

Woman's Realm Social and Personal Fashions Literature

BE IPANA BRIGHT!

Make Gums Healthier—Teeth Brighter
with Ipana and Massage



Firm, healthy gums are important to sound teeth and sparkling smiles. So switch to Ipana—for Ipana is specially made not just to keep teeth clean, but to stimulate gum circulation. Try it. Brush your teeth with Ipana. Gently massage a little extra Ipana onto your gums. Your mouth tingles with new freshness; your gums wake up; your smile gains new charm. Be bright about your teeth and gums—Ipana bright.

Change to Ipana and massage today

*Firm, healthy gums are so important that 7 out of 10 Canadian dentists recommend gum massage. Product of British-Meyers—Made in Canada

The Stars Say—

By Genevieve Kumble

For Wednesday, July 22

Under the high pressure of great-ly-stimulated ambition, with determination, enterprise and initiative, it is probable that there may be definite moves in the direction of long range objectives, probably in new projects, and under the heat of astutely engineered practical skills with concrete constructive energies and drives. However, there may be need to "put the brakes on," mainly because of failure of operation from those in influential places, whose capital and approval are imperative. With sustained and well-organized efforts the confidence and support of higher-ups may be restored, and definite progress made.

Those whose birthday it is may plan on a year in which their own indomitable will, energy and initiative may be the means of putting over ambitious projects, with constructive talents and skills upon a profitable, enduring and long-range prospect of worthwhile achievement. This may be on new propositions, fresh fields of operation, or possibly change of techniques and methods. While firmness and aggressive action could further such ambitions, yet a false start or other error could alienate or dampen the interest and ardor of

Early in the 1930's Heinz scientists started experimenting in the Heinz laboratories. Their object — to produce convenient canned baby foods of uniform high quality.

REPORT TO MOTHERS

274 mothers out of 306
88% use Heinz Baby Foods exclusively

Recently, an independent research bureau mailed questionnaires to a group of mothers with babies over three months' old. Of the 306 mothers who replied, 274 or 88 per cent stated they fed their babies only Heinz Baby Foods.

Many said Heinz Baby Foods were recommended by their doctors. A high percentage based their choice on quality, flavour, nutritive value, and the famous Heinz reputation for fine foods.

Mother after mother mentioned her baby's steady gain in weight. And no wonder babies thrive on Heinz Baby Foods. All 25 varieties are selected from the choicest, freshest foods and scientifically cooked to retain vitamins and minerals in high degree.

Heinz Baby Foods



Ellen's Diary

By an Island Farmer's Wife

We have been on a trip across country this evening with the Community players, who presented their play in a hall at some distance from here. And James too? Oh no! after the late afternoon's brief spell of rain, a fat ox must be taken to the butcher's. True the task in itself would not be too burdensome for our younger farmer, to undertake alone, though doubtless the cutting out from the herd would be tedious. But there was the ceremony of weighing, which James would not like to miss. Only those who have known this sort of husbandry well, who have carried pails to impudent calves, and hay and grains as they "develop" and turnips through frosty or "drassy" Spring mornings, and let them in water according to a good schedule, realize how important and interesting a weighing of a fat animal can be.

Not so much, I fancy, at Alderlea to arrive at it—in terms of the cash return, welcome as it may be, but instead to find out which of the three farmers have come nearest to guessing the correct weight—an occasion which is sure to result in teasing comments. I confess that though he is no blood of mine I like James to come right to it. If it be only to challenge the other two. At time of writing, since all had retired before my return, I have not heard anything of the interesting outcome.

Extremely busy our farmers have been today over varied interests. There was a spell spent at the weeding of mangels, which ended that endeavour; there was fencing too at the other farm where cattle broke pasture and also time expended in making repairs to the mowers in the yard. It fell to grand-daughter and me to prepare the dinner for the workers—and Jamie too, our guest overnight, still lending sweet support. We had beef today and it was surprising how quickly the amount of it that had seemed altogether too much for James and me disappeared before the appetites of our hungry help. We had a bowl heaped high with comely and substantial "blue" potatoes to accompany the meat, said Jamie peeling one commented: "I don't think this is the way mother serves these. A funny way, this—just the ends cut off!" "You wouldn't know that your grand mother was almost raised on 'the like of those' James smiled to him "she knows all about cooking them."

