



Pictured above is Mrs. Edmond Sandell, Jr., the former Myrna A. Garnham, daughter of Mr. and Mrs. George E. Garnham of Charlottetown, P.E.I. The groom is the son of Mr. and Mrs. Edmond Sandell, Sr., of Collingwood, Ontario. The wedding ceremony was performed on June 19 by Rev. E. S. Lautenslager at Howard Park United Church, Toronto, Ontario. After the reception at the Killarney Country Club, the young couple left on a honeymoon trip to Cape Cod, Mass. They will reside in Toronto. (Photo by Graphic Artists)

Have New Ideas On Customer Reactions

NEW YORK, (AP)—Psychologists for some time have been studying the reactions of potential buyers to various products.

They're coming up with new ideas on what really makes customers tick. Gadget makers, for example, are being cautioned against their long-time practice of telling a woman that their products can do her job many times better than she can. The woman may say she likes the idea, but subconsciously she resents it.

"Gives her an inferiority complex," say the psychologists. "She rejects ads that imply she's no longer of any importance around the house and that her place can be taken by a gadget."

The idea that a woman buys clothes, cosmetics and perfume just to catch a man is getting a second look from the ad managers, too. Psychologists—according to a Chicago advertising agency, Weiss Geller—say what she's really after is the chance to admire herself in a mirror and get envious stares from other women.

Probing of the consumer's subconscious buying instincts by psychologists has led the Chicago agency to question some of the time-worn advertising come-ons. Female authorities in radio and TV commercials, for example, are resented by other women—reminds them of a "nagging mother," and anyway listeners always suspect "women who know too much."

DOROTHY DIX

Imagined Spite

DEAR MISS DIX: Perhaps this problem should have been relegated to the past, but since it's frequently on my mind, I'd like your opinion. Except for this one occasion I've always gotten along with my in-laws, and am sure they like me. Several months ago, when my baby was almost due, my husband got an offer of a fine job in his home town and had to leave me here. While he was home, his family had a big dinner primarily to welcome a relative who had arrived from Europe, and whom none of the younger members of the family, including my husband, had ever met. I wasn't invited, because the oversight still haunts me. It was the first and only time I was ever left out of anything.

Mrs. E.

NOT WORTH A FUSS

ANSWER: Surely you are adult enough to let one oversight be forgotten in the general kindness of your in-law relationship which seems to be ideal. The family either had the dinner on the spur of the moment, with no time allowance for you to travel the considerable distance between their home and yours, or they thought the trip too much in view of your condition. To hold an imagined slight—or even a real one—for any

Continued on page 9

That Body of Yours

By James W. Barton, M. D.

THE WORK OF THE HEART — SITTING OR LYING DOWN

We have all noticed the increased tendency of late to have patients up on their feet, even in only for a few minutes, who shortly after operation, sometimes a patient may be up for a few minutes walk within 24 hours after an appendectomy whereas, just a few years ago, several days or a week would be spent flat in bed, before venturing up.

I have spoken before also of an increased tendency to have patients with acute coronary thrombosis (the formation of a clot in a branch of the coronary arteries which supply blood to the heart muscle) rest in an armchair rather than rest entirely flat on the back in bed. By the way, other names for coronary thrombosis are "coronary occlusion" and "cardiac infarction."

Now we read in the Journal of the American Medical Association of an interesting experiment in which the amount of work done by the heart in the lying down position and in a sitting position in an arm chair. First the patient rested lying down for 45 minutes and then the amount of work and pressure of the heart was measured. He was then helped into an armchair and allowed to rest for 30 minutes after which time the amount of work and pressure of the heart was again measured.

What was found in this experiment? It was found that the heart did 23 per cent less work when in the armchair than it did in the lying flat position! "Indications are that the ordinary flow of the blood is not reduced when the patient assumes the armchair position and that it may be even increased as he assumes the upright position as long as there is no decrease in the blood pressure from change of position."

Of course, a patient feels much more hopeful when he is allowed to sit up in a chair rather than lie flat in bed but this increased hopefulness must not mislead him into taking his condition too lightly or engaging in unauthorized activities. Transfer from bed to chair and back again should be done with as little effort as possible on the patient's part and care should be taken to avoid undue compression at the bend of the knees so that circulation in the legs is not hindered.

