

Manufacturer of Ladies' Slacks Also Dabbles in Hollywood Picture Acting

By DOC QUIGG
 United Press Correspondent
 New York — Robert J. Evans gets to work at 8 a.m. in an office 33 floors above his native New York and doesn't leave until 7 p.m. He eats lunch in the office, while barking orders into a squawk box on his fancy semicircular desk.

He's in love with his business. He's in ladies' slacks, and the women's slack business is anything but slack.

"I started seven years ago with one pair of slacks," he said. "Now the business is several million a year. Dollars, he means. We claim to be the largest better-slack firm in America."

Whither slacks? "Becoming more tapered — but not skintight," Evans says. "Just a sleek, tapered type so all women can wear them."

Emphasis on Casual Wear

The big impetus for slacks, he says, has been the movement toward suburban living, with emphasis on casual attire.

Evans, at 27, is in a skirts

manufacturing firm as vice president in charge of its subsidiary which makes slacks, shorts, and active sportswear. A pertinent question right now is — wither Evans.

"Every buyer who comes in wants to know the whole story," he says. "They ask me: 'You gonna stay in business?' I can't answer. Right now, if I had to make a choice between movies and skirts, I'd choose skirts. I feel more secure here, where I can make decisions, have control over myself."

During the last half year, Evans has been leading a divided life. Part slacks, part movie actor. Hollywood drafted him entirely by accident, he says. There

FOR 'WOMEN' ONLY
 Chicago — New scientific evidence appeared today to indicate it's not a man's world after all. A rabbit offered to an experimental laboratory was turned down because Wesley Memorial hospital uses female bunnies exclusively.

he was, last November, at the pool of the Beverly Hills Hotel, barking business about slacks into a poolside telephone. Norma Shearer watched him project and decided he closely resembled her late husband, Irving Thalberg, who was a movie executive at age 21.

Takes Screen Test
 "I told her I had little interest in being a movie actor, that I was in business in New York," he says. "But she persuaded me to come for a screen test, and I think the movie bosses there sort of resented it—a dress man coming to play in a picture."

Evans as a youngster had been in radio plays. He tested out fine and played Thalberg in the Lon Chaney life story, "The Man With A Thousand Faces." Not long afterward Darryl Zanuck saw him in a New York nightclub and picked him for a starring role as a matador in "Death in the Afternoon."

Both pictures will open in New York next month. Evans doesn't know what the garment industry will think of him then.



WHERE'S THE FIRE?
 Famed symphony conductor Arthur Fiedler looks like a movie version of a fire chief as he dons this gift helmet on his arrival in San Francisco to conduct his summer series of "Pops Concerts." Maestro Fiedler belongs to the millions of Americans who are avid three-alarm fire chasers.

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