(Continued on Page 10)

Quick Relief From Summer Complaints

To get quick relief from diarrhoea, intestinal pains, sickness or summer complaint, use **DOCTOR FOWLER'S EXTRACT OF WILD STRAWBERRY**.

This dependable family remedy is one of the most effective and best known medicines for bowel complaints. Insist on **DOCTOR FOWLER'S EXTRACT OF WILD STRAWBERRY**.

Household Scrapbook

By Roberta Lee

Moths
When moths are in a rug try covering with a wet towel, then applying a hot iron until the towel is dry. This will kill both the moths and the eggs. Then sprinkle with salt every week before sweeping.

Wicker Furniture
Wicker furniture can be cleaned by scrubbing with a not-too-hard brush and lukewarm soapy water. Rinse by turning the hose on it.

Oily Skin
If the skin of the face is oily, try washing it once a day in fresh water, to which the juice of a lemon has been added.

Cook's Corner

SQUARE DEALS

1/2 cup butter
1/2 cup sugar
1 egg
pinch of salt
1 cup flour
1 tablespoon milk
1 tablespoon orange or lemon juice
1/2 teaspoon soda
1/2 teaspoon nutmeg.

Mix and sift dry ingredients and add to thoroughly creamed butter, sugar, egg and milk. Add lemon juice and beat up. Sprinkle thinly on baking sheet. Sprinkle with sugar or finely chopped nuts. Bake in a moderate oven 375°F. until golden brown. Cool in pan on a cooler and cut in squares.



KING COLE COFFEE

DOROTHY DIX SAYS— Cure For Marital Ills

Keep Up Flattery Of Courtship Manners To Sidestep Pitfalls Of Unhappiness

The one unflattering remedy for an unhappy marriage is soft soap. Apply plenty of that on the sore spots and a cure is guaranteed. Try this faithfully for 30 days and if it doesn't work you can get your money back and a handsome divorce certificate framed in gold.

You see, the trouble with most married couples who cannot get along with each other is that they don't know what ails them, nor why they disagree so badly with each other. The husband knows that his wife is a noble, Christian woman who is a conscientious mother and a good cook. The wife appreciates that her husband possesses all of the domestic virtues, and then some. They know they should live together in peace and harmony, but instead of that they are in a perpetual brawl. They have tried all sorts of nostrums for this soul sickness without getting any results. But no matter how many good resolutions they make they still get in each other's hair. Every word is the fighting word, and their friends moan over them and say isn't it just too bad that Johnny's and Mary's marriage is such a failure.

CRAVE APPRECIATION

Now, unhappy marriages are as plentiful as pig-tracks, and most of them come from the same cause. But, curiously enough, few of those afflicted with the ailment ever seem to realize what their trouble is, or to do anything to cure it. For what's the matter with 99 out of 100 disgruntled husbands and wives is that they are simply starving for flattery, for appreciation and being fussed over. Every man baits his hook with sweet talk when he goes courting. He tells the girl he wants how beautiful and wonderful and intelligent and fascinating she is, for he knows well enough that she wouldn't have him on a bet if he dwelt upon her faults and defects. But that same man, after he is married, may never pay his wife a compliment or show in any way that he appreciates all the hard work she does to make him a comfortable home. Many a great lover turns into a champion fault-finder before the honeymoon is even over.

And many women treat the men whom they are married to exactly the same starvation diet. They take all of the hard work and the sacrifices that their husbands make, to give them comforts and luxuries, without ever so much as saying "thank you." Instead of praise they hand their husbands knocks and feel themselves defrauded because their milk coats are not sable. It is the general belief that there is no cure for the disillusion of married life, but this is a mistake. There is a homemade remedy for it that never fails. It is flattery. It is appreciation. It is husbands and wives always building up their mates and making them feel that even if the balance of the world falls to appreciate how marvelous they are, there is one person in it who burns incense before them.

The sure cure for an unhappy marriage is for the husband and wife to keep each other buttered up. If you doubt this, try the experiment.

How Can I!!!

