

# HOW TO FLATTER PEOPLE

By W. E. Hill

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"Isn't he too sweet! And isn't he the very image of his daddy!" Mabel's old school friend is doing what she thinks is expected of her over Mabel's baby. When Mabel tells her that the gentleman out walking isn't baby's daddy, but just a friend, she's the kind who will brazen it out and say, "But the baby DOES look like you."



If the saleslady knows her job, she will tell the girl with the large expanse of face that EVERYBODY couldn't wear this hat, but SHE can, because the hat is simply MADE for HER TYPE!



Roy has just been told he looks like Clark Gable. Pretends to be mad and says, "Hey, you want a sock in the jaw?" but is delighted, really. Tonight he will make the girl friend guess who he looks like.



If imitation is the sincerest flattery, the sight of the town youth who has copied the college boys' snappy dressing should make the real college students very happy.



WANIS LINGH

"It's a beautiful painting, but it doesn't do Clara justice." And even though Clara screams, "Oh, it does, too! It's ever so much better looking than I am!" it's the right remark.

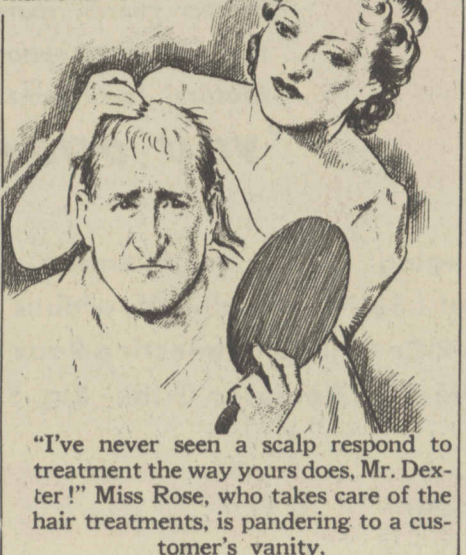


"Hello, Albert, you're looking swell! Just back from Florida?" A greeting like this goes great with a pasty-faced, graveyard-looking man. (Salesmen should make a note of this.)

"Why, Mr. Gerberfelt, you have the most diabolical sense of humor! I'm a teeny bit scared of you!" A devil and a wit. And she's scared of him. This line is just about tops to a man over 40.



"You were simply WONDERFUL as Marchbanks! You simply MADE the play! I don't think people noticed when you tripped and fell flat at your first entrance. And the ones who did just thought it was part of the stage business." Actors in a little theatre group are abnormally sensitive and need praise.



"I've never seen a scalp respond to treatment the way yours does, Mr. Dexter!" Miss Rose, who takes care of the hair treatments, is pandering to a customer's vanity.

# Czecho-Slovakia's Saga of Siberia

(Continued from page four.) Italian detachments came, but they were not strong enough to make sure a decisive victory. By Sept. 10 the Reds had reconquered Kazan, and by the end of December the legion was thrown back east of Ufa.

The retreat from the Volga nearly broke the morale of the troops. They had left their homes in 1914. Despair was rampant. There was no reliable news from the battle front in France. On Oct. 28 in far-away Europe the new government of independent Czecho-Slovakia was proclaimed. But for the legion the war went on.

General Kolchak, the leader of the Russian White forces, tried one last grand stroke. On Nov. 18 he overthrew the Russian government at Omsk. He seemed the master of the country. General Stefanik, who acted as war minister in the national council of Czecho-Slovakia, joined the troops in Siberia. He ordered the legion to withdraw from the war against the soviets and to start for home, where peace had been proclaimed. Only General Gayda asked and received permission to remain and fight with his friend Kolchak.

In these hard times the efficiency and resourcefulness of the Czech soldiers saved them from disaster. Their railroad cars were turned into factories on wheels. Part of them were used to print the newspapers of the legion—others served as bakeries, as tailors' workshops, not to speak of kitchens and barber shops. At the congress of the soldiers' councils at Omsk in



(Signal Corps, U. S. Army, photo.)

British, American, and Czech troops at Vladivostok.

1918 the national council was turned into a revolutionary government. Consulates were established throughout the country after the proclamation of the Czecho-Slovak state.

Prisoners released from Russian camps who had not joined the legion, but who had refused to return to Austria as long as the Hapsburgs were in power, came to swell the forces eager to return home. Delegations from Europe arrived to help reorganize the legion. On Feb. 1, 1919, when most soldiers of the World War had reached their homes, the legion still numbered three complete divisions in icy Siberia.

In the meantime Kolchak and his friends were losing ground.

All over the country revolts were breaking out. The Reds who had fled into the wilds of the Siberian forests crept forth again and began an intensive sniping campaign against the legion, with its cars scattered over the 1,500 miles of the Trans-Siberian and adjacent lines. There was no hope for peace.

Again the legion had to take to arms and battle the bolshevik, in the summer of 1919 throwing them back south and north of the Yenesei. Delegations arriving from Europe sought to reorganize the legion, promising to work for its reparation, but the legion had lost faith.

