

A SMART SACKET

DESIGN NO. E-1093

This sleeveless knitted jacket is an attractive addition to the blouse and skirt combination. Easy to make in sizes 32 to 42. Pattern No. E-1093 contains complete instructions. Needlework Book 20 cents.

To order: Send 20 cents in coin to Needlework Bureau, Charlotte-town Guardian.

Design No. E-1093

Name _____

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SUNLIGHT AFFECTS LIPSTICK'S COLOR

Do you know how strong summer sunlight affects the color of the lipstick you wear? Or the way you apply it? Or why more frequent touch-ups are needed in summer than in winter?

Because lipstick is usually the only make-up aid a sun-drenched young skin needs, a Juniors should know all the answers in order to obtain the most flattering from her cosmetic efforts.

Under the powerful rays of the summer sun, pastel lipsticks seem to become more pale. Deep blue-toned lipsticks which are designed to hold their color under subdued lighting are apt to look harsh and garish when subjected to the searching light of the sun. Colors which stand up banner bright in the sun are the brilliant corals and the clear, true reds.

Take Little More Time

So much for lipstick shades. As for summertime application, you will be rewarded for taking a few extra minutes, if necessary, to use the fine, sharp tip of the brush to define the color. Nature's searching spotlight makes especially noticeable any uneven application or amateurish attempts to deviate from the natural lipline.

More frequent touch-ups are required because heat and perspiration encourage lipstick to melt. To form spikes of color around the mouth. Before re-touching, however, use a tissue to erase any residue left on your lips.

6 Times MORE Popular than any other Saline in Canada!

Here's why Canadians—men and women, young and old—prefer Eno:

Eno is a mild antacid that really helps relieve indigestion, acidity and upset stomach.

Eno is a gentle but effective laxative which helps to cleanse the digestive tract—helps relieve headaches and loginess.

Eno is harmless and pure, contains no sugar nor harsh mineral salts, has no upsetting effect.

Eno has been a household word the world over for more than 75 years.

START THE DAY RIGHT ENO'S "FRUIT SALT"

BUYS AND WHYS BY Barbara Brent

MONTREAL, Sept. 16th—The perfect cake reigns supreme at any occasion, festive or simple. And you can be sure of the delicate crumb, the even texture and melting tenderness, that mean cake perfection, with **SWANS DOWN CAKE FLOUR** and the tested recipes on the Swans Down package. Milled from special selected wheat, Swans Down is sifted again and again through silk until 37 times as fine as ordinary flour. A flour made by cake-flour specialists, expressly to make better cakes.

Keep It Carefree!...simplify your housekeeping with time and labour-saving habits like this, clean your drains thoroughly—but easily—every week with **GILLET'S DRAIN CLEANER**. This wonderfully thorough drain cleaner is the very "homemaker's helper" you've been looking for! Just two tablespoons a week in your drains will prevent them from becoming "lax" and slow...keep them clean-running and sediment-free. You'll find that free-running drains simplify sink and tub cleaning...make it easy to keep them sparkling bright. Yes, good housekeeping, good housekeepers tell me, is a matter of time-saving habits like this one. So ask your grocer tomorrow for Gillet's Drain Cleaner and make a weekly habit of cleaning drains this easy way!

Junior Will Do His Level Best not to spill a speck of that yummy **CREAM OF WHEAT**. Youngsters love so much...**Crema of Wheat** is too good for him. Delicious, wholesome 5 Minute "Cream of Wheat" cooks to baby-ready digestibility in only 5 minutes of boiling. It's fairly brimming with blood-building iron, and it provides Calcium and Phosphorus for diets deficient in these elements. You've heard folks talk about that famous "Cream of Wheat" smoothness...why not discover for yourself just how satisfying a "Cream of Wheat" breakfast can be? Enjoy a bowl with Junior tomorrow!

How Much Lem can a small boy put on a piece of bread? The answer from lots of harried homemakers I know is "Enough to spill on the furniture upholstery!" This is a universal problem in homes with small boys...but a problem that needn't bother you when there's **ENERGINE** handy! Engerine Cleaning Fluid works like magic to banish stains and grease marks from upholstery...from clothes...from drapes and cushions. It's a "must have" for homemakers who like things spic-n-span...with very little time, effort or expense! Yes, Engerine saves big cleaner's bills—simple, safe and effective to use. Just follow the instructions for excellent results!

Collector's Items, that's what the wardrobe accessories of **VINYLITE** Plastic are! Buy a complete set or buy one at a time, completing your collection gradually. They're so beautifully practical...streamlined and neat to look at. They'll keep your prized possessions wonderfully dust and moth-free. You'll like the beautifully quilted sewing boxes—hat boxes—glove boxes—garment bags...and their colourful gorgon...Burgundy...Silver Blue—Sage Green—Pink Bloom. Look for the Vinylite Plastics trade mark when you're buying. It's your assurance of quality—of longer-wearing, dust-proof wardrobe accessories. It means you've bought fine plastics tested and approved by "The Better Fabrics Institute Bureau."