Of course, if the patient shows any symptoms of shock or lack of blood supply to the brain while in the armchair, its use should be discontinued for the time being.

Acknowledgements to Dr. W. S. Goe in Annals of Internal Medicine.

IT'S STRAW HAT time for the men as well as the women! The Men's Wear Department has a superior array of fine quality Straw Hats from which to choose. They're flatteringly masculine in pre-creased styles. Genuine, hand made Panamas in natural shade are priced 5.00 each, genuine Hinoki Straws are the same. Ventilated Bangora for cool comfort as well as good appearance is priced 3.95. Airtex and processed mesh Hats are 2.95. They're all weatherized and they all have contrasting or blending Puggaree Bands—by the way, colors include natural, gray, brown or fawn. Sizes are 6.5/8 to 7.3/8. There are also good displays of all-weather Gabardine Hats for active and spectator sports, these are priced 2.50 and 2.95 in the Men's Wear Department at Holman's in Summerside.

WOMEN

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CHILD TRAINING

(This article is another in a series on child training designed to offer guidance to parents. All publications are prepared by the Department of National Health and Welfare).

Fear Can Harm Your Child

PART I

It is normal for your child to be frightened at times. But if his fears are too intense or too prolonged they can be harmful and cause much permanent damage to his developing personality. For this reason take his fears and worries seriously and make every effort to relieve them.

Some fears are brief and immediately forgotten, like a loud noise, or a scary Halloween mask. Others are lasting and deeply injurious. Fear of authority may develop from a father who is too stern; fear of soiling from too rigid toilet training; fear of dirt from constant harsh scolding for getting dirty during play. The list is a long one. Whatever seems to make you withdraw your love will worry your child because he loves and needs you so much. Avoid the growth of such fears in your child by being tolerant and friendly about his progress, or lack of it, in his eating, playing or keeping dry. Praise him for his efforts even if they are clumsy. If you make him feel a failure he will be full of

fear. Afraid of being alone in the dark at bedtime is common—and the child cannot be persuaded there is nothing to fear. Ridicule or stern measures only make it harder for him. He is showing how badly he needs comfort, love and reassurance, not just at bedtime but during the day, too. The usual cause is a lack of self-confidence. Ease up on your scoldings. They make him feel guilty, a failure. Halt the battles over toilet training and eating. And if Dad has been using the "stern father" method, he'll soften up when he realizes his child needs less managing and more affection and approval. Praise your child's little successes and so help his inner security.

For the two-year-old, leaving the bedroom door partly open will help. Fear of bed-wetting can make a child of this age afraid to go to sleep. His bladder control is not yet perfect and he may be a

fraud he'll lose his mother's love if he wets his bed. Such a child needs to be told his mother loves him wet or dry.

This World can be Frightening

A child of three or four often fears thunderstorms, snakes, cats, dogs, etc., especially if the parent has shown similar fears in his presence. Or he may imagine frightening things. Reassure him and avoid ridicule. He needs affection to help him over the insecurity that is the basis for such fears. And show him that you are not afraid, but appreciate his feeling the way he does.

Your child is more disturbed about family matters than you probably realize. Discuss such domestic troubles out of his hearing. Fear of death shows up at this age and you can allay his worries by treating the subject reassuringly, telling your child that people don't usually die until they are old and (with a cheerful hug) we'll all be happy together for a long time! Meet his questions honestly and cheerfully. If your child is sure of himself and not being punished or crossly scolded he won't be much worried by imagined fears.

Family quarrels can produce an uneasy fear in your child which may endure and become most damaging. He may not understand the bickerings, but they can profoundly affect the child. He feels that something is wrong with two people who mean the most in his world.

Parents often promote a child's fears through ambition for him to shine. If you want him to be the tallest, best-dressed and best-mannered of all children and push him too hard to reach unnatural and impossibly high standards, he'll very likely react by not showing off as you desire. Instead, he'll show symptoms of fear, may be not obviously but in some "nervous" habits.

