WHO'S NEWS THIS WEEK

By LEMUEL F. PARTON

NEW YORK.—At the old beanery for the hired help in the New York World building, a few years ago, there was quite a stir and stew of ambition. Swapping dreams, one Maxwell Anderson was going to write a play; Louis Weitzenkorn had the same idea; big, jovial Phil Stong had written 16 novels, to the quite considerable indifference of all publishers, but Mr. Stong said all this was just a little practice workout and he promised to deliver later on. Swarthy, saturnine James Cain thought he might have the making of a book or two in his system, but said little about it. Young, whippy Dudley Nichols, a demon reporter, trained as an engineer, had a writing career neatly blue-printed. Paul Sifton, burned up by social injustice, was going to write a few plays and tear the lid off things in general. Ben Burman, whom Phil Stong could carry around in his pocket, was going to be a bell-ringing novelist.

Dream Book Came Through As Advertised

A kindly Destiny presided over the old beanery. The above playwrights, novelists and Hollywood big shots probably could have bought the then sinking world with their collective resources of today—although Mr. Sifton, after pulling two or three lurid Broadway plays, now is sunk voluntarily in the somewhat undramatic federal wage board, as its assistant director.

The spot news of this chronicle is that Mr. Burman has been honored with the Southern Authors award for his recently published novel, "Blow for a Landing." This is the highest literary award in the gift of the South, in which non-fiction also was judged. His previous books include "Steamboat Round the Bend," which became Will Rogers' last screen play, and several other Mississippi yarns. He has more or less of a personal copyright on river tales.

Mr. Burman once told me how his dream was almost sidetracked. He quit the World, to become an author—with no luck, and, at long last, only a dime. The fragrance of freshly baked buns in a shop window dethroned his reason and he shot the dime for four buns. Back in his garret he found a letter from a magazine, saying they liked his "Minstrels of the Mist," which they had had for months, and which he had given up as lost. Would he come up and consult them on a minor change? He would, but lacked carfare.

He had seen a pretty girl in a nearby studio. He didn't know her, but he told her his troubles. She was similarly situated, but staked him to three two-cent stamps. He raised a nickel on them at a stationery store, saw the editor and got not only a check, but a big hand on his story.

And, naturally, he returned and married the pretty girl, who thereafter illustrated his books as they traversed, not only his pet river, but Damascus, the Sahara desert, Bagdad and other such mother-lodes of literary raw material.

LOUIS SHATTUCK CATES, silver-gray and semi-corpulent, heavy-spoken and decisive, is a Bourbon whose Wall Street office looks out over the House of Morgan and the New York Stock exchange, and yet thousands of small mining men up and down the Rocky mountains today are sending him congratulations.

Miners Salute Topnotcher in Copper World

The American Institute of Mining and Metallurgical Engineers awards him the William Lawrence Saunders gold medal for "signal accomplishment" in mining and metallurgical enterprises. This honor goes to Mr. Cates as a depression-made leader in the copper industry. His methods have facilitated copper recovery from low-grade ore. However, much of the cheering comes from the small mining men of the West for his successful efforts for a four-cents-a-pound import tax on foreign copper.

He is a miner's miner and no swivel-chair industrial captain—this 57-year-old president of a $350,000,000 corporation. For every mile of bridle path which he may ride in suburban Connecticut today, he has spent long hours in the saddle years ago, directing mining operations in Utah and Arizona. He is M. I. T., 1902, a native of Boston. His dossier clicks off "timekeeper, shift boss, foreman, superintendent, general manager, vice president and president of the Phelps Dodge Corp."—and now a medal.

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Beauty Aids Not Intended For Children

By PATRICIA LINDSAY

MANY mothers write asking such questions as these:

"Do you believe in permanent waves for young children?"

"My child has a very pale face. When she goes to parties should I rouge her cheeks?"

"My young daughter likes colored nail polish. She is only nine. Should I let her wear it?"

And once in a while I get a question which makes me gasp—"I want my child, who is now five years old, to have a perfect complexion when she grows up. Should I give her a facial once a week at a beauty parlor?"

Of course, my answer to all of those questions is "No—Definitely no!"

