



ARTHUR JEFFRESS

"They challenge the laws of perspective"

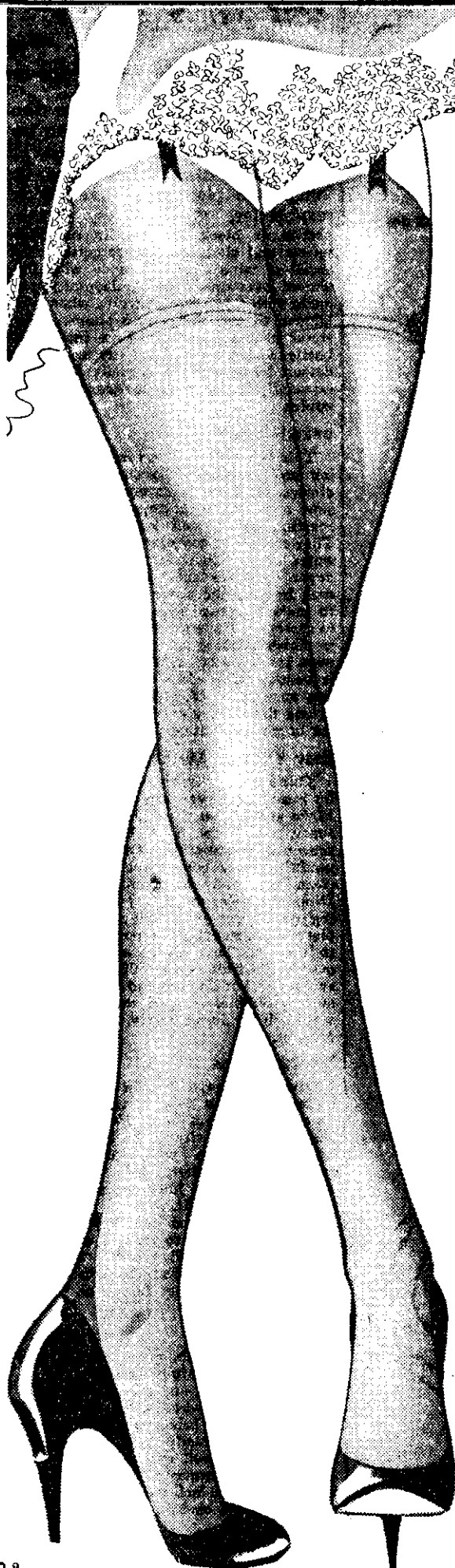
England and Italy. A bachelor, he lives part of the year in London and part in Venice. He is a man of distinguished appearance and urbane manner. He is to be the next sitter for the artist, Graham Sutherland, whose commissioned birthday portrait of Sir Winston Churchill inspired such a torrent of controversial opinion. This artist's impression of Sir Winston showed strongly the implacable set to the famous jaw and suggested skilfully the weight of responsibility on this able brain, offering no hint of the blandness and geniality he often shows.

The portrait of Arthur Jeffress will be interesting, too, for it is bound to capture, as well as the urbanity, the resourceful temperament and resolute spirit that made him, in peace, a successful business man, and, in war, led him to sharing an adventure that made world headlines. He was one of a group of 24 Americans who left the United States in 1940 in the Egyptian cargo steamer *Zam Zam*, intending to enlist with the Allies in Europe in the Medical Corps. The ship was torpedoed in the North Atlantic and the survivors were captured by the Germans. They were taken to France and after internment for three months were permitted to leave for the U.S.A. in the last boat train out of Paris, carrying United States diplomats and their families.

Details of the ship's sinking and the Americans' experiences as neutrals in the hands of the Nazis were eagerly sought by newspapers and radio. On their arrival in the U.S.A., they became objects of national interest. Reluctant to hark back to those days and to his actual participation in the war later, Arthur Jeffress remembers merely that the incident was a novelty, first because the *Zam Zam* was the first ship of any other than the hostile countries to be sunk during the war, and second, because Americans had not volunteered in great numbers for service with the Allied forces.

Back to the present—Arthur Jeffress with his gallery not only made news in opening, but was able to report an unusual occurrence. All the pictures of the first exhibition were sold within a few days. Here was evidence of how much the venture was a calculated risk, for Mr. Jeffress had chosen his first exhibitor wisely. She was the Sunday painter who had achieved phenomenal world prominence in the short space of six years—Eden Box.

(An article on the work of Eden Box will be printed next week.)



As gay as Paris

HOLEPROOF

Queen of Hearts Nylons

in the glamorous new French shades

HOLEPROOF *Scandal* Nylons

HOLEPROOF *Sculptured*
Lingerie