Here's a Menu-Friend Indeed When Company Comes to Dinner—when the family asks for special for dessert, **BENSON'S CORN STARCH** makes scrumptious custards—puddings and meringues...I can always count on it for desserts that are guest-festive success. And speaking of meringues...I teaspoon of Benson's added to 1 tablespoon of sugar for stiffly whipped egg white will make a fluffier, smoother, more delicious meringue. Benson's makes smoother gravies and pie-fillings and wonderful, wonderful custards. It's such fun—results are so near perfection—cooking with Benson's Corn Starch!

The Bright Young Crowd have practically taken over Canadian Home Journal this month! It's the teen-agers' number, with a Cover Girl chosen by (now hold your breath) none other than Van Johnson "way out in Hollywood. He even wrote a piece about it (see Page 10). The camera caught him in the act of judging. In addition to Cover Beauty Ella Sahlinstrom of Montreal, you'll find a host of other fresh, alert faces from many points across Canada, each chosen to model their own back-to-school wardrobe. If anyone in your house thinks Canadian youth is in a sad state, let 'em read the teen-agers' own discussions of education and the future, manners, spare-time earnings and all sorts of exciting new recipes for the season...and so much more—in your September **CANADIAN HOME JOURNAL**.

ALBERRY PLAINS W. I.

The regular monthly meeting of the Alberty Plains W. I. was held on Sept. 1st at the home of Mrs. Earl Richards. The eight members and two visitors present. Meeting opened with the Creed followed by roll call, answered by Sing, Say or Pay, 35 cents was paid.

The minutes of the last meeting were read and approved. Correspondence was read and secretary reported having paid a bill of \$5.35 as expenses of the Local Convention. The remaining lottery books were passed in and the cake drawn for and won by Thelma Wilson. The lottery for the evening amounted to \$11.00. Plans were discussed to hold a dance in the hall with lunches to be sold.

Next meeting at the home of Mrs. Andrew Doyle—roll call, a cake or pickle recipe. A delicious lunch was served and the meeting closed with the King.

STANHOPE W. I.

The regular monthly meeting of the Stanhope W. I. was held at the home of Mrs. Malcolm MacLauchlan. The president opened the meeting by having the members repeat the Creed in unison. The roll call was answered by 14 members. The minutes of the last meeting were read and approved as read. The correspondence was read and discussed. It was moved and seconded to send \$10 to the Salvation Army. Mrs. John Misener gave her report of the executive meeting held in the Institute Rooms.

It was decided to ask Mrs. Paul about a demonstration for the Convention. The Christmas Cards are to be ordered from Homer Warren at the next meeting. Mrs. Alvin MacLauchlan, Mrs. Keith Douglas and Mrs. Malcolm Mac-

Lauchlan were appointed to attend the meeting re the redecoration of the stage in the Community Hall in Covehead.

Reports of Committees were given and the new sick committee appointed were Mrs. Ray Carr and Mrs. Louis Kieley, School, Mrs. Bruce Ellis and Mrs. Harry Lawson. The members were asked to the home of Mrs. W. Marshall for the October meeting the roll call to be answered by 25c which is to be used in buying material for a birthday cake for the Institute. Mrs. Pat Harigan and Mrs. Alvin MacLauchlan were appointed to prepare a program for the next meeting. The meeting closed by singing the National Anthem. After a dainty lunch was served by the hostess a social hour was enjoyed. Collection \$11.00.

LIVING & LEISURE

(Continued from Page 2)

of all it will help to get the room women out of her kitchen, and impress upon her the fact that there is more to living than kitchen drudgery.

But the best thing about the contest, sponsored by the state's home demonstration clubs, is the yardstick by which the living rooms are to be judged, commiserate Ruth Millet.

They aren't to be judged on beauty of decoration alone but on what the rooms will contribute to the family's social development and to family and community recreation.

Now there's a yardstick by which city women as well as farm women might measure their own living rooms. All too often the family living room isn't a room for living.

It is a room for living if there are book shelves filled with good reading material. If there is a piano or a record player to bring music into the home, if it is a

comfortable room where parents can sit and read and children can work and play.

In the final analysis it is a living room if it takes mama out of the kitchen, brings father home at the end of his day's work, keeps the kids off the streets.

STARCH HELPS TIRED COTTONS

Things that have withstood a summer's wear are apt to begin to look wilted as warm weather draws to a close. To freshen up duds for their end-of-season needs, try lightly starching after laundering.

Tired-looking cotton play suits will regain their fresh crispness if they are given a dunking in a light solution of starch. Even a cotton bathing suit of the dressmaker type can be rejuvenated to look like a new nifty if given the starch treatment. White cotton gloves, grown limp from repeated dunkings, will look more awesomely fresh if dipped lightly in a starch solution before they are ironed. The crisp surfaces of a starched cotton glove make it better able to resist soot.

DRESS TRICKS MINIMIZE HIPS

A woman who relies mostly upon skirts for disguise of mature hips should give other dress tricks a whirl for variety's sake.