A child should be allowed to grow into an adult, unhampered. Her tender hair can be ruined with intense heat and harmful lotions; her skin can be marred for life by creams which were made for aging beauty, not virgin beauty; and how horrible to look at a young child with lacquered nails or rouged cheeks!

If you wish your child to grow into a beauty be watchful over the fundamentals of a healthy body and mind. See that she is fed the foods that will nourish her. Foods that will strengthen her tiny bones and teeth. Foods that will keep her skin fresh as a dew-kissed petal.

Brush the darling's hair regularly, away from the scalp with a brush that is kept sterilized and used for her very own. Keep her scalp clean, free from rashes and dandruff. Try to discover a natural wave in her hair, and press it between your fingers while it is damp to encourage its curl.

Self Neglect Never Justified

What mother failed to do was this. She neglected herself in order to shower daughter with much—much she didn't need. When daughter was at the going-out age, she saw other mothers who were attractive, who could speak on current topics and books, who were more or less companionable to their own daughters. By comparison her mother fell short. Didn't she? Yes, the doting mother failed to keep modern. Her offspring outshines her.

What these disappointed mothers should do, now that their daughters have grown, is to spend much more time thinking about themselves! Buy some new clothes, get a new hair-do and a few beauty treatments—if the budget will stand for them by crossing out daughter's ordinary provisions! Those will restore self-respect.

To restore self-assurance get active in something, preferably local, which will bring you out of the home into social activity. Read books, magazines, go to movies. Develop a personality—because you have drowned yours in your daughter's. Don't blame her. She is young and youth is ruthless! Win your own self esteem back and it will not be long before people will be saying, "Alice should be attractive and talented, just look at her mother!"

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HINT-OF-THE-DAY

Be Kind to Tender Skins

Plain soap and water is the most reliable of all skin cleansers, but there are some skins that do not react satisfactorily to this method of cleaning.

Some women find that when they use soap and water on the face there is a tendency to dryness and itching. Sometimes a slight rash will appear for a day or so.

Women whose skins react in this manner should avoid standing under the shower, and even for the tub bath it is advisable to cover the face and neck with a cream or vaseline. A generous coat of vaseline will repel all steam and water. When soap and water are used, it should be at a time when there is no irritation. The water should be tepid, never hot.

Use a wash cloth or complexion brush to wash well around the nose and mouth, as well as the face and neck. After a few moments remove the soap with cool water rinsing, cover the face and neck with a towel and pat dry.

Then apply a good smooth cleansing cream—one with a good oil base, and never the vanishing cream, which often has an alkali or soap base. After removing the cleansing cream, use a good tissue cream.

Eighteenth Century Ice Cream

The famous Josiah Wedgwood, English ceramic maker of the Eighteenth century, listed "ice cream cups" again and again on his price cards, showing that even in that day this dessert was known. In fact, a recipe for making it was dated 1669. Fruits, sugar, and cream combined were placed in an earthen pot, packed with ice and "much salt," and frozen, much as we freeze ice cream. Washington, Jefferson, and Madison are known to have served it at social functions in this country by the end of the Eighteenth century.

Star Dust

★ *Lone Girl—No Complaint*
★ *Bob Takes It on the Chin*
★ *Picturing the Ancients*

By Virginia Vale

"GUNGA DIN" is one of those pictures that you simply mustn't miss. It's spectacular, thrilling, beautifully done. Maybe it isn't really a woman's picture; Joan Fontaine is the only girl in the cast, and she hasn't a really important role. But—with Douglas Fairbanks Jr., Cary Grant and Victor McLaglen in the line-up, where is the woman who is going to complain because she doesn't see lots of lovely girls in stunning clothes, or be entertained by a thrilling love story?

Sam Jaffee, whom you should remember from "Lost Horizon," has the title role, and gives one of the best performances ever seen on a motion picture screen.

JOAN FONTAINE

Remember—you'll regret it if you don't see "Gunga Din"!

Metro is going to make a he-man out of Robert Taylor if it kills him. He takes a lot of punishment at the hands of Wallace Beery in "Stand Up and Fight" and does it so well that even the men picture-goers who have complained in the past that he was "just a pretty boy" ought to be satisfied.

