

ABOUT BAZAARS



IF I had plenty of money, I think I'd try to become a professional bazaar-opener, if such a career was possible, says Elizabeth Craig in the "Radio Times" (London).

You get your first thrill when you mount the platform and the clapping starts. Then when the chairman starts reciting all kinds of complimentary things about you, your head begins to swell until by the time you rise to do what is necessary, you're not sure whether your hat is on the right way or back to front.

People who have come to the opening ceremony, so I've been told, want more for their money than 'I have much pleasure in declaring this bazaar open.' The point is that you must say something to make your audience want to spend. You must be imbued with a feeling of not caring whether it snows so long as the cause is helped, or you won't make people who have come to buy feel reckless.

That's why it's so important to have a chairman or chairwoman endowed with a gift of blarney, a chairman or chairwoman who will paint you to the audience in such glowing language that you're inspired to rise to the occasion in every way.

It takes a real artist to preside at a bazaar with success, an artist gifted with a vivid imagination, someone who can put the audience in a good humour before people like me, who have been asked to perform the opening ceremony, start to put their foot in it.

But it's not enough to open a bazaar. The opener, after acknowledging (or forgetting to acknowledge, as I sometimes do) a vote of thanks, has to lead the way to the stalls. That's the part I like best of all. I love spending money, whether I can afford it or not. I love to buy bargains, or what I think are bargains.

Sometimes I have to pay dearly for bargains found at bazaars; as, for example, when last summer I bought what looked at a casual glance like two fine roasting fowls, for which I myself received a good roasting from the guests to whom I presented them en casserole the following Sunday. It does not pay to forget your spectacles when you go to a bazaar. Sometimes you would be wise to take a magnifying glass.

The most amusing thing that ever happened to me at a bazaar as an opener was to have to steal a child's doll in order to be sure that she would bring me a bouquet at a given moment, when I displayed the doll. Bazaars are very human occasions. Sometimes a little too human... but that's another story.

HOW TO WIN—AND HOLD, A MAN'S Admiration

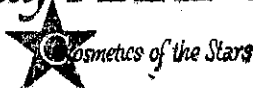


HOW can I become truly attractive? How can I win admiration—and how can I hold it? Almost every woman wants to know this, because it is so important to a woman's happiness to know she is truly attractive. Screen and stage stars realise the importance of this and that is why they always seem to keep youthful. A vivid, youthful appearance is quite the most appealing charm a woman can have and you can easily achieve this.

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