A new catastrophe overtook

the legion in the fall of 1919, when the bolsheviks were advancing, when the social revolutionaries were engaged in a new civil war and when each Russian faction wanted the arms of the legion. General Kolchak and Ataman Semeonoff wanted to use the legion as a buffer against the advancing Reds. Kolchak ordered the destruction of one of the Balkal tunnels to make it impossible for the legion to return to Vladivostok.

In the bitter cold January of 1920 the legion went after Ataman Semeonoff and defeated his division. The Trans-Siberian railroad was free except for embittered Kolchak fighters and bolsheviks fighting against the legion. Moscow ordered its forces in Siberia to disarm the legion. But this order was reversed when on Feb. 7, 1920, a final agreement was signed with Moscow and the Czechs were allowed to evacuate.

The Japanese formed the last obstacle, refusing to let the legion cross Transbaikal and Manchuria, but Allied diplomats interceded and the road was cleared.

From Vladivostok 67,000 men and women sailed for their native land, which had been made an independent country by the Versailles treaty in 1918. Some returned through the Suez canal and via Trieste; others went by San Francisco, Chicago, New York, and Marselles, or Vancouver, Halifax, and Hamburg. The last of them arrived in Prague Nov. 30, 1920.

Thus ended the six-year war of the fighters of the Druzina.

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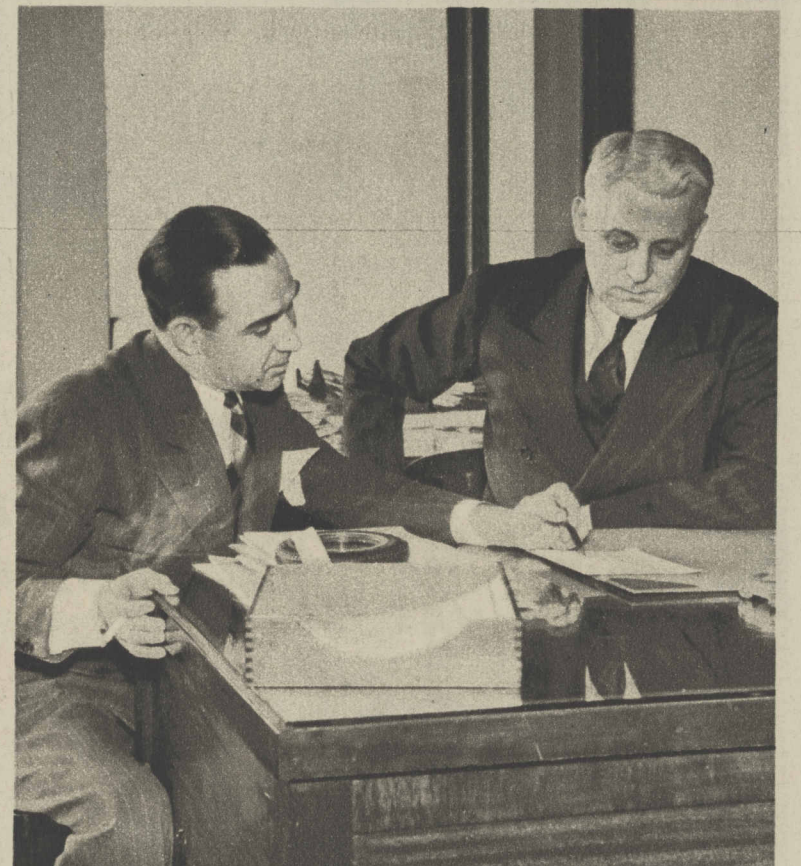
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## MOTOR MEN PONDER—MILK SALES SCANNED—FOOD CAMPAIGN REVIEWED



C. P. Simpson (seated), gen. sales mgr., and F. A. Berend, adv. mgr., Pontiac division, General Motors Sales Corp., appraise the editorial appeal of the Chicago Tribune. During the first three months of this year, Pontiac placed more advertising in the Tribune than in any two other Chicago newspapers combined.



Dwight H. Mahan (right), gen. mgr., College Inn Food Products Co., and H. W. Hattendorf, Chicago Tribune nat. adv. staff, study results of advertising campaign now running in the Tribune. During the first three months of this year more of the appropriation for advertising College Inn Foods was spent in the Tribune than in any other Chicago newspaper.



T. P. Jardine, acct. exec., J. Walter Thompson Co., D. B. Peck, pres., F. H. Kullman, Jr., vice-pres., and P. H. Kemper, adv. mgr., the Bowman Dairy Co. (left to right), review sales report. More of the Bowman appropriation for newspaper advertising in Chicago is expended in the Tribune than in any other Chicago newspaper.



Keeping pace with a fast-growing public information service and expanding commercial traffic, the Tribune now has three telephone numbers—SUPerior 0100 for Tribune business, SUPerior 0200 for public information service, and SUPerior 0260 for sports bulletin service. These numbers are served by 115 incoming trunk lines which connect with special equipment designed to give readers and advertisers the fastest, most efficient phone service in the world.

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