By Anne Ashley

Q. How can I clean shellac brushes?
A. Clean shellac brushes with denatured alcohol only. If brushes are not carefully cleaned, curling and hardening takes place, a condition that is hard to remedy.

Q. How much cream should be put in the ice cream freezer, to allow plenty of room for expansion?
A. The freezer should not be more than two-thirds full of cream.

Q. How can I remove yellow rust marks from the porcelain sink or bathtub, caused by constant dripping of water?
A. By rubbing with pumice stone.

Forecast For The Fall



PLENTY OF DASH in tweed is the forecast for fall and winter from the London studios of the leading British fashion designers. Here are two of the suggestions. Left: "Miss Green" tweed suit, with matching top coat, designed by Molyneux. Right: Travel coat in heavy Scotch tweed, checked in oatmeal and black, designed by Dight Morton. Some of the new materials weigh only eight ounces to the square yard, but British women, despite their attachment to their world-famous tweeds, will see very little of them. Still severely clothes rationed, they will watch most of the styles go for export.

That Body Of Yours

By James W. Barton, M. D.

THE DANGERS OF GOING TO BED

Whenever you have a chill, a rise in temperature or feel tired, you are advised to go to bed and remain there until you feel well again. The idea of resting when you are not feeling well is to give the heart as little work to do as possible. Keeping on you feet gives the heart three times as much work as when you are at complete rest.

A proof of the value of resting when first attacked by an illness was amply proved in the flu epidemic of 1918-19. The majority of the patients who died were those who remained on their feet the first few days trying to fight the flu instead of going to bed, and those who were less robust were so weak they had to go to bed, and going to bed saved their lives because it lessened the strain on the heart. Patients who died from the flu, or pneumonia following the flu, died because the heart became too weak to do its work.

However going to bed and staying there longer than is necessary, is not wise—in fact, may be dangerous. In the "British Medical Journal," Dr. R. A. J. Asher states that the physician should think twice before ordering his patient to bed or to remain in bed, as remaining in bed involves dangers to the heart, lungs, blood vessels, skin, muscles and joints, bones, digestive system and nervous system. Bed rest is absolutely necessary in such cases as heart stroke, brain stroke and any acute illness. But Dr. Asher points out the demoralizing effects of remaining in bed when unnecessary, which encourages the patient to be satisfied to feel "comfortable." He should be on his feet, which stimulates all his physical and mental processes, and he becomes well in less time. Surgeons and physicians now realize the value of having patients get up much sooner after an operation than was formerly the case.

More liberal attention should be paid to breathing exercises, moving of the limbs, and occupational therapy.

Rest where necessary is a great asset in fighting an illness. Rest when unnecessary is a great hindrance to recovery—in fact, is a real liability.

Anemia

Send today for Dr. Barton's leaflet on the two types of anemia. Just enclose 5 cents, coin preferred, and a 3-cent stamp, to cover cost of handling and mailing. Write to Dr. Barton, P. O. Box 29, Station G, New York 19, N. Y., and ask for the leaflet "Anemia."

Modern Etiquette

By Roberta Lee

Q. I am a young woman and have been invited by a young couple to spend a week-end in their home. Am I expected to make my own bed, help with the dishes, etc.?

A. Any help you can give will show a sense of breeding. However, don't make a big fuss of it and be careful that you don't get in your hostess' way otherwise you might be hindering, rather than helping, her.

Q. Should a young woman be congratulated upon her approaching marriage?
A. No. She should receive one's good wishes for her happiness. The prospective bridegroom is congratulated, however.

Q. When in an elevator of a hotel, or an office building should a man remove his hat when a woman enters?
A. He should do so in a hotel elevator, but it is not necessary to do so in an office building or shop.

Morning Smile

One On Him

Nobody seemed to take much notice of Brown. He tried to get in a word now and then, but somebody with a stronger voice always took command of the conversation. At last the talk turned on the subject of dogs, and Brown felt sure that his chance would come, for he owned a dog of which he was proud. "There are some dogs," remarked Robinson, "that have more intelligence than their masters." "That's quite right," said Brown; "I've got one like that."