Another of those elaborate historical background is being constructed in Hollywood. This time it is for "The Man in the Iron Mask," and John DuCasse Schulze, art director for Edward Small Productions, is drawing the plans.

He has put in months of research, until he feels more at home in the period of which Alexander Dumas wrote than in the present. There will be accurate reproductions of the Palaces of St. Germain-en-Laye and Versailles, of the Bastille, the streets of historic Paris and several villages.

Louis Hayward will have dual roles—those of King Louis XIV and his twin brother. Warren William will play "D'Artagnan," Joseph Schildkraut will be "Colbert" (not related to Claudette of modern times). James Whale will direct, and, if you don't mind a pun, it will be a whale of a picture.

Deanna Durbin is at last considered old enough to appear in her first romantic picture. It will be "First Love," and Charles Boyer will be her co-star. At present she is finishing "Three Smart Girls Grow Up."

Fred Allen has committed himself to appearing on "Town Hall Tonight" until June, 1941, with his usual three-months vacations. He signed the new contract on Portland Hoffa's (Mrs. Allen's) birthday. His radio career began in October, 1932, and he began with his present sponsors in 1934.

Geraldine Farrar, driving into New York from her country home, turned on her radio one day and heard a tenor voice that she liked. She urged influential friends in radio to look him up—and Felix Knight was discovered.

Felix turned on his radio recently, and heard a tenor voice that he liked. He found that it belonged to Vaughn Comfort, who had been engaged for one performance on "For Men Only," and was singing at a New York night club. Felix looked him up, found that he wanted to have a career in radio, and is now doing all he can to help him. Unusual, to say the least—one tenor helping another!

ODDS AND ENDS—David Selznick has announced that he will produce "Swanee River," based on the life of Stephen Foster, who composed so many of America's favorite songs . . . RKO has signed Joe Penner on a new contract . . . Sonja Henie, Don Ameche and Rudy Vallee will make "When Winter Comes" for 20th Century-Fox . . . Metro will make two successive feature pictures based on the life of Thomas Edison . . . "The Old Maid" is to reach the screen at last, with Bette Davis and Miriam Hopkins in the leading roles . . . Ginger Rogers will go dramatic again in "Little Mother."

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Patterns — Sewing Circle

HERE'S a very new and practical kind of every day dress for you, and an adorable party frock for little girls.

Little Girl's Party Frock.

You can make your small daughter so happy (and do it so easily) by making her this basque frock with the rippling skirt and contrasting bands. Bright little appliques bloom all round the hem of the very full skirt—hearts or tulips, whichever you prefer. Taffeta, silk crepe, organdy or batiste are pretty materials for this.

Button-Front Day Dress.

This is a new type of dress that you'll feel particularly well in, and wear endlessly for shopping and runabout. It's very nice to your figure, because it has tucks on the shoulders and just above the waist, to fill out the bustline. The skirt is slim over the hips and slightly flaring. The sleeves are smartly upped at the shoulders. It's a style you'll want right now, in thin wool, a pretty print, or flat crepe—and later on, for summer, in such cottons as gingham or linen.

No. 1683 is designed for sizes 6, 8, 10, 12 and 14 years. Size 8 requires 2½ yards of 39 inch material, with 1¼ yards contrasting for applique and bands.

No. 1670 is designed for sizes 34, 36, 38, 40, 42, 44 and 46. Size 36 requires 4 yards of 39 inch material with short sleeves; 4¾ yards with long sleeves.

Send your order to The Sewing Circle Pattern Dept., 247 W. Forty-third street, New York, N. Y. Price of patterns, 15 cents (in coins) each.

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Into the Night

The party was dreadfully dull, and the guests were sitting round, looking and feeling very bored. The hostess, in an attempt to infuse a little pep into the proceedings, said, brightly: "Well, what shall we do next? Does anyone know a really good game we can play?"

"Well," a normally gay young man suggested, "I know a decent guessing game. How do we play? Well, first of all I go out—and everyone spends the rest of the evening trying to guess where I've gone!"

LOST YOUR PEP?

