



## WHO'S NEWS THIS WEEK

By LEMUEL F. PARTON

NEW YORK.—Just a year ago, Will H. Hays noted a possibly regrettable tendency of the movies toward "escapism." This led to suggestions that he was succumbing to the verbal enchantments of the Hollywood intelligentsia. That all blew over, but here is Mr. Hays today frankly proclaiming himself a eudemonist. Our somewhat conservative dictionary is a bit vague about it, but, in his rough outlines, a eudemonist seems to be one who believes in fairies.

In his annual report as president of the Motion Picture Producers & Distributors of America, Mr. Hays cites with satisfaction the record box-office success of "Snow White and the Seven Dwarfs," and is happy that "there are still a number of eudemonists left in the world." There is no disparaging or invidious reference to non-eudemonists, but, since Mr. Hays also reports with gratification that there are no "isms" and no "social significance" in "Snow White," it is perhaps a fair inference that such black witchery is the dramatic antithesis.

Practicing law in Sullivan, Ind., the homespun, sagacious Mr. Hays was no rising young eudemonist. That came later. He was, however, a rising young Republican politician and a Presbyterian elder, one of the deftest inner-circle technicians of the Indiana party tournaments, where professional standards and scoring are high. That led him inevitably to what statesmen of his earlier day used to call "political preference," and, as postmaster general in President Harding's cabinet, he exercised political power of wide range and penetration.

For seventeen years now, he has headed the moving picture industry. A round of eight "silents," when he left his cabinet post, and now about 28 companies putting out highly vociferous films—no wonder he believes in fairies. He doesn't like to be called "czar," preferring just plain "Bill," if there is any call for an informal salutation. Hearing him wind up in an address, or even in casual talk, one could understand how he could be a eudemonist, as he invokes the founding fathers or the palladium of our liberties, against this or that, but he usually coppers such oratorical bets with a remark like this: "And, after all, it probably wouldn't work." Thus he is revealed as what might be called a pragmatic eudemonist.

In his county seat town, he inherited his father's land-law business. A fragile man, with a slight limp and outstanding ears, he has the mannerisms of the country lawyer, and he wins over opposition, as he used to win juries, with a winsome and disarming smile. He is at times a euphemist, as well as a eudemonist—insisting, for instance, that censorship is merely "self-regulation." Several years ago, he was worrying because the movies were going "masochist."

Sullivan, Indiana, is still home base for Mr. Hays and he is the town's favorite son, in spite of his philological flare-up.

IT WOULD be fine if we had a cash register which would ring up a true prophecy when it was turned in. About a year and a half ago, George Messersmith, assistant secretary of state, former consul-general at Berlin, called Adolf Hitler's next moves as clearly and accurately as a speller for an old-fashioned barn dance. He turned in to the state department a precise statement of what der fuhrer had on his mind, now fully validated and certified. Naturally, it got little attention because it was obviously incredible.

The Nazis can't say it was a prejudiced opinion. When Hitler was emerging, Mr. Messersmith thought "evolution would follow revolution," and everything would work out nicely. He changed his mind. When Dr. Albert Einstein suffered certain indignities in getting his passport, Mr. Messersmith was unjustly accused of responsibility. This was all straightened out and President Roosevelt upped him as minister to Austria.

He returned to his present post in July, 1938. He was for 14 years superintendent of the Delaware schools before entering the consular service.

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## STYLES FOR SAFETY



Members of the Greater New York Safety Council, when they met recently, found out what the safe worker of 1939 will wear. Miss Sammy Cunningham demonstrates aluminum toe guards, fiber shin guards, an eye shield of non-inflammable plaster and a respirator. She holds a safety belt with red reflectors.

## Now It's Safety First in Swingtime



Swing music has at last made its influence felt in the field of safety education. Cleveland, Ohio, police erected this sign addressed to motorists and pedestrians in the center of the street at public square. Pedestrians, however, are not expected to shag across the intersections.

