

Top Fashion Executive Has Eye On Her Native Canada

By JOSEPH MACSWEEN
Canadian Press Staff Writer
NEW YORK (CP) — Audrey Waymouth, who was a model in Toronto at 15, is a blonde lady with a fetching figure, a straight eye, an imposing title and a big bankroll.

Fashions are her business. Perhaps modelling gifts were what opened the door for Audrey, but it was the cool, swift brain behind the blue-grey eyes that kept it that way.

"I offered to work without salary when I came here eight years ago," she said, pacing the showroom of her 26th-floor office on a home run away from Times Square in the heart of New York.

Already a successful model and fashion consultant in Canada, her first job here paid \$50 a week, \$15,000 A YEAR.

Now she pulls down \$15,000 a year as eastern sales manager of Lantz Originals, a country-wide firm with manufacturing headquarters on the West Coast.

Last August she married Allan Brock, president of an insurance company.

"He says I just don another hat for each of my many jobs," said Audrey, whose happy smile makes her look much younger than the 37 years she freely admits.

"I'm not boasting when I say I know this business from beginning to end. I've been in it since childhood, practically."

LIKE THEATRE
"But the fashion business is like

me make. You're keyed up for the opening. You stay awake nights. You always dread that maybe this opening—we have four a year, you know—will be a complete flop."

Audrey left school in Toronto, her native city, to work as a salesgirl and model for several employers, including Eaton's and Simpson's. She swung more and more to the selling side, until at 22 she was visiting Hamilton, London and other cities with her dress lines on racks in the back of her car.

Her current work includes supervising a sales men, organizing and co-ordinating fashion shows for both wholesale and retail markets and much travelling all over the U.S.

NEW IDEA
"I opened the first New York showroom for this firm—which is comparatively young—six years ago," she said. "I originated the idea of retail fashion shows, where prospective customers, not profes-

Hotel Construction Is Job Of Spike-Heeled Architect

TORONTO (CP) — Gwyneth Cooper - Jones, wearing spike heels, fur-lined coat and a safety helmet over her blonde curls, helped to direct the construction of one of the largest hotels in Canada.

She is the resident architect in charge of the 200 laborers, supervisors, draughtsmen and engineers who erected the 18-story glass-clad structure on downtown King Street which is the 850-room Lord Simcoe Hotel.

All plans for the new structure passed through her manicured hands, but she doesn't merely sit at a desk. Scampering among piles of cement blocks, beams and dangling ropes, she was on the construction work throughout, answering questions a hundred times a day—how does this stairway fit into place, what fixtures go here, is there a building regulation covering this particular part?

FRIENDLY WORKERS
When she gives the answers, the construction men smile and nod. They like her.

"They don't seem to mind working for a woman," says the 34-year-old architect. "In fact, I have experienced very little ill-feeling from men in the profession."

Her problem is keeping ahead of the builders. "We hope to open the first 10 floors on May 1," she said, "and we still haven't decided on the decorating scheme for the main lobby. We do plan to use much glass—the new perspex that transmits light—and a Canadian theme."

Bedrooms will be decorated in blues, greens, beiges and yellows. The hotel's striking exterior consists of clear glass windows and panels of glass colored paper's gray, divided vertically and hor-

izontally at intervals of about 20 feet by steel columns enamelled with a copper verde green porcelain.

MC GILL GRADUATE
The hotel was designed by Cooper-Jones and her boss, H. T. Langston of Westmount, Q.C., whom she joined after taking her degree at McGill University.

Architecture has attracted her since she was 11.

"I used to fool with tools and carpentry and help my father, who is a mechanical and civil engineer. My brother is an engineer, too. Chemical."

Miss Cooper-Jones lives at Niagara-on-the-Lake in a house she bought on her parents' property. She didn't design it, although residential architecture is one of her favorite pursuits. She has also worked on hospitals, schools and



DREAM GIRL

This little lady is all set for pleasant dreams regardless of how warm the nights will be getting later on in the season.

Mother has selected a gown that is just made for summer comfort.

It is a short-sleeved ensemble of cotton pique. Yards and yards of nylon ruffling and ribbon bows add a pretty touch that small girls adore. The colors are pink, blue, maize, red and navy.

The Great Marchioness Was Not Caught Napping

This is the final number of an article about the Marchioness of Aberdeen and Temair appearing in the Scotsman.