Here is Amazing Relief for Conditions Due to Sluggish Bowels

Nature's Remedy NR-TABLETS-NR

If you think all laxatives act alike, just try this all vegetable laxative. So mild, thorough, refreshing, invigorating. Dependable relief from sick headaches, bilious spells, tired feeling when associated with constipation.

Without Risk get a 25c box of NR from your druggist. Make the test—then if not delighted, return the box to us. We will refund the purchase price. That's fair. Get NR Tablets today.

NR TO-NIGHT TOMORROW ALRIGHT

ALWAYS CARRY TUMS — EAT LIKE CANDY — TUMS — STOMACH DISTRESS

QUICK RELIEF FOR ACID INDIGESTION

Friendship Regal

Friendship should be surrounded with ceremonies and respect, and not crushed into corners. Friendship requires more time than poor, busy men can usually command.—Emerson.

First Aid

To Cold Sufferers

These Pictures Tell You What to Do for Amazingly Fast Relief

Just Be Sure You Get Genuine BAYER Aspirin. You Will Feel Better in a Hurry

The simple way pictured above often brings amazingly fast relief from discomfort and sore throat accompanying colds.

Try it. Then — *see your doctor.* He probably will tell you to continue with the Bayer Aspirin because it acts so fast to relieve discomforts of a cold. And to reduce fever.

This simple way, backed by scientific authority, has largely supplanted the use of strong medicines in easing cold symptoms. Perhaps the easiest, most effective way yet discovered. But make sure you get genuine BAYER Aspirin.

15c FOR 12 TABLETS
2 FULL DOZEN 25c

IT'S HERE! The NEW Firestone CHAMPION TIRE

with the NEW Safety-Lock Cord Body and NEW Gear-Grip Tread

FIRESTONE triumphs again! This time with the new Firestone Champion, the tire that sets the safety standards for 1939. This new tire provides a combination of safety features never before built into a tire. It is a completely new achievement in *safety* engineering.

From the experience gained on the speedways of the world and in the Firestone laboratories, Firestone engineers have developed a revolutionary new type of cord body called *Safety-Lock*, which provides amazingly greater strength. This outstanding achievement makes possible the use of a thicker, tougher, deeper tread which assures much greater non-skid mileage. Because of this new Safety-Lock Cord body and Gear-Grip tread, the modern streamlined Firestone Champion Tire establishes completely new standards of blowout protection, non-skid safety, silent operation and long mileage.

The Firestone Champion Tire embodies the famous Firestone Triple-Safe construction — you get the exclusive and patented Firestone construction features of Gum-Dipping, two extra layers of *Safety-Lock* cords under the tread and Gear-Grip tread design. Never in all the history of tire building has there been such a triple-safe combination to protect you against the dangers of blowouts, punctures and skidding.

Call on your nearby Firestone Dealer or Firestone Auto Supply and Service Store and equip your car with a set of new Firestone Champion Tires—*the only tires made which are safety proved on the speedway for your protection on the highway.*

Firestone CHAMPION		Firestone HIGH SPEED		Firestone CONVOY	
5.25-17. $13.95	6.00-18. $16.50	5.25-17. $11.10	6.00-18. $14.85	4.50-21. $8.10	5.50-16. $10.45
5.50-16. 13.90	6.25-16. 17.55	5.50-16. 12.50	6.25-16. 15.80	4.75-19. 8.35	5.50-17. 10.50
5.50-17. 13.95	6.50-16. 19.35	5.50-17. 12.55	6.50-16. 17.40	5.00-19. 9.00	6.00-16. 11.80
6.00-16. 15.70	7.00-15. 20.40	6.00-16. 14.15	7.00-15. 18.20	5.25-17. 9.25	6.25-16. 13.15
6.00-17. 16.15	7.00-16. 21.00	6.00-17. 14.55	7.00-16. 18.90	5.25-18. 9.65	6.50-16. 14.50

TRUCK TIRES AND OTHER PASSENGER CAR SIZES PRICED PROPORTIONATELY LOW

Listen to The Voice of Firestone with Richard Crooks, Margaret Speaks and Alfred Wallenstein, Monday evenings over Nationwide N. B. C. Red Network.

Listen to The Firestone Voice of the Farm—Everett Mitchell interviews a Champion Farmer each week during noon hour. See local paper for station and time.