Fancy That

"I've come to mend the tap you wrote about," said the plumber to the woman who answered the door. "But we didn't send for you," said the woman. "You're Mrs. Green?" "No, Mrs. Green left her two months ago—before we moved in." The plumber turned to his boy. "Would you believe it, Bill? Fancy sending for us to do a job and then movin'!"

Ask for it by name... LANE'S BREAD --- please



DELICIOUS... WHOLESOME HEALTHFUL BREAKFAST... A QUALITY PRODUCT OF LANE'S BAKERIES LIMITED DON'T SAY BREAD— SAY LANE'S BREAD, PLEASE
Charlottetown and District Representative ROY (Buck) WHITLOCK—PHONE 1781-L

Living & Leisure THE WOMAN'S REALM

BLESSINGS EACH DAY
O Thou from whom unfading come Rich bounties each new day, An eager heart, a happy house, Health to pursue our way; Whose providences still afford Our bed, our work, our food, For these and all Thy mercies, Lord, Accept our gratitude.

EGG SHAMPOO BOON TO HAIR

The egg shampoo treatment does wonders in improving your hair. Brush your hair briskly and wring two towels, urban fashion, around your head. Leave on for about 15 minutes. Remove the towels and massage the scalp. Wrap in hot towels again for a few minutes, then give the soap another finger massage. Add one whole egg to a diluted solution of liquid soapless shampoo. Wet the hair with lukewarm water and use half of the shampoo solution, working it into the scalp. Use cool or lukewarm water for thorough rinsing, otherwise the egg might curdle. After rinsing, repeat the whole process, using the other half of the egg shampoo solution. Finish with a lukewarm rinse and gentle warm towel drying. Massage a tiny bit of colorless special ointment into the scalp. Brush comb and "set" the hair, using a rattail comb for curls and waves.

Use leftover potatoes casserole-style and serve with a platter of cold meat. To prepare dice potatoes, add to a cream sauce, turn into a casserole and top with cracker crumbs which have been mixed with melted butter and grated cheese. Sprinkle lightly with paprika and brown in a hot oven.

Frost chocolate cookies with whipped cream, stack and spread some of the sweetened cream over the outside of the stack. Chill in refrigerator for several hours, then slice and serve. Ginger snaps are also delicious with any way.

Use small amounts of leftover vegetables such as peas, carrots and snap beans in a Spanish sauce for an omelette or broiled fish.

LITTLE TOES SHRINKING
JEFFERSON CITY, Mo. — Future Americans may have no little toes if the present trend continues. In the opinion of Dr. Frederick A. Felletier, a local chiropodist, Felletier says many little toes already have lost one of three bones because of the shoe styles and disuse.

Instant coffee is excellent to flavor a mocha filling and frosting for cream puffs or eclairs.

Neel McCraft FOR THE HOME

FICHU CAPE FASHION

Something different in sundresses styled with shoulder straps to show off your Summer tan... a matching fichu cape to capture the "covered-up" look. Note the way the cape cleverly crosses over in front and buttons to the belt! No. 2245 is cut in sizes 12, 14, 16, 18, 20, 36, 38, 40, 42, and 44. Size 36 dress requires 2 1/2 yds. 35-in.; cape 1/2 yd. 35-in. Send 20c for each PATTERN, which includes complete sewing guide. Print your Name, Address and Style Number plainly. Be sure to state size you want. Include postal unit or some number in your address. Address: Pattern Department, The Charlottetown Guardian, Pattern No. 2245.

Name _____
Address _____
City _____ Province _____

SOME AUTO!
LONDON, Ont. — (CP) — Police, examining a car involved in an accident here, listed the following defects: no brakes, no horn, no windshield wiper, no lights, tires unsafe and spokes in one wheel broken. It was undamaged but the other vehicle received damages estimated at \$50.

CHANGE of LIFE?

Are you going through the functional "middle age" period peculiar to women (38 to 52 yrs.)? Does this make you suffer from hot flashes, feel so nervous, high-strung, tired? Then try Lydia E. Pinkham's Vegetable Compound to relieve such symptoms. Pinkham's Compound also has what Doctors call a stomachic tonic effect!

LYDIA E. PINKHAM'S VEGETABLE COMPOUND

