

## Richest Woman In Hollywood ...

Some time ago, Sonja Henie was lounging in the living room of her suite at the Sahara Hotel in Las Vegas chatting with a reporter. It was 2:00 a.m. and having just finished her second show, she was still in her ice-skating outfit. She was mildly annoyed. "The stage here," she remarked, "is too small for my best skating."

"Besides," she added, "all I'm getting is \$25,000 a week. By the time I pay everyone off, there's not much left."

This obsession with her career and the monetary fruits thereof is responsible for making Sonja Henie today the richest and most fabulous woman in show business.

At 42 after 18 years of professional figure skating, she is still the biggest name in the world of ice.

Possessor of a personal fortune estimated somewhere between \$10,000,000 and \$15,000,000, Sonja continues to astonish the world 12 months a year setting new attendance records wherever she performs and amazing a new generation of spectators with the incredible perfection of her skating wizardry.

In 1933 she toured the United States and Scandinavia. In Oslo she made 33 appearances in 32 days before 360,000 fans. She grossed \$521,000, of which she netted approximately \$208,400—not bad for a long month's work.

In 1932, appearing in New York's Madison Square Garden, she grossed \$202,000 in a single Saturday.

This year, touring small and medium-sized cities in the Midwest, she has already grossed \$300,000.

Ever since she turned professional in 1926, Sonja Henie has been minting these astronomical amounts of money. Moreover, her ice revues and motion pictures have been seen by more than 250,000,000 fans, bringing her the following material riches: a tremendous mansion in the Landover, Norway, which the words of her estranged husband, Winthrop Gardner, "makes the Norwegian King's Palace look like a shanty"; another rambling \$500,000 mansion in Beverly Hills, California, equipped with swimming pool, tennis court, boxer dog and paintings by Rubens, Reynolds and Gainsborough; an unclosed number of apartment houses and other real estate holdings in Chicago; a liquor distributorship in the same city; a \$1,500,000 collection of jewels referred to by members of her troupe as "the rock pile"; a novelty company; two Cadillacs; stock in several arenas; and 1,700 acres of property in Oceanview, Calif.

One would think that with all this wealth, Sonja Henie might now be content to call it quits and rest on her laurels and loving cups, to settle down and give the good and peaceful life. But Sonja insists she is constitutionally incapable of retirement or inactivity.

"I've been skating since I was eight," she points out, "and I still love it. I know it's hard to explain to people but I would rather skate than do anything. I just can't give it up. It's

much a part of me as my right arm."

How does a woman of her age keep up so killing an athletic pace night after night?

How come at 42 she looks 19 years younger, maintains an apparently inexhaustible supply of stamina, weighs 118 pounds, and boasts the provocative figure of a girl of 20? The secrets of Sonja Henie's near-perpetual youth are these: She lives on raw meat and raw eggs. She takes daily vitamin shots. She sleeps 10 hours a night. She avoids hard liquor. She is perennially enthusiastic. She employs a masseuse to massage her body and face. She practices her ice-skating at least two hours per day. Occasionally she resorts to such stimulants as oxygen and champagne. Whenever she strains a muscle she takes immediate injections to deaden the pain and goes right to work. Hardly ever does she permit herself the luxury of a vacation. She is more interested in work than in men. Consequently, her worries are fewer.

The secrets of her lasting success, however, may be attributed to another set of virtues: talent, thrift, asceticism, sportsmanship, industry.

Sonja, as every sports fan knows, was born in Oslo, Norway. At eight she was given her first pair of skates. At nine she won the junior competition of the Oslo Skating Club. At 11 she won the Norwegian National Championship and continued to improve until one day she planned to become "the greatest figure-skater in the world."

Admiring his daughter's ambition, Wilhelm Henie decided to further her career. He hired the best skating instructors in Oslo to teach her.

