WHO'S NEWS THIS WEEK

By LEMUEL F. PARTON

NEW YORK.—When James D. Ross was appointed by the President as chief of Bonneville, the biggest dam in the world, in October, 1937, it was believed in some quarters that his selection would sharpen the disagreement between the administration and the power companies. Today it appears that Mr. Ross has allayed, rather than provoked hostilities. The utilities rate him as "reasonable." Bonneville has been the bete noir of western power development. This writer hears there is now a better chance for two-way appeasement than at any time in the past.

Bonneville Chief Soothes Hostile Power People

Mr. Ross, for 20 years head of the municipal power development of Seattle, has human traits which perhaps account for his expedient rather than doctrinal trend. No mere doctrinaire would amuse himself by keeping a copper ball in the air with no visible means of support—just because he loves kilowatts and likes to see them work.

He was a consulting engineer for the New York power authority and the St. Lawrence seaway, a consultant for PWA power development and later a member of the SEC before the President made him the Bonneville boss. As a boy, he rode his bike from Chatham, Ont., to New York city, to learn pharmacy. He got a job as an apprentice chemist, but pestling seemed piffling, so he hit the long grind back to Chatham—but he kept on pedaling. He headed up through Edmonton to the Alaska gold-fields, and, when dry land failed him, he made his own boat and pushed on. In Seattle, years later, he helped design the first municipal power plant.

YOUNG America is naturally envious of Capt. Harold E. Gray, who will be at the controls when the Yankee Clipper, huge Pan-American Airways flying boat, takes off for its flight across the Atlantic. It is now trying a few preliminary crow-hops around New York harbor.

Gray Skipped No Step to Fly Air Leviathan

Captain Gray, it seems, had a system, in qualifying for this stellar role in aviation. First he became a licensed airplane mechanic; then he qualified as an aeronautical engineer, a master mariner and a radio technician; after all, he took diplomas in metereology, seamanship, international law, admiralty law and business administration.

That seems to be about par for the lad who would be a skipper on one of these new leviathans of the air. All this, and many years of hazardous flying over the mountain wilderness of Mexico and Central America bring Captain Gray to the ripe old age of 33. He left college in his second year at the University of Iowa and was aloft for the first time at the age of 19. His home town is Guttenberg, Iowa.

WARREN LEE PIERSON, head of the Export-Import bank, appears to rate an assist in the Nazi put-out in Brazil. The big credit deal, to clear the trade ways between the two countries, is widely accepted as a goose-egg for the Reich.

Pierson Assists In Nazi Put-Out In Brazil Game

The young and energetic Mr. Pierson, who became head of the bank in 1936, toured the Latin-American countries last summer and fall and returned with a lot of sizzling new ideas about hopping up South American trade, and resisting the totalitarian drive, by deploying credit judiciously where it is needed most to grease the trade run-around.

When it came to Brazil, he got eager attention from both the state department and the administration, as Brazil is an important consideration of naval geography as well as trade. Shouldering far out into the Atlantic, with the new fascist threat to the Canary Islands, it would, if hostile, pinch us in a narrowing seaway, with Argentina, on the whole not so clubby with the U. S. A., away down under. For both strategic and commercial reasons, Brazil is our entrepot to South America, if we keep on being neighborly.

In Harvard law school Mr. Pierson was obsessed with foreign trade and directed his studies to practice in this field. Practicing law in Los Angeles, his opportunity came in 1934, when he was appointed general counsel for the Export-Import bank. In 1936, there was, for him, a timely New Deal row, which resulted in the resignation of George N. Peek as head of the bank and the upping of Mr. Pierson.

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Sheer Fabrics, Lace, Color Varied Headdress for Bride

By CHERIE NICHOLAS

FORTUNATE indeed is the bride-to-be who is planning a lovely spring wedding, in that fashion is not setting down arbitrary rules in the matter of bridal array but rather is encouraging fancy-free individual choices.

This departure from stereotyped traditional dress is particularly evidenced in the matter of color. The prospective bride who has secretly cherished the idea of an eye-appealing subtle tint for her nuptial gown and veil instead of traditional white, will have the joy of finding that dreams do come true.

A very successful color technique on the part of designers robes the bride and her maids in the same color or, as the case may be, in different intensity of the same color. A suggestion along this line is pale pink satin for the wedding gown with bridesmaids' bouffant dresses of sheerest net in a trifle deeper tone. The bride either wears white orchids or carries roses in the pink of her gown, while the attendants' flowers are of deeper hue.

As to the styling of the gowns, sentiment runs high in favor of full-skirted types with quaint, fitted bodices or hiplength basque effects. There is a pronounced flair this spring for exquisitely sheer weaves for both bride and maids, such as marquisette, mousseline de soie, or nets of sheerest type.