(To be continued next week)

Opens Shakespearean Festival



The Shakespearean Festival at Stratford, Ont., opened with the production of "Measure for Measure." This is a scene from the play with James Mason, English stage and screen star, as Angelo, and Frances Hyland of Regina and Shaunavon, Sask., who has played on the London stage, as Isabella.



ROLLED OATS BREAD

Pour 2 cups rolled oats into a bowl. Pour 2 cups boiling water over them and stir, then add 1 cup molasses, 1 cup sugar, ½ cup lard and cool to lukewarm.

Soak 1 yeast cake or package of dry yeast in 1 cup lukewarm water with 2 teaspoons of sugar. Put 2 quarts white flour in pan. Add salt and mix rolled oats mixture and yeast in, and then knead.

Raisins may be added if desired. Let rise and bake in usual manner.

—Mrs. Roy Leard, Mount Stewart W. L.

Modern Etiquette

By Roberta Lee

Q. Is it all right to print the words "Adults only" at the bottom of wedding reception invitations?

A. Not on a social invitation of

Better English

By D. C. Williams

1. What is wrong with this sentence? "After resting a bit, she ascended up the hill."

2. What is the correct pronunciation of "drollery"?

3. Which one of these words is misspelled? Militant, mineralize, milage, millennium.

4. What does the word "vibrant" mean?

5. What is a word beginning with la that means "weak"?

ANSWERS

1. Say, "After resting awhile, she ascended (omit up) the hill." 2. Pronounce the o as in roll, not as in doll. 3. Mileage. 4. Vibrating; pulsing. "The city was vibrant with life and energy." 5. Languid.

any kind. It is all right however, to insert a message such as: "It is very much regretted that invitations to children cannot be included."

Q. If a guest is late in arriving, how long should a hostess make her other guests wait before serving dinner?

A. No longer than twenty minutes, then proceed with the serving.

Q. Should a guest, who has accidentally broken something, replace it with another?

A. This is the proper and considerate thing to do.

Alice Brooks Designs



BOTTLE-CAP MATS!
Handy hot-plate mats made from BOTTLE CAPS! Crochet over each cap, join them to form gay sunflower or heart designs. Easy to do—use up scraps of cotton.

Protect table tops with bottle-cap hot-plate mats. Pattern 7189 has easy-to-follow directions.

Send Twenty-five Cents in coins for this pattern (stamps cannot be accepted) to ALICE BROOKS Designs c/o The Guardian, 60 Front Street West, Toronto, Ontario. Please print plainly Name, Address, Pattern Number.

BRAND-NEW, beautiful — the 1954 Alice Brooks Needlecraft Catalog. It has the most popular embroidery, crochet, sewing, color-transfer designs to send for. Plus 4 patterns printed in book. Send 25 cents for your copy. Ideas for gifts, bazaars, fashions.

Morning Smile

A man revisited his old home, which he had had to sell to a rich man because the expenses were so heavy.

"And how is my ancestor, the ghost, who used to walk up and down the stairs all night?" he asked. "Oh, 'im," said the new owner, who had had the place modernized. "E don't give us a wink of sleep, ringing for the lift!"



Now's the time for...



There's hardly a better way to lift the spirits than with delicious, beautiful Jell-O. So get your honor!

SEVEN DELICIOUS FLAVORS

Jell-O is a registered trade-mark owned in Canada by General Foods, Limited.



ELLEN'S DIARY

by an Island Farmer's Wife

To us, one of the most engaging and nostalgic pictures of our day was the sight of two little bare-foot girls, members of a young family of six, seated quietly on the front doorstep of a snug country home awaiting the return of their parents from some necessary outing which had taken them away from the children for several hours. Not that left as a fond grand-mother, they were not in the best of hands. Excellent as we recall it for the active hours of daylight, but now that the twilight was fading into dusk, we could appreciate how anxious they were to have once more the family circle complete.

Very beautifully beneath the spell of summer, the twilight was spreading its quiet purpling shadows on the pretty green valleys cupped between their hills. Trees, meadows, vale and hill—all seemed of hands, with much expectancy and reverence the coming of night.

