

Banner Serial Fiction

MADEN EFFORT

By SAMUEL HOPKINS ADAMS

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WNU SERVICE

SYNOPSIS

Kelsey Hare, young architect con- valescing from a breakdown, meets Mar- tin Holmes, struggling author, in a storm on a lake near Moldavia, N. Y. Caught in a downpour, they seek shelter at Holmes' estate, "Holmesholm," which by its air of decay gives evidence of the owner's financial embarrassment. Kelsey suggests renting a room and settles down there. Finding Holmes writing a newspaper picture of a Park Avenue debutante, Kelsey learns that a story by Holmes has been rejected in a \$15,000 contest run by Purity Pictures, A. Leon Snyder, president, for a novel suitable for picturization, in which the winner of a Mystery Beauty contest will star. Kelsey buys the manuscript from Holmes and rents his house. One of the conditions of the deal is that Kelsey adopt Holmes' pen name, "Templeton Sayles." After Holmes departs on a trip, a telegram arrives for Sayles which Kelsey leaves unopened. Glunk, odd man servant, places the picture of the picture on the mantel. The Park Avenue Van Straten, at breakfast with their niece Marion, are horrified to find her picture in the paper as one of ten remaining contestants for the Purity Pictures award, and learn that Liggett Morse, admiral, has entered Marion's picture on a bet. She is threatened with being taken abroad until the "scandal" dies down, and decides adventurously to go through with the contest. In the offices of A. Leon Snyder, heir to the Peckett's Persuasive Pills fortune, Marion finds nine other beauties. She makes friends with Gloria Glamour, flip professional beauty contestant. At lunch together, they meet Moby Dickstein, Snyder's press agent and factotum. Snyder is overwhelmed with Marion's beauty and "class," to which he is extremely susceptible, and calls her "Darrling." Moby is referred to Holmes for information on Sayles. Gloria takes the call. Hare is interrupted in his rewriting by two callers, one of whom he recognizes as the picture beauty in the paper. After they leave, he takes the picture from the mantel, and uncovers the telegram, now four days old, apologizing for a "mistake" and demanding Sayles' immediate presence in New York for a conference with Snyder. When Moby and the girls arrive on location, Kelsey learns for the first time that the Holmes-Sayles novel was the winner.

CHAPTER IV—Continued

"I'm waiting for that cocktail," pointed out Moby. Mumbling something about getting the makings, the host fled the room. It was at least a respite, Moby said to his companions: "You girls make an excuse to look around the house or something. I'm going to the mat with our young friend here." The cocktails were consumed in an atmosphere of social frigidity. Upon the withdrawal of the girls, Moby Dickstein turned his gentlest and most persuasive smile upon Kelsey. "You're in a jam, buddy. Anybody with a lower half of a glass eye could see that. What's it all about? Where's the body buried? Tell Uncle Moby. You ain't Templeton Sayles, any more than I'm Glunk. Are you?" "I wish I'd never heard the name," groaned its misappropriator. "Well, come on. Spill it. I'll give you a hand. What's the answer?" Welcoming a chance to get his troubles off his overtaxed chest, the bedeviled Kelsey gave a faithful, if slightly over-emotionalized account of the plight in which he found himself owing to the unforeseen success of "Love Beyond Sin." The press agent whistled sympathetically. "Now I'll tell you some more," said he, and supplied a succinct and brilliant summary of the Templeton Sayles saga, as written by Holmes. "So that's the kind of bird I'm supposed to be, is it?" said Kelsey between his teeth. "That's what you're cast for. And plenty." Kelsey rose, with decision inscribed upon his features. "I'll have to ask you to excuse me," said he courteously. Moby Dickstein performed some high-powered cerebration. "If the fifteen grand doesn't go to you, who does it go to? The guy that wrote the story, don't it?" "Yes, Martin Holmes." "Well, does he need the money or don't he? This joint looks like he might." "He does. And he can have it." "Listen, bo. I know A. Leon Snyder. He's got to have a Templeton Sayles, and you're the only one in sight. If you don't play ball, the game is up. Your friend'll never see a red cent of that money, I give you my word. Now! Are you going to see him gypped? Or are you going to stand by? Be a sport." "I could be a sport. But I can't be Templeton Sayles, and I won't. Not according to the specifications set out by that idiot of a Holmes." "Stay with it a little while," pleaded the other. "A. Leon's due here in a couple of days. You back me up, and we'll put it over on him. He's one of these guys that'll believe anything he wants to believe. And between us we'll give him plenty." He scrutinized the younger man. "What are we going to tell those two girls?" asked Kelsey. "Tell 'em nothin'. What's the use? They'll play ball. They got to. Can't you see they've got a stake in the game? Where'll their jobs be if you duck out?" "But what'll they think of me?" Moby gave him a sharp look. "What do you care what they think of you?" "Nothing at all," disclaimed Kelsey hastily.

