

Woman's Realm Social and Personal Fashions Literature

3 STRANGE MEN

By C. T. PODMORE

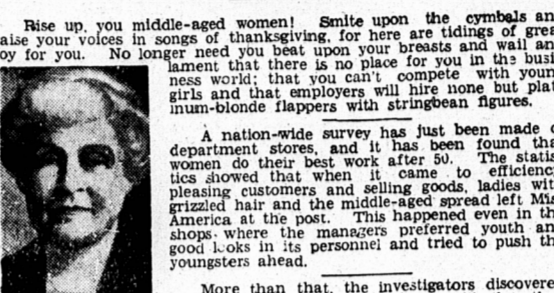
CHAPTER XX.—(Continued) "I suppose not," George rejoined; "and you'd have no time for anything else for a while, after I get my fingers to your neck."

Today's Short Wave Radio Program

- MONDAY, AUGUST 8
GUATEMALA
5:00 p.m.—Special Concert Dedicated to United States. TGWA, 19.7 m., 15.17 meg.

Dorothy Dix

Customers Are Not Looking for Dolls When They go Into Store — They Want Service, and Survey Shows the Woman in Middle Age is the Best Saleswoman



Rise up, you middle-aged women! Smile upon the cymbals and raise your voices in songs of thanksgiving, for here are tidings of great joy for you. No longer need you beat upon your breasts and gnarl and

Probably the first reaction of every one who reads this report will be a gasp of surprise, for youth and beauty have been so exploited of recent years that we have come to accept it as a fact that they are as important in business as in society.

Every wise shopper passes by the pretty little doll, teetering around on spool-heeled sandals, who has to detach herself from her lipstick before she can even see a customer and murmur "we haven't got it"

Of course, there are a few gay Lotharios among business men who pick out their stenographers by their kissability instead of their spelling, but the great majority of employers would rather have a settled woman

It is fine for a girl to be young and pretty; but it fits her for marriage, not for business. Her thoughts, her interests, her ambitions are all centered on selling herself to some slick-haired boy instead of selling

Millions of women knock off work thirty years too soon. They could estimate their production of goods and services if they would only put to use the knowledge and experience they have gained through living.

A Morning Smile

RATHER BADLY PUT Hostess —It's beginning to rain. You'll get wet. I think you'd better stay to dinner.

MATHEMATICS BE HANGED! A little schoolboy was once asked by an inspector which he would rather have, half an orange or eight-sixpences.

SEED PRODUCTION 'TRURO, N. S.—(CP) — Officials estimate production of Dimars and Laurentian turnip seed in Nova Scotia this season will be 15 tons.

DIRECTORS CHOSEN SAINT JOHN, N. B.—(CP) — Directors at polls throughout the province have chosen for the New Brunswick Automobile Safety League, Ltd., a new organization designed to give the public help in promoting safety on the highways.

DEER CAUSES INJURIES DIGBY, N. S.—(CP) — Captain Harry Ross suffered cuts about the face when a deer leaped through the windshield of his car. The animal was killed in the collision.

How Can I???

- Q. How can I prevent window sashes from sticking, after being painted?
A. Newly painted window sashes should be run up and down several times a day for a few days.

Household Scrapbook

- A Secure Hem When hemming a skirt, take double stitch inch or so. This will make such a firm hem that if you rip a few stitches, the rip will extend for more than an inch.

Red Beets

The beets will be a very bright red in color if a tablespoon of vinegar is added to the water after they have been peeled and diced.

Placing Furniture

Be sure not to place chairs, davenport, tables, etc., directly against the walls. Keep them an inch or so away. The room will look much better, and the wall paper will not be damaged.

Home Service

Express Personality in Good Conversation



It's Fun to Share Enthusiasm! Do you chatter like a housewife to your girl friend, but lose your tongue in company?

Learn how to develop your talent for good talk so you will be at ease with everyone.

Let new acquaintances know about your pet enthusiasms. They'll be flattered when you take them to your confidence, feel you're a real person.

Q. What is the correct way to eat bread?
A. Break off a small piece of bread at a time, butter it, and convey it to the mouth with the fingers.