As effective quite often as wearing full-gathered or belting-out skirts for hip disguise are clothes with light-colored tops, dark bottoms. Sleek and slimming effects may be achieved by wearing a light-colored blouse or jacket with a bright fabric surface, a skirt of straighter lines made of a dark, dull-surfaced material.

A woman's plot to minimize hips with correctly chosen accessories

Housewives! Watch your mail for your FREE COUPON!

It saves you 15¢ on a package of TIDE!

Procter & Gamble wants you to try Tide

—the new discovery for your family wash. And so they have mailed out free coupons to give you a chance to try your first box at a real money-saving bargain. Be sure to watch your mail for your free coupon! When it arrives, take it to your grocer and get a package of Tide for 15¢ less than the regular price. (Procter & Gamble will see that your grocer gets 15¢ for every coupon transaction.) Don't miss this special introductory offer! Get acquainted with Tide—the new washday miracle—and save money at the same time!

ONLY Tide DOES ALL FOUR!

- 1. Washes clothes cleaner!**
Yes, cleaner than any soap! Nothing's too dirty for Tide! Even grease-stained overalls come so marvelously fresh and clean...cleaner than with any soap you've ever used, because Tide not only leaves clothes free from ordinary dirt, but actually removes dingy soap film as well!
- 2. Actually brightens colors!**
Prove it for yourself! Take that soap-dulled, faded-looking print...wash it in Tide's miracle suds...and see how much brighter it comes out! Tide is really safe for dainty washable colors!
- 3. Never "yellows" white things!**
No matter how often you wash them, or how long you store them, Tide can't turn white clothes yellow...keeps them dazzling white, week after week!
- 4. Gives more suds—Prove it in your dishpan!**
Kind-to-hands suds! Longer-lasting suds than any soap in hardest water! Tide cuts grease like magic...washes dishes cleaner than any soap! No scum in the water! No cloudy film! That's why dishes and glasses rinse and dry so sparkling clear!

Tide GETS CLOTHES CLEANER THAN ANY SOAP MADE —yet actually LEAVES COLORS BRIGHTER

TIDE'S IN-DIRT'S OUT!

TIDE WORKS EXTRA MIRACLES IN HARD WATER! OCEANS OF SUDS! NO WATER SOFTENERS NEEDED!

Made in Canada

ELLEN'S DIARY

(Continued from Page 2)

farmers, in grain to the bins and straw for the animals' winter beds.

They carried a lunch this afternoon, since there could be no stopping to return home for supper, so I insisted in this harvest, returning now goldenly even in the latest sown field. Jeanie and I both contributed: sandwiches of bread spread generously with "home" butter; eggs boiled and tucked into a corner of the basket; pieces of cake and cookies that would have contained more raisins if grand-daughter had not been there at the time of baking to beg morsels for herself and the pup at her heels. "In this hand for me and in this hand for the pup" she begged turning up small pink palms that will never be more bewitching than now. Now that it comes to me, Jeanie and I mixed the cookies together, she with her own granite mixing bowl and I with mine. It was an incomplete recipe we used or maybe it was only elastic so as to challenge the cooks' ingenuity for as Aunt Kitty Mahoney used to say "cooks without any ingenuity in their make-up just ain't no cooks at all!"

We used one half cup of drier can be abetted by her selection of the right kind of hat. A sizeable hat, for example, which helps to build out the top of a figure will make hips look less heavy.

The same principle of minimizing the base of the figure by adding width above it applies to a hair-dress. The woman with a hip spread which she wants to play down should try curving out her hair at the sides,

cal then I am "going to measure the exact amount some day."

"But good cooks", I reminded her "usually try one in the oven to test the consistency of the mixture." Ours were very good, the final test being that none were returned in the lunch basket, that, with a thermos jug of tea, was carried to the other farm this afternoon.

One who would need no recipe for making cookies or for solving many another puzzle that bewilders younger folks, was among our visitors to Alderlea today. A great grand-mother of 93 years of an appearance, however white-bellied times' passing. Of a rare charm of manner, and sweet expression which is to be found only in those that have come a long way on life's road. I regretted that in the few minutes, I could not learn nearly enough of that life time, and how wonderful and interesting it would be! The girlhood days and romance coming along a street that would perhaps be little better than a path in those days. Motherhood, and then living life over again in children, grand and great-grand, is so comely at times doubtless, giving a bit for the days that were,

SPECIALS

OLGA'S BEAUTY PARLOR
150 Queen Street—Near Bus Stop

Regular \$5.00 Permanents \$3.50
Regular \$7.00 Permanents \$5.00
Regular \$10.00 Permanents \$7.00
Machineless Permanents \$7.00, \$10.00, \$12.50

No appointment necessary for out-of-town customers
PHONE 2401

yet accepting the years gracefully, mellowly, kindly. The oldest of our visitors so far honored us with her presence at Alderlea, and lovely harvest afternoon.

Until tomorrow—Diary—Good-night.

3 rolls for 32¢
AN EDDY QUALITY PRODUCT