"Forget it, then! Now I'm going to tell you three things about A. Leon Snyder. First, he's easy if you lay it on thick. Second, as a motion picture man he's a hundred per cent phony. Third, he's a nut, anyway. So, with him you can be as phony and goofy as you like, and you'll still be runnin' a poor second."



"Instead of 'Love Beyond Sin,' I shall title it 'Virgin Effort.'"

not be so far wrong, at that. Though you never can tell. "I never wrote that on the picture," said Kelsey eagerly. "Control the blood-pressure, buddy. And don't get in wrong about that gal. She's sealed to A. Leon. Keep off the grass." "It's nothing to me," disclaimed Kelsey. "You mean she's engaged to him?" "If she ain't, she might be, provided she plays her cards right. So now you know it all. Are you going to be a pal and stand by, or a heel and quit?" Kelsey drew a long and dubious breath. "I might give it a try." "Kenoi!" yelled Moby Dickstein.

CHAPTER V

A. Leon Snyder was in conference. With two secretaries and several assistants he had taken a floor at Slater's Inn near Moldavia and had issued the royal command to Moby Dickstein and the girls to attend him there. He was looking forward eagerly to the meeting with Templeton Sayles. The anticipation was not mutual. All those persuasive arts of which Moby Dickstein was master had been called into play to beguile the supposed author of "Love Beyond Sin" to the feast of reason. His was a mood of dark suspicion. He did not know what was coming next, but felt pretty sure that it would turn out to be for his own worst interests. His mental preview of A. Leon Snyder was tinged with distaste. The lively spirits of the two girls added to his forebodings. What outrage upon his defenseless alias might they not be planning? Nor was he reassured by Moby Dickstein's mood of tensiety, which would have been appropriate to a boxer on the eve of a championship battle. "Now remember," was his astute tactician's final instruction to his companions: "Whatever he says, yes him." Two of the three instantly decided to do nothing of the sort. Upon meeting the head of Purity Pictures, Inc., Kelsey's first reaction was one of relief. This smooth and gleaming person at least looked sane, which was more than the visitor had expected. "Good morning, Mr. Templeton Sayles," was his greeting, extended with a manner of mingled graciousness and excitement. "Good morning," returned Kelsey in an even voice. "Yours is the genius of creative-ness," said Mr. Snyder, addressing his author rather in the manner of a public meeting, after surreptitiously consulting a note slipped to him by a secretary; "mine of adaptation and interpretation." Having delivered his mind of this burden, he continued more briskly: "My first suggestion is a slight change in the title of your splendid story. Instead of 'Love Beyond Sin,' I shall title it 'Virgin

Effort.' What d'you think of that?" A. Leon Snyder fixed his luminous look in expectancy upon the author. "Did you say a slight change?" murmured that gentleman. "Whut-whut-whut - whut - whut?" The implication of dissent momentarily short-circuited Mr. Snyder. "What does the title mean?" persisted Kelsey, obstinately ignoring the First Assistant's frantic pantomime. "What does yours?" inquired Marne. "I don't know," confessed Kelsey. "Then listen to somebody that does," Moby Dickstein adjured him severely. "You were saying, Bwana?" "I'll tell you what my title means, Mr. Sayles. It means something