## Two Friendly Watchdogs Patrol Mount Hood Resort



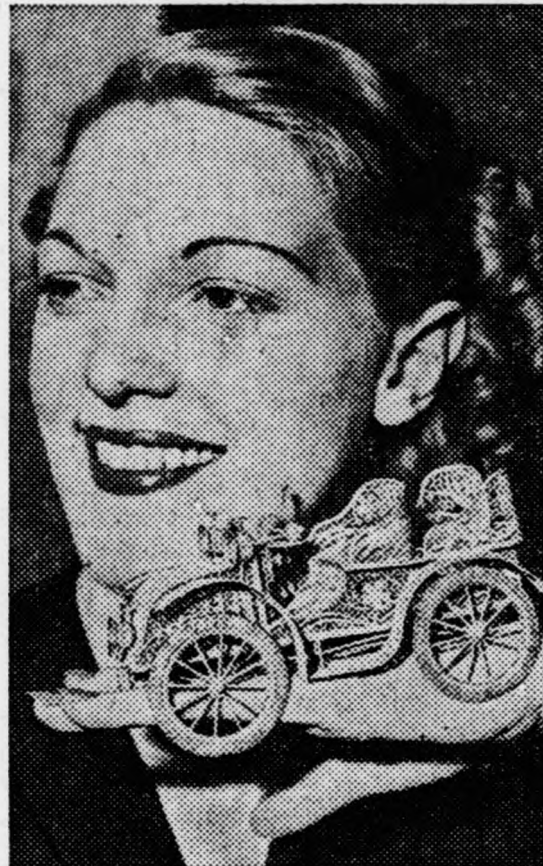
Massive, friendly and famous are Lady, left, and Breuhl, the huge St. Bernard dogs who dwell at Timberline lodge on Mount Hood. The dogs are hitched to a toboggan at the mile-high Oregon resort. In the background is Mount Hood's two-mile peak. Lady and Breuhl gained national fame last summer when they accompanied climbers to the mountain summit. Lady made the descent alone, but Breuhl lost his nerve. A special rescue expedition was sent after him, and only through a long struggle was he saved.