At 14, Sonja Henie won her first world championship. In the ensuing 12 years, she captured nine additional world titles plus the Olympic championships of 1928, 1932 and 1936. No other figure skater ever has equaled this phenomenal record, and it is unlikely that any ever will.

During her formative years Sonja was so busy winning championships that her formal education was taken over by a group of private tutors. When she was 15, she expressed an interest in ballet and her parents quickly sent her to London to study under the famous Madame Karsavina.

It was this interest in dancing that gave Sonja the idea of putting ballet on ice skates, an idea, incidentally, which is now the basis for practically every ice revue in existence.

To Arthur Wirtz, however, a brilliant Chicago real estate operator, goes the credit for introducing Sonja to turn professional.

In 1933, Wirtz found himself the owner of three hockey teams and four midwestern arenas. "After the hockey season is over," he asked himself, "how am I going to fill these stadiums in Omaha, Detroit, Chicago and Indianapolis?"

One night after watching a skating exhibition at Chicago's Hotel Sherman, Wirtz got an idea. He hired a group of professional ice-skaters for \$3,500

and staged a two-night figure-skating exhibition. It drew \$33,000, and Wirtz knew he had discovered a good thing. As he covered, he decided, was "a big name" to carry the show.

In those days there was only one such name: Sonja Henie.

Following the 1936 Olympic Games, Wirtz cabled Sonja: "Will you turn professional for three thousand dollars a night?" Sonja cabled right back: "For three thousand dollars a night anyone will turn professional."

A few weeks later Miss Henie was skating in Chicago Stadium, earning \$12,000 for four performances. More important, she began an association with Wirtz that lasted until 1932. Together, on a 50-50 basis, they organized the Sonja Henie Ice Revue, bought various properties, took over the Center Theatre in New York's Radio City, installed another fabulously profitable ice show, and ran it for a decade during which Sonja made only token appearances.

In 16 years under the Arthur Wirtz aegis, the various Henie ice revues achieved international fame and crossed an estimated \$50,000,000. Just why Wirtz and Sonja severed their mutually profitable relationship, the little blond ice-skater refuses to divulge. "It was just one of those things" is all she will say.

Although half of the ice revenue money went to Wirtz from 1936 to 1952, Sonja retained 100 per cent of her Hollywood earnings in this same period.

Nothing is more indicative of this show-woman's great shrewdness than the way in which she first crashed motion pictures. In 1936 she and her parents rented the Polar Palace, the only rink in town, hired a good orchestra, a competent lighting staff and the flashiest ice skaters available.

"I was determined," Sonja says, "to make Hollywood conscious and to get the best movie camera I could."

It cost the Henies \$7,500 to stage their daughter's California stage debut, but the investment repaid the desired rewards. The revenue not only returned a terrific profit, but in Sonja's words: "Hollywood offers fell into our lap like ripe fruit. I with 20th Century-Fox."

Darryl Zanuck, the studio production chief, surprised at a poor view of their act, from the first, and warned them that the result was unheeded, and the members have been commended. Not even this experience deterred them, however. The still regularly published, and the course they will give to the world they view poem.

Meanwhile, the critics wait.

## TABLE TALKS

Clare Andrews.



## BONNIE HADDOCK

Although finnan haddock is now a world-famous food, its origin in Scotland came about quite by accident many years ago. A large quantity of haddock had been stored in a building in Findon, Scotland. Some wood in the building caught fire and when the flames had died away the haddock had taken on a rich golden hue. Those fortunate enough to taste it pronounced it "bonnie." As a result, this smoked haddock became known as Finnan Haddock, and was a big boom to the fishing trade.

You don't have to make a trip to the Land of the Heather to enjoy this delectable and economical fish for finnan haddock from Canadian haddock is available in most parts of the country all year round. The Scots know a good buy, and this boneless, wasteless fish, with its mild, smoky flavor, is one of the best. It requires very little cooking, is ideal for dinner-in-a-hurry. You can bake finnan haddock in milk in a very hot oven (500°F. for 15 mins.) or you may steam it to moist perfection as directed below. Instead of the salmon butter sauce, a perfect foil for finnan haddock, you might wish to serve a cream sauce to which you have added sliced hard cooked eggs and chopped parsley, chili sauce, or zesty dry mustard.