COUNTERFEITS PASSED FREDERICTON, (CP) — Two counterfeit United States \$20 bills passed here are the first spurious currency to appear in this part of the province in many months.

SAINT JOHN, N. B.—(CP) — Directors at polls throughout the province have chosen for the New Brunswick Automobile Safety League, Ltd., a new organization designed to give the public help in promoting safety on the highways.

DIGBY, N. S.—(CP) — Captain Harry Ross suffered cuts about the face when a deer leaped through the windshield of his car. The animal was killed in the collision.

The Housewife And Her Activities

The brave man is not he who feels no fear. For that were stupid and irrational; but whose noble soul its fear

To prevent a film forming on corn starch puddings, cover the serving bowl with waxed paper or while the pudding is cooking, secure it with string or a rubber band and set in ice water to chill.

Front fullness, the fault that is not in the face, is due to over-accumulation of fat in the cheeks and chin. To prevent this, use a firm, elastic face cream.

Buttons, but long, narrow, and of cambric, silk, or satin, are no longer their proper place. The wide, flat, button is the fashion, and jacket a new look. Buttons, plain buttons, but with fringed edges, and often made of fabric.

Startling accents of color in large splashy ornaments, on black dresses, nothing discreet about. In such a dress, a bright, bright, very bright color, possibly also mated with black.

Embroideries that shew, but discreetly on collars or pockets or revers, a feminine or plausious touch to tailored dress suits.

Schiffarelli sleeves, increased far various types of costumes which give a very new and modern look after all the old-fashioned, broad muslin tops of the last few years.

Yokes have taken another stride toward a place of importance in the design scheme. They are the beginning and end of pleating, tucking and gathers, and are vital to some of the newest effects in bodies.

In box coats, vertical stripes are out the straight and narrow line. Shirtwaist dresses are made entirely of velvet or entirely of metal cloth and black crepe.

Plaids are represented in the best tweed coats. Printed velveteens are in vogue. Corduroys are good school fashion in two piece dresses or trim little suits.

Bishop sleeves, long and full, are shired into wrist-bands. Yokes are distinctly a fall 1938 fashion. Inset yokes, square yokes, round yokes, yokes outlined with embroidery, yokes in contrasting fabric and color—these are the tailored look, becoming, and create interest at top of the bodice.

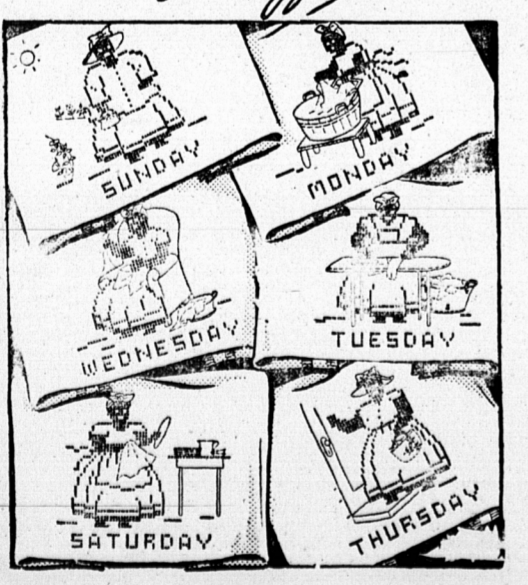
FASHION GUIDES FOR THE HOME DRESSMAKER

No need to worry if the temperature is soaring to 100 in this cool track. It has such smart, varied lines, collars, necks, brief sleeves... buttoned shoulders, that make it so comfortable to get in the conveniences of fitted waists, and slightly flared hem. Make it of sturdy cotton print, solid colored linen, hopsacking, washable silk, etc. with color and mood from 20 sleeves to get in... no waistline seam to worry about... just two major parts to the pattern. It's all so simple. Design 17. It takes only 3 1/2 yards of 36-inch material with 2 1/2 yards of bias and 1 1/2 yard of 20-inch elastic for the 36 inch waist which makes the extra necessary by.

SYDNEY, N. S.—(CP) — An economic study of the market area of Cape Breton's industrial town is being conducted by the provincial government. The study includes a survey of the town's population, its industries, and its commerce.