## One Bullpower Caravan Takes to Road



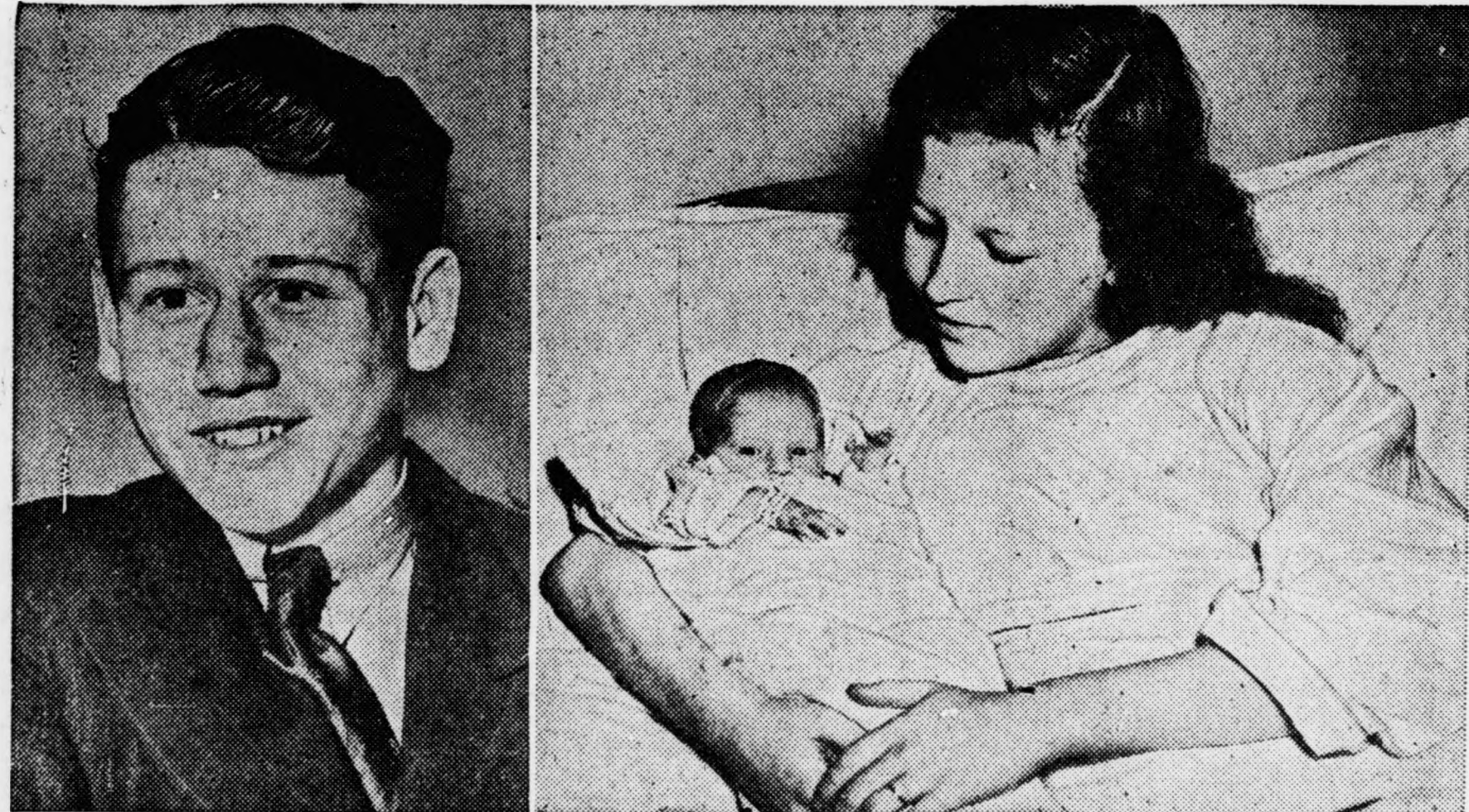
J. L. Talent wagered 50 pounds that he could take himself, his wife and three children in this unique caravan from Mildura to Melbourne, Australia, a distance of 350 miles, in 12 weeks. He had traveled for 10 weeks when this picture was taken, and expected to reach Melbourne in one more week. The box-like conveyance is mounted on an abandoned automobile chassis. Talent requested that no cameras be used, but offered to sell pictures to curious onlookers.

## AUTOMOBILE ART



Gueneth Omeron of Los Angeles smiles approval of a unique, all-silver automobile model in the collection of Philip Paval, California art collector. More than 5,000 pieces of sterling silver wire were used in construction.

## Mother, 13 Years Old, to Celebrate Birthday



Mrs. Lonella Brookbank of Dayton, Ohio, who will celebrate her fourteenth birthday anniversary in April, is pictured with her young son, who was born in March. Her husband, Merrill Brookbank, is 15. The child weighed four pounds, 8½ ounces when it was born. Needless to say, the father is very proud!

## Star Dust

- ★ Deanna Stays Deanna
- ★ Bouquets for McCarey
- ★ Clothes Make the Guide

By Virginia Vale

DEANNA DURBIN seems to be the current heroine of moviedom, because of her excellent performance in "Three Smart Girls Grow Up." A lot of people who liked "Three Smart Girls" were pretty sure that they wouldn't like this sequel; sequels have a way of being disappointing, especially in the movies.

Then along came Universal with the announcement that in this one their money-making little star turned glamorous. That made everything much worse. If Deanna was going in for slinky gowns and false eyelashes even the critics who had always liked her were going to use barbed adjectives, and urge their readers to stay far, far away



DEANNA DURBIN

from theaters where those three particular smart girls grew up.

But along came the picture, and there has been dancing in the streets. The picture is swell, and Deanna isn't "glamorous," she's just herself. It's a picture that everybody ought to see.

Our hero this time is Leo McCarey, director-producer, who also did a turn as writer for "Love Affair." The picture is one of the best that has come out of Hollywood in a long time. When you see it, you might pause and think of how very bad it might have been, were it not so expertly done. With a couple of not very good actors in the roles played by Irene Dunne and Charles Boyer, with a run-of-the-mill director, it could easily have been a B picture.