With the two boys of this place, Continued on page 9

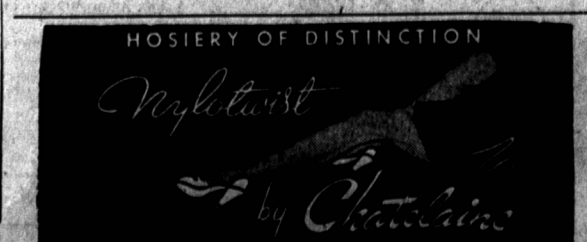


— G. H. M. —

IT'S Peachy Weather for the Beach! . . . But you have to be properly outfitted to enjoy and get the most out of every moment spent in the sea, on the sand and in the sun. One of the Beach Necessities often forgotten is a large, thirsty and luxurious BEACH TOWEL. The Dry Goods Department in the Summerside Store and the House Furnishing Section in the Charlottetown Store have oodles of huge 36 by 54 inch Terry Towels that are exactly and precisely what you want. They are thickly tufted and very absorbent—they are snowy white decorated with stencil motifs of a nautical nature. Priced 2.98 each, the Beach Towels will see you through a glorious season of outdoor living—then come Fall they're grand to use for your bath! Invest in a Beach Towel from the Dry Goods Department or the House Furnishing Department of either Holman's Store.

IT'S more than a Toilet Water—it's more than a Cologne—IT'S EAÛ DE PARFUM! "Fire and Ice" by Revlon has a glowing fragrance that is cool, exciting and lasting because it is blended from rich, deep toned oils. The Cosmetic Section of Holman's in Summerside has "Fire and Ice" in 2.50 and 4.00 flacons that you'll be proud to have on your dressing table. You'll be proud to wear "Fire and Ice" for your most special occasions too. Buy a flacon today from the Cosmetic Section of Holman's in Summerside.

IT'S STRAW HAT time for the men as well as the women! The Men's Wear Department has a superior array of fine quality Straw Hats from which to choose. They're flatteringly masculine in pre-creased styles. Genuine, hand made Panamas in natural shade are priced 5.00 each, genuine Hinoki Straws are the same. Ventilated Bangora for cool comfort as well as good appearance is priced 3.95. Airtex and processed mesh Hats are 2.95. They're all weatherized and they all have contrasting or blending Puggaree Bands—by the way, colors include natural, gray, brown or fawn. Sizes are 6.5/8 to 7.3/8. There are also good displays of all-weather Gabardine Hats for active and spectator sports, these are priced 2.50 and 2.95 in the Men's Wear Department at Holman's in Summerside.



Contract Bridge

By Josephine Culbertson

A BAD ARCHITECT

The early play located the key cards for declarer in the following hand, but he could not read the blueprint.

South dealer.

Both sides vulnerable

♠ 10 8 7 4

♥ A J 9

♦ A Q 6 3

♣ 5

♠ 9

♥ K 10 6 5 3

♦ 9 2

♣ A 6 4 3 2

The bidding:

South West North East

Pass Pass 1 ♠ Pass

2 ♠ Pass 3 ♠ Pass

4 ♠ Pass Pass Pass

West opened the trump eight, dummy's nine was put in, and East, sure that he had nothing to gain by covering, played low without hesitation. South probably should have overtaken with the ten, to lead the singleton spade toward dummy, but he was in an even better position when, having led toward his own spade nine, East ducked and West's ace was driven out.

West persisted with his second trump, and the ace was correctly played to hold the lead in dummy. Now, the spade queen was led through East, who covered. South of course, ruffed.

At this point there were two key cards in the picture, and South should have been fully aware of their location. One card was the trump queen; the other was the spade jack. The latter had been definitely located when West took the first spade lead with the ace—surely he would have won with the jack if possible. As for the heart queen—it was inconceivable that West would have led away from a potential trick, so that heart queen was absolutely marked with East.

On this obvious analysis, South should have cashed the club ace, ruffed a club, then led another spade, through East for a ruffing finesse. Whether East covered then or later, South would ruff, draw East's trump queen, lead to the diamond ace, and take the fulfilling tricks with long spades.

South, however, failed to appreciate his opportunity. Evidently on the thought that the diamond finesse would have to succeed for a needed entry to dummy, he tried that finesse, and when East won and led back the heart queen, South was through—in fact, he went down three.