Another subject especially dear to Lady Aberdeen, was the position of women in the Church. At the time when she presented her petition to the General Assembly of the Church of Scotland for the admission of women to the Eldership, I remember seeing her with Lord Aberdeen seated beside her, while a debate was going on. She was getting too old, I thought, as I watched her sitting with eyes closed, apparently enjoying a quiet nap. Nap, indeed!—She was very wide awake, as her sudden intervention and that very much to the point, presently proved. More than once I have known her seem to be asleep when in fact she was missing nothing of importance.

Peace among the nations, and that largely through the co-operation and friendship of their women, was what Lady Aberdeen wanted most of all to see advanced, and that brings back another living memory of a very old, but still mentally alert lady, showing

King George and Queen Elizabeth her Peace exhibit at the British Empire Exhibition, in Glasgow in 1938. Never too absorbed by high matters and personages to pay attention to less important people, she was ready and eager to tell one all about her plans and hopes for a world peace that was so soon to be shattered.

A kindly, gracious personality, Lady Aberdeen deserves the place that she holds in the affections of Scottish people and of women the world over. I have two portraits before me; one of her wearing her widow's cap, smiling as she pores over I.C.W. literature; the other which she sent to me herself, is a copy of a painting of her at the age of three, a little girl with gold curls, in a white dress, carrying flowers in a bouquet of her wide skirt, her wide-open blue eyes looking out on the unknown future. Most of all, I treasure a letter written in 1933, in which she calls "the splendid use" made of the column then specially written for women in "The Scotsman, adding "how helpful it is to see first things put first." Did she guess I wonder, how far she was the inspiration? E.N.A.

ELEANOR ROSS

Petticoats Are Back In Style Once Again

For a while last fall, one could hardly find a really frothy petticoat. The sheath dresses didn't call for them and the stores were offering practically nothing but sheaths.

But every woman has't taken to wearing the sheath by any means! After all, it never was the easiest silhouette to wear and it certainly shows up figure faults. IN STYLE AGAIN

But now, with sheer, romantic styles coming in for the season ahead, we can count on fuller skirts and dainty petticoats again.

The frothy styles that are starting to appear are softer than the overly full crinolines of previous years. The new ones are made of such lovely fabrics as Chantilly - type lace and nylon sheer, pretty beaded styles with ribbon inserts, embroidered nylon-dacron blends, cottons tied in tiers with ribbons and dacron styled with underruffles of nylon net.

SLIM PETTICOATS
There are plenty of slim petticoats, of course, for the sheath is still very much with us. Suits, too, have slim skirts. But many skirts have peg-top or trouser pleats or all-around pleats, and are considerably softened in line. So even the slim petticoats look less pencil-slim than those of last season.

One slim style has three tiers of pleated nylon tulle to give it softness. While it provides a gentle silhouette, it has plenty of grace in movement.

Wool Permanently Moth-Proofed By Australians

MELBOURNE (Reuters)—Australian scientists have discovered a cheap and lasting means of making wool permanently moth-proof with the insecticide dieldrin.

Dieldrin previously has been used only agriculturally. The cost of using it in the new method of mothproofing woolen fabrics is only one-twelfth of that of less effective moth repellents.

The scientists, working under Dr. M. Lipson at the Commonwealth Scientific and Industrial Research Organization's wool and textile laboratories at Geelong, Victoria, have developed a method of combining dieldrin with wool so that it will not wash out either in home washing machines or in commercial dry cleaning machines.

CHANCE FIND
The discovery was made almost by chance. Scientists at Geelong had been testing all insecticides for possible use as mothproofers for years. Dieldrin came to their attention when it was noticed that sheep, dipped in a dieldrin solution to protect them against blowflies, remained immune for much longer than usual.

So they tested its properties for moths. Dozens of solutions were tried.

Finally it was discovered that dieldrin, chlorinated hydrocarbon, was absorbed into the wool fibre from aqueous emulsions instead of being deposited on its surface as it was when applied from ordinary solvents.