As to lace for the wedding gown it is ever a favorite the more so this spring in that enthusiasm for lace is so general throughout all fashiondom. The gown pictured fits into the springtime wedding scene with queenly grace. Its artful soft styling brings skirt fullness to the front in latest approved manner. Its form-fitting midriff accents a slender waistline as is required of fashions today. The heart-shaped neckline and the high shouldered full-at-top long fitted sleeves are significant styling details.

No matter how entrancing her gown, a bride fails at looking her prettiest if her headdress and veil do not flatter. Here again is fashion indulgent to the spring bride, in that the new fantasies of tulle and flowers and lace include every possible type, suited to every individuality. Best of all, in the modern way of doing things there is no fuss or flurry at the last moment to get the veil pinned into shape by nervous unskilled fingers, for that has been taken care of in advance by specialists. All that is required of the bride-to-be is to take her milliner into confidence long before the happy day or the consulting adviser in the wedding bureau where you are supposed to come and ask questions, as established nowadays in all high-class establishments. If it is a period type, or a youthful ingenue headdress, or a stately coronet, if it be a simple inexpensive piece or a most elaborate one let your needs be known and by some magic, it's there before your very eyes.

The various types of headdress shown in the little inset pictures are typical new trends such as are available in shops and specialty departments that cater to seekers of bridal array.

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Gypsy Dress Late Caprice of Fashion

Stripes and plaids in taffeta, in silk crepe, in printed linens in thin wools in glamorous cottons are selling as fast as the yards and yards it requires for a full-at-the-hem skirt can be measured off. These skirts are usually gathered in peasant-wise at the waistline. To be sure a blouse is inevitable and what a story of charm and romance the new blouses do tell! Together skirt and blouse are providing the big sensation in the spring pageantry of fashion.

Victorian Hair-Dos Bring New Bonnets

With the revival of Victorian hair-dos there comes a group of bonnets including an open or cabriolet style often trimmed with plain taffeta ribbons, with matching gloves; smaller shapes covering the top of the head and tied under the chin, trimmed with veils having embroidered borders; and coal-scuttle bonnets jutting forward, in fine straws or white pique.

Beige Suits Spiked With Vivid Shades

Paris dressmaker strategy with beige suits is to dose them a-plenty with vivid color, such as red, splashy printed stuff, or gaudy pink and such pastels. The color comes in the blouse, hat, gloves, and other details.

Or they put a beige jacket with a brown or black skirt, and throw in a brilliant blouse and accessories in a third color.

New Gowns Flouncy

Rows of flounces form some of the newest evening skirts, giving them a minaret silhouette.

Call for Plaids

Among the definite impressions conveyed by apparel collections in leading couturier salons is that of the importance of handsome plaid wools made up into stunning topcoats or jackets. Paris designers especially favor huge plaids. Per example, Creed designs a multi-color plaid coat with very unusual pockets to replace the handbag as you see here pictured. The tailored sailor by Rose Valois tunes smartly to the chic of this handsome coat. If it is a jacket suit that claims your interest consider it in terms of a handsome plaid wool as pictured at the top. This costume, also a Creed model, achieves perfect ensembling via a multi-colored jacket, a blue pleated skirt and a dark red silk blouse.

ADVENTUROUS AMERICANS

By

Elmo Scott Watson

Unlucky North Pole Seeker

ON OCTOBER 25, 1933, an automobile in Washington, D. C., struck down and killed a 71-year-old man who, for 20 years, had defied the numerous pitfalls of death in the frozen North and who once just missed sharing in the honors or of discovering the North pole. He was Evelyn B. Baldwin.

Baldwin first went beyond the Arctic circle in 1893 as meteorologist with Capt. Robert Peary's second expedition to Greenland. On a previous expedition. Perry found what he thought was a "royal road to the pole," via Independence bay.

Baldwin suggested that a better route lay through Kane basin. But Peary decided otherwise. Ironically enough, when Peary did make his successful dash to the pole, several years later it was by the very route which Baldwin had suggested.

In 1897 Baldwin was en route to accompany the famous Andree balloon expedition to find the pole when Andree, suddenly favored by good weather, decided to start, without waiting the arrival of Baldwin's ship next day. On July 11, the ill-fated Andree sailed away, never to be heard of again until 1930 when a party of Norwegian explorers found his skeleton.

But this narrow escape from death did not daunt Baldwin. In 1898 he was second in command of the Wellman expedition which reached the then "farthest north" of 81 degrees and 30 seconds before turning back. Baldwin then set off with several companions and discovered new land, named Graham Bell land.