creational masterpiece. "Virgin Effort." Will that knock 'em!" "I'm not so sure about that," observed Kelsey. "I know little about Hollywood and care less, but it's my opinion you'd never get that precious title of yours past the censors." "Sore because your own title got canned, buddy?" asked Gloria. "This one's a thousand times better," asserted Moby. "Superb," said one secretary. "Marvelous," confirmed the other. "W-What's your slant, darr-ling?" "Oh, I think it's sweet," said Marne demurely. "A hundred dollars it doesn't get past," said the spoilsport. "Why-why-why-why-why! Wh-wh-whut's the matter of it?" raged its inventor. "You're ker-razy. 'Virgin Effort.' I'd like to see any censor take a crack at that. Is there anything in this fool censor idea, do you think?" "We-ell, Bwana; it's a grand title, a magnificent title. If you don't mind my swiping the word from you, it's a super-creational title. I don't believe you've ever thought out a better one. But-well, Bwana—" he shook a foreboding head. "You know what censors are. They got no respect for genius. I was only trying to point out, Bwana, that there might be a question—" "Stop pointing, then. And don't interrupt me." He glared. Moby subsided. "Why should the censors kick?" he pursued. "It ain't the virgin stuff that makes trouble with the church folks. It's the other thing." "One hundred dollars even it doesn't get by," offered Kelsey with an unpleasant grin. "I wouldn't have your disposition for a million." This from Marne. "We can't all be darr-lings." Said A. Leon in bitterness of spirit: "This is the kind of come-back a feller gets for trying to lift the silver screen to a higher plane." "Easy, Bwana, easy!" soothed Moby. "This isn't doin' any good. We got to give your genius a chance to operate. You take a half an hour to yourself for solitude and creative thought. I'll get my dictionary when you're up against it. I propose a recess." "This conference will be resumed at three-thirty," pronounced the magnate. He retired, his brow already corrugated with thought. The secretaries withdrew. Moby Dickstein started after them. "You're not scrambling, Moby?" protested Gloria. "Sure. Why not? I want a smoke." "Leaving two unprotected girls alone with Mr. Templeton Sayles?" quavered Marne. Moby grinned. "The window's open. When I see you beginning to ooze out of it I'll call the constable." He dodged a notebook which was the first projectile object to Kelsey's hand, and went out whistling. The two girls moved their chairs ostentatiously nearer the door. "We've been reading your autobiography, Mr. Sayles," said the beauty-girl. "Yes?" Thanks to his revealing talk with Moby Dickstein, Kelsey was not to be taken wholly unprepared. "I think it's sweet," said Marne with a shy and poisonous smile. "You think too many things are sweet," growled the suspicious young man. "So modest," from Gloria. "What a life!" from Marne. "It's all true, of course." "Just like Casanova. What gets me is how you managed to be in so many places at the same time." (TO BE CONTINUED)

epic and epochal in the advance of screen art. I have already arranged for this to be an All-Class Production. But my latest idea is my greatest. It usually is," he added with reflective complacency. "That's right, Bwana. It certainly is." Again Mr. Snyder referred to his notes. "Presenting the virginity of genius and the genius of virginity," he announced. "Now you get the trend of my idea, Virgin Effort, Virgin production. First flower of genius. Virgin manuscript from virgin author." "Huh?" said the startled Kelsey. "Everything fresh and virginal," continued the inspired master-mind. "And a sweet young day-bun-tay as star. Is that a lay-out! I ask you, Mr. Templeton Sayles." "There's only one word for it," averred the fake Templeton Sayles with a kindling eye. Moby Dickstein glanced at him with apprehension, Marne with expectancy. "What's that?" queried the gratified magnate. "Supercreational," pronounced the author solemnly. "Ooof!" said Gloria, her ill-placed laugh ruined by the impact of Moby's elbow. "The very word I had in mind, before you spoke," declared A. Leon. "Supercreational. Super-creational. Note-book C." The secretaries made simultaneous entries. "That's exactly what it is. Supercreational. Overwhelming. Can't you see it? White lights over Broadway; 'Purity Pictures, Inc., Presents A. Leon Snyder's Super-

Safe Insecticides to Use on the Food Crops Is a Problem Not Easily Solved

The question of poisonous insecticides on food crops is an important problem and one not easily solved, observes Ruth Mosher, writing in the Detroit News. A balance must be maintained between the danger to human health and life, and the threat to crops from insects. State and national surveys are collecting evidence on both counts. Cases of accidental death from insecticides reaching the courts of law are being studied and medical investigation has assembled facts on the degree of tolerance animal tissues display toward poisonous or toxic ingredients, such as arsenate. The introduction of pyrethrum sprays has, to a large extent, helped solve the problem. Pyrethrum in horticultural doses is highly poisonous to insects and completely harmless to animals, man included. A long list of insect pests prove to be fatally affected by the new pyrethrum sprays. In a few cases, it is useless. Studies conducted by Prof. E. I. McDaniel, of Michigan State college, and other scientists show that a number of questions remain still to be settled. Pyrethrum, for instance, varies at different seasons and at different

temperatures in effectiveness. Moreover, it is still expensive to use on a large scale. For the home gardener, pyrethrum sprays are in the highest degree valuable. The slightly greater cost is not to be measured against the danger of having about the home deadly poisons, which may accidentally fall into the hands of children or adults, ignorant of their nature. On fruits and leaf crops, pyrethrum is a safe and powerful insecticide. Conservation A mint is made with double floors so that the lower floor may catch the tiny particles of gold that sift down through the upper floor. We need to have double floors in our lives lest we waste some little bit of that priceless element, time. Once lost, it can never be regained. Men are to be distinguished from one another by the way in which they use or throw away their odd minutes. Even the business life, if it makes good use of its odd minutes, may be rich in knowledge and skill. Libraries may be mastered by 15 minutes a day. Great books may be written by 15 minutes a day.