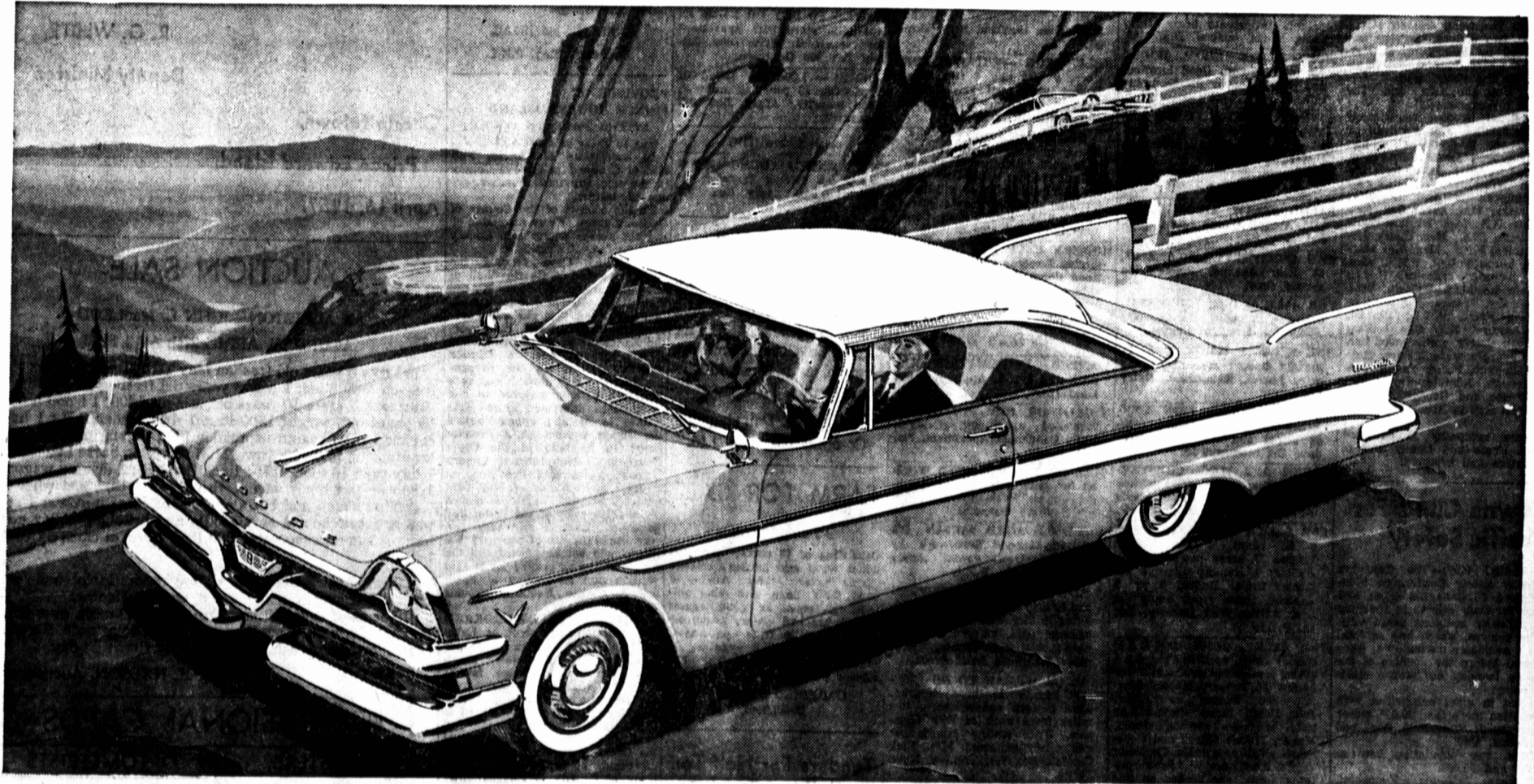
LONG LASTING
Dieldrin protection will last as long as a blanket or most woollen garments. Washing impairs its effect very little and dry cleaning not at all.

Some carpet dry cleaning fluids reduce its potency against carpet beetles. But after dry cleaning, the carpet can be easily and cheaply impregnated with a new dieldrin dressing by the cleaners.

Australian companies, who have been using the process since its effect first was announced two years ago, now consider that the claims for it are proven.

Users have reported huge savings as the result of the absence of warehouse losses through damage by moths and the saving of costly anti-moth precautions, such as regular fumigation.

The birth of more than one child occurs in approximately one of every 85 confinements in Canada.



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