The Stars Say

By Estrellita

For Tomorrow

TOMORROW's horoscope indicates a great measure of happiness, if you will plan to share your moments of leisure and relaxation with members of the family and close friends. Hospitality shared in your home or outside of it will be doubly appreciated on this most harmonious day and a short trip could be most enjoyable.

Some caution is urged however, if traveling through heavy traffic, also in handling oils, chemicals, inflammable materials of every type.

For the Birthday

If tomorrow is your birthday, your intuitive sense of foresight should enable you to mold conditions to suit yourself during the next three

Household Scrapbook

By Roberta Lee

Sewing Room Tool

A discarded safety razor blade is excellent for ripping goods and for other uses in the sewing room. Lay a match along one edge of the blade and bind it on with adhesive plaster, to serve as a handle.

Scorched Cotton

If any cotton goods are badly scorched, dip it in cold water and hang it in the hot sun to dry and dry. Repeat this process several times.

Tarnished Silver

A very good cleanser for tarnished silver is to use a piece of raw potato, dipped in baking soda.

How Can I?

By Anne Ashley

Q. How can I remove stains on white enameled furniture?

A. By putting a small piece of potato in a kettle of clear water, letting it stand for five or ten minutes, then washing the furniture with this solution and soap.

Q. How can I make a dustless mop?

A. One good way to make a dustless mop is to cut old stocking legs into strips and then saturate with cedar oil.

Q. How can I make use of small pieces of soap?

A. Cut them into chips and use the same as soap flakes in the boiler on wash day.

Anne Adams Patterns

WRAP 'ROUND!

Half-sizers! Pop into this breezy dress first thing in the morning—keep cool all day! No "over-the-head" muss—just walk in and button. Proportioned for short, fuller figures—no alteration problems. Bolero, too.

Pattern 4724: Half Sizes 14½, 16½, 18½, 20½, 22½, 24½. Size 16½ dress, 3½ yards 38-inch fabric; bolero, 1½ yards.

This pattern easy to use, simple to sew, is tested for fit. Has complete illustrated instructions.

Send Thirty-five cents (35¢) in coins (stamps cannot be accepted) for this pattern. Print plainly Name, Address, Style Number.

Send order to ANNE ADAMS, 470 The Guardian, 60 Front Street West, Toronto, Ontario.

months, but be sure to use all of your talents and resources. Leave nothing to chance.

Business relationships should be excellent during this period and social activities extraordinarily stimulating.

Where financial matters are concerned, make your plans well in advance so that only a minimum of change will be necessary. Do not let your emotions rule when making decisions. Keep a cautious eye on your income and expenditures so as to maintain a proper balance between the two.

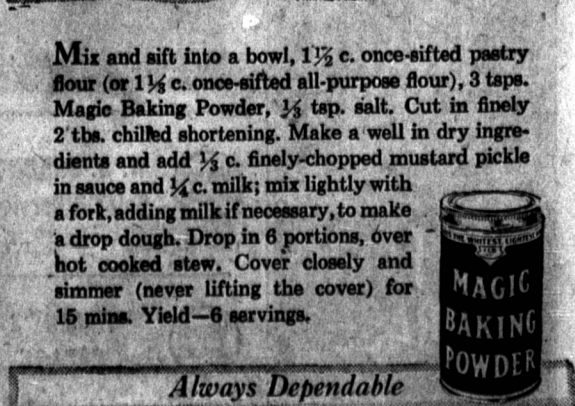
Romance and travel will be under beneficent aspect for the balance of the year, and there is also promise of unusual domestic harmony.

A child born on this day will be loyal, sincere and unusually understanding and tolerant of others.



Mustard-Pickle Dumplings

Mix and sift into a bowl, 1½ c. once-sifted pastry flour (or 1½ c. once-sifted all-purpose flour), 3 tps. Magic Baking Powder, ¼ tsp. salt. Cut in finely 2 tbs. chilled shortening. Make a well in dry ingredients and add ½ c. finely-chopped mustard pickle in sauce and ¼ c. milk; mix lightly with a fork, adding milk if necessary, to make a drop dough. Drop in 6 portions, over hot cooked stew. Cover closely and simmer (never lifting the cover) for 15 mins. Yield—6 servings.



Always Dependable