**To make Lemon Butter Sauce:** Melt 3 tablespoons of butter and add the juice of half a lemon.

(Consumer tested recipe courtesy Fisheries Council of Canada. Photo courtesy Fisheries Council of Canada.)

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**Here's a Newspaper Written By Ghosts**

The little town of Camerino is known as the smallest university town in Italy. Now it has another distinction. For that is where "L'Aurora" is published — the only newspaper in the world written by ghosts.

"L'Aurora" is issued by a spiritistic society of seven. Its inspiration was Professor Giuseppe Stoppolini, the head of the faculty of veterinary anatomy at the university, and an ardent spiritualist, and an expert on the Camerino society its meetings were so popular that they were uncomfortably crowded, until he sifted the sensation-seekers from those really interested, and reduced the number to seven.

These seven meet twice a week, Thursdays and Saturdays, in the house of the local book manager. A red lamp, the "illumination," glows in the corner stands a tape recorder. Then the dark recorder. Then the medium, Raone and Sonja sever their mutually profitable relationship, the little blond ice-skater refuses to divulge. "It was just one of those things" is all she will say.

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**GREEN—**This pretty young lady sitting atop all this rabbit food is Katherine McDonald. She's holding a giant head of lettuce at the El Centro vegetable festival.

**MATCHLESS BEAUTY—**Fiery Italian actress Silvana Pampanini is the center of burning attention at the second annual Cinema Gala in Rome, Italy. Apparently, there's nothing but good luck in reversal of the ill-omened adage, "Three on a match."

**CROSSWORD PUZZLE**

ACROSS: 1. Berenice; 4. Electric name; 8. Parala; 12. Roman; 15. Mystery; 16. Pouch; 17. Nematode; 18. Mela; 19. Nematode; 20. Nematode; 21. Nematode; 22. Nematode; 23. Nematode; 24. Nematode; 25. Nematode; 26. Nematode; 27. Nematode; 28. Nematode; 29. Nematode; 30. Nematode; 31. Nematode; 32. Nematode; 33. Nematode; 34. Nematode; 35. Nematode; 36. Nematode; 37. Nematode; 38. Nematode; 39. Nematode; 40. Nematode; 41. Nematode; 42. Nematode; 43. Nematode; 44. Nematode; 45. Nematode; 46. Nematode; 47. Nematode; 48. Nematode; 49. Nematode; 50. Nematode; 51. Nematode; 52. Nematode; 53. Nematode; 54. Nematode; 55. Nematode; 56. Nematode; 57. Nematode; 58. Nematode; 59. Nematode; 60. Nematode; 61. Nematode; 62. Nematode; 63. Nematode; 64. Nematode; 65. Nematode; 66. Nematode; 67. Nematode; 68. Nematode; 69. Nematode; 70. Nematode; 71. Nematode; 72. Nematode; 73. Nematode; 74. Nematode; 75. Nematode; 76. Nematode; 77. Nematode; 78. Nematode; 79. Nematode; 80. Nematode; 81. Nematode; 82. Nematode; 83. Nematode; 84. Nematode; 85. Nematode; 86. Nematode; 87. Nematode; 88. Nematode; 89. Nematode; 90. Nematode; 91. Nematode; 92. Nematode; 93. Nematode; 94. Nematode; 95. Nematode; 96. Nematode; 97. Nematode; 98. Nematode; 99. Nematode; 100. Nematode.

**THE FARM FRONT**  
by John Russell

The care which chicks receive during the brooding period will have a great effect on the financial returns from these birds at a later date. Probably no mistake is more common than the tendency to put too many chicks in the brooder house. The excessive losses, uneven growth, and cannibalism that result are often attributed to other causes, yet it must be expected if the house contains too many chicks for its size. Now is the time to check the available space and equipment and to make plans for the brooding season.