Several bouquets should go to McCarey for his work on the writing end also. His movie career began with writing, you know. Hal Roach suggested that he become an actor, and he replied that he'd rather become a writer. Within six months he was a studio executive; then he directed Laurel and Hardy and Charlie Chase comedies for five years, and in 1936 he directed "Rugles of Red Gap" for Paramount and was all set for big things.

"Love Affair" was developed out of an idea of his, with Miss Dunne and Boyer in mind for the picture. Don't miss it!

If you liked "The Citadel" you'll be glad to know that "Vigil in the Night," by the same author, has been bought as a starring vehicle for Carole Lombard. A romantic drama, it tells of the love and sacrifices of a young woman who wants to save her sister, a student nurse, from the results of a moment of carelessness which leads to the death of a hospital patient.

Jack Berch, one of NBC's handsome young baritones, recently discovered that clothes are more important than he thought. With summer just ahead, he bought a yachting outfit, and liked it so much that he wore it right out of the tailor's and back to Radio City.

He was on his way through the first-floor corridors of the elevators when an elderly lady stopped him. "Young man," said she, "I stopped to look at one of the murals here, and the touring group I was with has gone on. Please continue my tour."

Berch used to be a small-town boy, and learned to be polite to elderly ladies. So, cursing his yachting cap, he escorted her to the front door, industriously describing the murals they passed on the way. There she discovered her group, and he fed to the studios, his cap in his hand.

Paul Whiteman's replacing Burns and Allen on the air for the summer could be listed as "Turn about is fair play." They once replaced Paul Whiteman.

ODDS AND ENDS—If you liked "Lives of a Bengal Lancer" you'll look forward to "The Real Glory"—same star. Gary Cooper, same director, Henry Hathaway . . . Dorothy Lamour and Jon Hall "Hurricane" stars, will appear together in "Canal Zone" . . . Pat O'Brien will have the lead in "Father Damien," the story of the priest who devoted his life to the lepers in the colony of Molokai. © Western Newspaper Union.

## CLASSIFIED DEPARTMENT

### OPPORTUNITY

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### POULTRY

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RAISED FOR PROFIT: Chickens  
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STARTED CHICKS: Pheasants  
Milford Hatchery Pikesville, Md.  
Rockdale, Md.

### FILMS DEVELOPED



### Distinctive Initials In Easy Stitchery



Pattern 1947

Being personal is the distinctive thing with linens and personal accessories today. These alphabets, mainly in lazy-daisy stitch, are most effective in black or green and a color or in two shades of a color. You'll want to put them on everything! They're so quickly embroidered even that youngster of twelve would enjoy doing them. Pattern 1947 contains a transfer pattern of two 2¼-inch and two 1½-inch alphabets; directions for placing initials; illustrations of stitches.

Send 15 cents in coins for this pattern to The Sewing Circle, Needlecraft Dept., 82 Eighth Avenue, New York, N. Y.

## NERVOUS?

Do you feel so nervous you want to scream? Are you cross and irritable? Do you feel 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.

### The Lie Smothered

Truth tramples on the lie as oil on water.—Cervantes.

## MINOR SKIN IRRITATIONS MOROLINE

SNOW-WHITE PETROLEUM JELLY

Clever Men Clever men are good, but they are not the best.—Carlyle.

## NEWS.. Perfected CASTOR OIL EASY TO TAKE

It's news when, by a new and revolutionary process, that old reliable medicine, castor oil, is now made actually odorless, tasteless and easy to take. Kellogg's Perfected Tasteless Castor Oil—the name of this newest and purest of castor oils—sold in refinery-sealed 3½ oz. bottles at all druggists. Palatable, full-strength, efficient, always fresh. Insist on Kellogg's Perfected—accept no so-called "tasteless" substitute. Keep Kellogg's Perfected handy—only 25¢ a bottle, but what a difference in quality! Approved by Good House-keeping Bureau.



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