In 1901 he made his supreme attempt to reach the pole with the Baldwin-Ziegler expedition. It failed because his supply ship did not arrive in time and only good luck prevented the entire party from perishing. Before he could finance another expedition Peary discovered the pole and Baldwin's career as an explorer ended.

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Tenderfoot Triumph

IF EVER Americans deserved the title "tenderfeet," it was the band of emigrants, led by John Bidwell, which left Missouri in May, 1841, for the West. They had heard of the riches of California but knew nothing about the country they must cross to gain their promised land. Once they reached the Great Salt lake, they believed they could float down rivers that were supposed to flow to the Pacific. So they took a big supply of tools to build boats when needed.

Guided by Thomas Fitzpatrick, the fur trader, and Father De Smedt, the missionary, they reached South pass in Wyoming safely. Then, despite warnings against trying to cross the desert of the Central basin, they turned off from the Oregon trail and headed southwest.

Soon they were in a bewildering country of salt plains. Food and water supplies ran low. Cruel mirages lured them on. But somehow they managed to survive and reach the Humboldt river in Nevada. They followed it to the Humboldt Sink and turned south to the Carson river. By the time they reached the Walker river they were forced to kill the last of their oxen.

Six weary months after leaving Missouri they reached the rich San Joaquin valley. Theirs had been an epic journey. For the success of the Bidwell expedition pointed the way for the first thin trickle of emigration to California that began soon afterwards and reached its high tide in the Golden Days of '49.

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Bad Boy of the Mayflower

AMONG the Pilgrim Fathers who came over on the Mayflower was John Billington, accompanied by his wife and two sons, Francis and John Jr. Early in that historic voyage young John disgraced himself. While playing in the family's cabin with his father's fowling piece, he fired the weapon close to an open keg of powder. "Only the Lord's mercy saved the ship and the entire company from being blown to pieces," writes a pious historian of those days.

After the Pilgrims had settled Plymouth, young Johnny got into another scrape. He wandered off into the woods one day by himself. When he failed to return, a party set out to look for him. After a week's futile search, it was learned that he was in an Indian village 20 miles south of Plymouth.

His mother shed tears of gratitude when friendly Indians brought him back, but some of the Pilgrims were "sorely vexed" because he had put them to all this bother. No doubt, he came by his trouble-making honestly for his father was that kind of man. In fact, John Billington, senior, has the unenviable distinction of being the first person hanged in Plymouth colony. He quarreled with young John Newcomin, waylaid him and shot him down. For this willful murder "by plaine and notorious evidence" he was hanged on September 30, 1630.

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Star Dust

★ *Ties That Don't Bind*
★ *Gene Charms Royalty*
★ *Listed for a Beating*

By Virginia Vale

JOSEPH BENTON NORTH has performed fifty-two marriage ceremonies, and not one of them had any lasting effect. He can recite the marriage rituals of forty-seven varieties of religion, ranging from the voodooistic ceremony to that of the Church of England, but he uses a mixed ritual which he made up himself. As you've probably suspected by now, he is a minister without portfolio, one who officiates only in the movies.

Of the many screen players whom he has "married" North reveals that Claudette Colbert exhibited the most nervousness; he thinks that was because she is the most religious. The calmest person, he says, was Rochelle Hudson; she took two of his ceremonies in her stride, and

CLAUDETTE COLBERT

apparently thought they were amusing. Laura LaPlante cried, and Marlene Dietrich kept arranging her hair and dress.

His most recent appearance on the screen as a marrying man was for "Wuthering Heights." Merle Oberon and David Niven were the bride and groom, and he used the ritual dictated by the period.

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The Princesses Elizabeth and Margaret, of England's royal family, were asked recently to name their favorite motion picture star. Ignoring Norma Shearer, Janet Gaynor, Clark Gable, and the other top-notchers (including Shirley Temple) they replied "Gene Autrey."

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When Billie Burke broke her ankle she was considerate enough to pick a perfect time in which to do it. She tripped as she was leaving the "Maiden Voyage" set, and snap went the ankle. Being a seasoned trouper, her first thought was of the picture, and the delay that might be caused by her accident.

But it happened that all of her walking shots had been made. She was due just to sit in the rest of the picture anyway.

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How'd you like to look ahead to taking a beating? That is what Walter Pidgeon has been doing. For "Six Thousand Enemies" is slated as his next picture, and the script calls for him to be soundly beaten by one of the six thousand—with a husky pugilist selected by the casting department for the role. Pidgeon has been using his spare time between scenes of "Penthouse" to practice up a bit, but he is none too optimistic about his own skill, even though the script does put a limit on the amount of damage that is to be done to him.