The brooder house should provide at least seventy-two square inches of floor space per chick up to eight weeks of age and the floor space should be doubled if chicks are to be kept in confinement for a longer period. In addition to ample space a wide range of temperatures to suit the needs of the chicks is necessary. Over-heating, chilling and drafts are harmful, and over-heating the major fault. Where chicks are being brooded late in the spring some provision should be made to ventilate the house and hold temperatures down. When chicks are being brooded in a large room, the temperature should be increased to three inches. Some poultrymen follow the practice of covering the litter with newspapers for two or three days while the chicks are learning to eat.

An adequate supply of fresh water should be provided at all times. Two waterers of two-quart capacity are more satisfactory than one of a gallon during the brooding period. If later a change is made to a larger waterer the small ones should also be used for a short period until the birds get accustomed with the new supply.

Germination tests at home are the practical and common sense answer to farmers who question the quality of their rabbit food. Germinate properly after they sow it. This is particularly the case with seed retained from last year's harvest, the germination of which may be low. For the common crop, home germination tests can be made successfully on a sample which will most nearly represent the entire lot.

The usual practice is to use 100-seed counts, in duplicate, or more. The average of the separate tests is then used in determining the percentage of germination.

Clean blotting paper, absorbent cotton, paper towels, or cloth may be used to hold the seeds. Place 100 seeds on the material selected and cover with the same kind of material. Place on a large dinner plate and cover with another one. Sand may also be used for testing seeds of cereals, corn, peas and beans.

Seeds should not be allowed to rest in water. The material should be soaked in water and the free water allowed to drain off before the seeds are planted.

Uniform temperature ranging from 65 to 85 degrees F. is suitable.

Sprouts should not be removed and counted before they are large enough to determine if they are healthy and appear capable of developing into useful plants. Clovers and other legumes in particular should be examined carefully for broken and abnormal sprouts that start growth but are incapable of continuing to grow into plants.

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On one occasion, however, he found that the cripple was actually another seagull which was acting a part alighting on a ledge and keeping the other birds off. It was really the one-legged bird or a clever masquerader.

**How Can I?**

By ROBERTA LEE

Q. How can I remove a print from cloth such as flour or sugar bags?

A. Cover with kerosene and allow to stand 24 hours. Cover with cold water, naphtha soap cut up fine, and allow to boil for twenty minutes, then wash. If there is still some color, put in cold water, naphtha soap and a little kerosene, and boil again.

Q. How can I deaden the noise of a typewriter when one writes to be as quiet as possible?

A. Place the typewriter over thick folds of newspaper and it will deaden much of the noise.

Q. How can I remove rust from iron and steel articles?

A. Soak small objects in kerosene, for several days if it is necessary, and smooth with steel wool or emery paper.

Q. How can I keep washable articles from fading?

A. It will not fade, when new, if dipped into a solution made of two tablespoons of ammonia, one tablespoon of turpentine, and a gallon of warm water. Dry without rinsing.

Q. Should milk be hot when drinking it or tired nerves?

A. Yes; heat it to the scalding point, add a little salt and drink it as hot as possible. This is also a sleep producer.

Q. How can I remove white water marks from highly polished wood?

A. Rub with a cloth moistened with kerosene, or equal parts of linseed oil and alcohol. After rubbing vigorously with dry, apply furniture oil and polish with a dam cloth.

**Smart Birds!**

Mr. T. E. Ellwell has reason to think seagulls are among the most intelligent of birds. He has proved that two he knows possess reasoning power and acting ability.

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## How Irving Berlin Wrote Best-Seller

Irving Berlin grinned apologetically. "Sorry," he said, "there's not really a romantic story behind 'White Christmas.' It would probably be a good publicity story to say that I wrote it on an Alpine peak or something like that — but, believe me