JOLLY MAMMY TEA TOWELS

by Mayfair



MAYFAIR NO. 343 The sun shining so brightly over Mandy's shoulder on "Sunday" morning will shine just a little brighter through your own kitchen window when these Jolly Mummy Tea Towels are folded in neat rows on your towel rack.

Use this coupon Print your name and address plainly To The Charlottetown Guardian Needlework Dept. DESIGN NO. 343 Name Street Address City Province

THE COOK'S CORNER

LAMB CUTLETS WITH BRAISED ONIONS

Have the butcher cut the neck or breast into cutlets, wipe each about one inch thick, with a damp cloth, and then dip in flour and brown quickly in hot fat. Now add 6 tablespoons of butter, and cook very slowly until meat is tender, usually about 2 1/2 hours. Season. To serve, lift the meat on pieces of toast, and pour over some of the browned onions and gravy, then mask with a tablespoon of Hollandaise sauce. Sprinkle with fine-chopped parsley.

CHOCOLATE NUT BARS

One-quarter cup melted shortening, 1 cup light brown sugar, 1 egg, slightly beaten, 2 ounces baking chocolate, melted, 1-2 cup flour, sifted, 1/2 teaspoon salt, 1-2 cup dates, chopped, 1-2 cup pecans or black walnut, chopped. Place shortening in bowl, add sugar and slightly-beaten egg. Add chocolate and beat thoroughly. Add sifted flour and salt, and beat. Add dates and nuts. Pour into 8-inch square pan lined with buttered wax paper. Bake at 300 degrees Fahrenheit 25 to 30 minutes. While warm, cut into large squares or inch bars and sprinkle with powdered sugar. Makes 16 squares.

RIBBON SALAD IN TOMATO CUPS

Six medium-sized tomatoes, 4 small packages cream cheese, 1 small can asparagus, or 1 bunch cooked asparagus, 2 hard-cooked eggs, 1 small can anchovies or a jar of paste, paprika, salt, salad dressing, head lettuce. Scoop out the contents of ripe tomatoes

HUSTLING HARRY Wins for Smithtown

BURSTING WITH GRAPE-NUTS ENERGY THIS MORNING, HARRY? LET'S SEE HOW FAST YOU CAN GET THIS ORDER OVER TO THE PARK!

GOSH-NOW I KNOW WHAT HARRY MEANS WHEN HE SAYS GRAPE-NUTS GIVE YOU ENERGY! WHY IT'S HARRY!

SMITHTOWN WINS! HURRAY FOR HARRY!

SAY HARRY, WHO HAS THAT YOU SAID GAVE YOU SO MUCH ENERGY?

GRAPE-NUTS-NOTHING ELSE BUT THAT! A TIGER-IN FACT! COULD GO FOR A DISH IN A BIG WAY RIGHT NOW!

AT THE PARK 'O JOE! HOW ABOUT A DISH OF GRAPE-NUTS FOR LUNCH THIS OVER?

TUSH HARRY! I GOT WORRIES! DUGGAN'S SPRAINED HIS ANKLE AND WON'T BE ABLE TO RACE TODAY-DOODSVILLE HAVE US BEAT BEFORE WE START!

SAY, PHONE THE BOSS AND TELL HIM I'VE BEEN DELAYED - I THINK I'VE GOT AN IDEA!

LISTEN HARRY YOU CAN'T HELP US-SMITHTOWN IS SO FAR BEHIND NOW THAT EVEN A FIRE TRUCK WOULDN'T BE ANY USE!

THEN JUST GO ON! CHANCE-NEED TO GO AWAY TO LOSE!

LET'S ALL HAVE SOME-THEY TASTE SWELL!

MY MY! DO GRAPE-NUTS TASTE SWELL-AND HOW! THEY'RE SWEET AND NUT-LIKE-AND JUST TWO TABLESPOONS OF GRAPE-NUTS WITH WHOLE MILK OR CREAM AND FRUIT PROVIDES MORE VARIED NUTRIMENT THAN MANY A HEARTY MEAL - BETTER GET A PACKAGE FOR TOMORROW!



Send illustrated coupon for sample of cereal... Grape-Nuts... IN THE BLUE AND YELLOW PACKAGE