WHAT to EAT and WHY

C. Houston Goudiss Counsels Wise Eating During the Holiday Season

By C. HOUSTON GOUDISS

THE advent of the holiday season marks the beginning of one of the most difficult periods of the entire year for the homemaker.

To begin with, she is busied with the hundred and one details of Christmas shopping, the planning of holiday entertainments . . . and the preparation of extra food for parties. Secondly, the health and comfort of every member of the family depend to a considerable degree upon how they eat and what foods she serves during the weeks between now and January first.

Guard Against Lowered Resistance

Unfortunately, statistics show that the common cold and other similar ailments greatly increase in number directly after the first of the year. That is also the period when we find more people suffering from fatigue than at any other season. Both conditions are frequently traceable to faulty habits of eating and faulty hygiene during the holiday season.

The person who is forewarned is usually forearmed. Therefore, every homemaker who has the interests of her family at heart should plan, now, to arrange activities so that strain and fatigue will be reduced to a minimum. And more specifically, she should see to it that she formulates a sound eating program. Far too many people, at this season of the year, suffer the ill effects of lowered resistance brought about by unwise eating and by overeating.

Overeating of a poorly chosen diet is inadvisable at any time because it tends to overburden the digestive system. But it is particularly undesirable during the winter season when almost everyone tends to stay too long indoors, frequently in overheated rooms, and to take too little outdoor exercise.

Regularly in eating a carefully balanced diet, containing sufficient bulky foods to help promote regular health habits, is of the utmost importance if resistance is to be maintained at a high peak during the holiday season.

Keeping Body Machinery Efficient

One should always remember that the body is a machine working as regularly and as accurately as a clock. Any good mechanic knows that a fine mechanism requires the same type of care day in and day out. Homemakers, too, should remember that the body does not function differently just because we celebrate a holiday with age-old customs. Thus, to keep every member of the family well and rested, try not to allow the holiday celebrations to upset the ordinary routine of your household.

Late breakfasts, heavy dinners, and suppers taken at odd hours do not constitute the best possible menu-planning. The unfortunate over-emphasis on rich foods on special occasions may easily result in digestive disturbance, unless great care is taken to avoid

Ask Me Another A General Quiz

The Questions

- 1. What does the investment of this country in South America total? In Europe?
2. Which of our states has the greatest seacoast? The smallest?
3. What three American plants are carnivorous?
4. Can you complete this quotation: "The ladder of life is full of splinters, but they always prick the hardest—?"
5. What animal utters no sound at all?
6. Why, according to Tennyson, was the strength of Galahad as that of ten?
7. How many of the bills introduced in the Seventy-fifth congress became laws?

The Answers

- 1. In South America it totals 2,560 millions. In Europe, 2,372 millions.
2. Greatest, Florida; smallest, New Hampshire.
3. Three American plants that catch and eat insects are the sundew, the pitcher plant and the venus fly trap.
4. "When we are sliding down."
5. The giraffe.
6. Because his heart was pure.
7. During the Seventy-fifth congress, 17,104 bills and resolutions were introduced in both houses. Of these, 1,759 were enacted into law.

satisfy the appetite with the protective foods. By making a point of eating generously of fruits and vegetables, and by including a crisp raw salad in the daily diet, you will be much more apt to consume sufficient bulk or cellulose to help maintain regular health habits.

Christmas Confections

We can scarcely speak of the holiday diet, particularly where children are concerned, without saying a word about Christmas confections and other goodies. These are a part of the holiday tradition. No homemaker would wish to deprive her family of such pleasures, but it does devolve upon her to simplify the other meals in the day so that her children do not suffer when they eat a large holiday dinner.

Similarly, she should make it her responsibility to either prepare the special Christmas treats from ingredients which she knows to be pure and wholesome, or to purchase them from a reliable source. If these goodies are then given to children at the end of a well-balanced meal, and not indiscriminately between meals, there should not be the upset digestions that make Christmas a bugbear to some mothers instead of the joyous occasion it should be.

By following out these suggestions, you can help your family to enjoy the holidays without regret. You will feel fit and your good health will be the basis of good cheer.

Questions Answered

Mrs. S. M. B.—Your letter was the first of a large number I received on the subject and I am therefore answering you, though my reply is also directed to all the others who have inquired concerning a recent announcement that cereals might be harmful to the teeth.

I have seen reports on this subject by two investigators and I know that other investigators are now endeavoring to check their work. As soon as there is further progress to report, I shall be glad to comment.

In the meantime, I would not hesitate to follow the advice of leading nutritionists and give your children cereals, at least half of which may well be served in the whole grain form.

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