HELFORD—
SHERMAN
Celia

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CELIA HELFORD-SHERMAN, 95, former publisher of *What's What in Boston*, died Monday at the Jewish Home for the Elderly, Fairfield, Conn.

Born in Providence, a daughter of the late Joseph and Risha Helford, she had been a resident of Hartford for the past 40 years. She began her magazine career in Cleveland, Ohio, working in advertising for *This Week in Cleveland* magazine. She moved to Boston in the 1920s and published *What's What in Boston*, a magazine that described the theatrical, sports, and music events taking place each week in Boston. She interviewed Russian actress Alla Nazimova when she was in Boston on a tour in Ibsen's "Ghosts."

For the past 40 years she was prominent in Jewish organizations in Stamford, Conn., serving on the boards of Hadassah, B'Nai B'rith and Temple Aguadath Achim. She received "The Woman of Valor Award" for her contributions to the State of Israel for her work for Israel Bonds.

She leaves five nieces, Florence Markoff and Charlotte Shapiro, both of Providence; Barbara Morgan of Pawtucket, Rita Ginden of Florida and Ruby Aronsky of Allentown, Pa., and a nephew, Arnold Steinman of Norwood, Mass.

A graveside service will be held today at 11 a.m. at Lincoln Park Cemetery, Warwick.