—*—

Fred Allen is one of the few radio stars who does not own a farm. He hasn't a car, either; he prefers to live in a hotel and ride in taxis. Most of the big-time radio stars feel that they can't get along without a country home. Frank Black, Paul Whiteman and Benny Goodman have farms in Pennsylvania; Lanny Ross and Lowell Thomas each own acreage in New York state; Tommy Dorsey's place is in New Jersey, and Morton Downey's in Connecticut. And if you don't believe that they really turn into farmers whenever they get a chance you ought to hear them talk!

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Those radio introductions are likely to go haywire, as did one in which Pat O'Brien was involved the other day. He went to the midget auto races in Hollywood with Norris Goff, who is "Abner" of radio's famous "Lum and Abner" team. Barney Oldfield, the former auto racing champion, introduced them as follows: "Norris Goff, better known as 'Abner' on the radio, and Pat O'Brien, who plays 'Lum.'"

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ODDS AND ENDS—The reason that movie studios aren't more lavish with their screen tests is that the average test costs $10,000 . . . The death of Ernie Hare deprives radio of one of its most beloved old-timers . . . Looks as if the "Castle Walk" would oust the "Lambeth Walk" as the most popular dance when RKO releases "The Story of Vernon and Irene Castle" with Rogers and Astaire.

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Hanging Draperies Over French Doors

By RUTH WYETH SPEARS

"I NEED some help," my friend's voice said over the telephone. "The living room draperies are finished. I am bursting with pride over them, but I don't know how to hang the ones for the French doors."

"Yes, I want to cover the door frame at the sides, but I can't cover much of the door because it must open and shut without interfering with the draperies. I did

Draperies for French doors.

want the curtain rod for the door to match the ones at the windows too."

Her voice trailed off in a discouraged tone as if there were just too many difficulties ever to be solved. But they all were solved. The sketch shows exactly how it was done. The curtain rod was placed on hooks near the top of the door frame and extended a good 7 inches over the wall at each side of the doors. The curtains were sewed to rings. When they were in place, they covered both the hooks and the sides of the door frame, and allowed the doors to be opened.

NOTE: These curtains were lined and had a pleated heading. They were made from the step-by-step sketches in Mrs. Spears' Book 1; SEWING, for the Home Decorator. Book 2—Gifts, Novelties and Embroidery, is also full of practical, money saving ideas that will help you with your Spring and Summer sewing. Books are 25 cents each; if you order both books, leaflet on how to make Rag Rugs is included FREE; Address Mrs. Spears, 210 S. Desplaines St., Chicago, Ill.

SAFETY TALKS

'Pedestrian Faults'

THE National Safety council has charged pedestrians with a for traffic accidents that killed 39,- large share of the responsibility 500 persons in 1937. Of this total 15,400 were pedestrians.

In "Accident Facts," a statistical review of 1937, the council said: "Many pedestrians show utter lack of caution in their use of streets and highways. Combined state reports for 1937 show that in 67 per cent of all fatal pedestrian accidents the pedestrian either was violating a traffic law or was acting in an obviously unsafe manner. In non-fatal accidents pedestrian faults appeared in 69 per cent of the cases."

The council described such things as jay-walking, failure to observe traffic lights, drunken walking, walking with instead of against traffic on rural highways, crossing streets in the middle of a block as "pedestrian faults."

NERVOUS?

Do you feel so nervous you want to scream? Are you cross and irritable? Do you scold those dearest to you?

If your nerves are on edge and you feel you need a good general system tonic, try Lydia E. Pinkham's Vegetable Compound, made *especially for women*.

For over 60 years one woman has told another how to go "smiling thru" with reliable Pinkham's Compound. It helps nature build up more physical resistance and thus helps calm quivering nerves and lessen discomforts from annoying symptoms which often accompany female functional disorders.

Why not give it a chance to help YOU? Over one million women have written in reporting wonderful benefits from Pinkham's Compound.

Truth and Hypocrisy

Truth speaks too low, hypocrisy too loud.—Dryden.

CONSTIPATED?
Don't Let Gas, Nerve Pressure Keep You Miserable

When you are constipated two things happen. FIRST: Accumulated wastes swell up the bowels and press on nerves in the digestive tract. This nerve pressure causes headaches, a dull, lazy feeling, bilious spells, loss of appetite, and dizziness. SECOND: Partly digested food starts to decay forming GAS, bringing on sour stomach, acid indigestion, and heartburn, bloating you up until you sometimes gasp for breath. Then you can't eat. You can't sleep. Your stomach is sour. You feel tired out, grouchy, and miserable. Adlerika gives you the DOUBLE ACTION you need. This efficient carminative cathartic relieves that awful GAS almost at once. It usually clears the bowels in less than two hours. No waiting for overnight relief.

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