house and the dinner table, and less fat in the skillet.

Storing Eggs

Chopping dollars off the yearly food bill isn't so very hard, if you know the short-cuts, says the New York State College of Home Economics. For instance, a large part of the money spent yearly for eggs can be saved, if quantities of eggs are bought when prices are lower, and stored in waterglass for later use. Absolutely fresh eggs stored this way keep their flavor, whip well, and can be satisfactorily cooked in almost every way.

Smart Dresses for Now and Later On

HERE are two perfectly charming fashions that will fill a definite place in your life if you make them up immediately in pretty cotton or cool silk. And they are so perfectly in key with future fashions that you should by all means repeat them later in fall and winter materials. You'll be surprised, when you study the detailed sew chart included in each pattern, how quickly and easily you can finish them.

Tailored Dress of Pique.

If your daytime wardrobe needs replenishing for the remaining weeks of summer, make this nice tailored dress of pique or gingham, and see how refreshed and comfortable you'll feel. Later on, wear it for fall in challis, jersey, or flat crepe. The short sleeves, easy waistline and action pleats in the skirt make this dress very easy to work in—and the deeply notched collar and patch pockets give it finish enough so that it is appropriate for street wear, too.

Tiny-Waisted Afternoon Dress.

Here's the type of dress that all important fashion sources show for fall! The shaped, rather high square neckline, the short sleeves, puffed at the top, the gathers that give you flattering bust fullness and the very, very small waist—these are all new notes. Just five steps, too, in the sew chart. For immediate wear, make it up in dotted Swiss or voile.

No. 1462 is designed for sizes 34, 36, 38, 40, 42, 44 and 46. Size 36 requires 4¼ yards of 39-inch material.

No. 1561 is designed for sizes 12, 14, 16, 18 and 20. Size 14 requires 4½ yards of 39-inch material; 1⅝ yards ribbon for belt.

Send your order to The Sewing Circle Pattern Dept., 149 New Montgomery Ave., San Francisco, Calif. Patterns 15 cents (in coins) each.

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