



MISS CANADA

HAMILTON, ONT. — Joan May Ed beauty, poise and talent from Fitzpatrick (left), a 20-year-old across Canada Miss Fitzpatrick brunette from Windsor, Ont., was whose measurements were listed crowned Miss Canada at con- at 36-25-36 will represent Canada test in Hamilton, Ont., that attract- at the Miss America Pageant in Atlantic City, N.J. At right is the Miss America Pageant in Atlantic City, N.J. At right is Dorothea Moreau, 1956 Miss Canada. (CP Wirephoto)

### Fashions Go Elizabethan

By DOROTHY ROE  
NEW YORK (AP)—A new Elizabethan era of fashions was unveiled before some 200 visiting fashion editors, at the start of a week of fall previews during which 48 showings are scheduled—every hour on the hour, from early breakfast until far into the night.

The impending visit of Queen Elizabeth II has inspired Roxane of the House of Samuel Winston to a spate of regal evening gowns featuring royal blue and purple, done in the grand manner in fabulous cut velvets, metallic brocades and glittering laces. These are full length, obviously designed for great occasions.

For the same house Cecil Beaton has designed a group of 10 cocktail and evening dresses reflecting the influence of his recent trip to the Orient, with much emphasis on tunics, Japanese kimono sleeves and rich fabrics.

**RELAXED THEME**

The tubular long-jacket suit makes top news in the collection of Monte Sano and Pruzan, where the theme is an easy, relaxed, falling in both coats and suits.

The suit with longer 26-inch unfitted jacket, man-tailored and un-trimmed, looks brand new in Oxford herringbone tweed, in red jersey or in dressy black broadcloth. The skirt is slender but not tight and the effort is strictly 1957.

Other suits here often are belted but never with nipped-in waist. Belts are likely to be inset or loosely worked through slots, leaving the unfitted line intact. With short boxy jackets, pleated skirts often are shown.

Winter coats are shown in several entirely different silhouettes—the circular flare in seven-eighths length coats; the slim, straight reefer and the cocoon silhouette, wide at the top, tapered at the bottom.



REPRESENTED P. E. I.

Jean Curley, Miss Canada Pageant finalist from Charlottetown, admires luggage Miss Canada won from Samsonite of Canada, a sponsor of The Pageant.

### Former W. I. President Entertained By Friends

On Friday, July 5th, Miss Anna Love and the members of Parkdale Women's Institute entertained at an afternoon tea at Miss Love's home in honor of Mrs. Stan Cantwell of Toronto, Mrs. Cantwell, who had formerly been a president of the Parkdale W.I., is spending a short time visiting in Charlottetown, enroute to Newfoundland.

The attractive lace-covered table was centered with a silver bowl of multicolored aquilegia. Mrs. Warren Burns poured, with Mrs. Hilbert Frizzill replenishing. Those serving were Mrs. M. F. Rodd, Mrs. Katie Moore, Mrs. Arthur Love, and Mrs. Frank Ross.

All enjoyed this very pleasant afternoon and the opportunity to renew their friendship with Mrs. Cantwell and her daughter Lynn.

### International Congress Held On Home Economics

Home economists of the world will meet at the University of Maryland in the United States July 28 through August 2, 1958, for the Ninth International Congress on Home Economics (Federation internationale de l'Enseignement ménager). The federation is an international organization with headquarters in Paris, France. Its aim is "to promote the development of home economics education in all countries, with the co-operation of public authorities, national committees, institutions, scientific and professional associations, individual members, and international organizations." Since 1908, the Federation has arranged meetings in different countries every four or five years. This is the first time the Congress will be held in North America.

The American Home Economics Association are hostesses to more than 24,000 members—and the Canadian Home Economics Association are hostesses to the Congress which will be held on the campus of the University of Maryland in College Park, Maryland, and 8 miles from Washington, D.C.

"Education in Home Economics Relative to the Social and Economic Conditions of Individual Countries" has been chosen as the theme of the meeting. Plenary sessions meetings will provide opportunity for the delegates to exchange information, and ideas on homemaking and family living and on the various careers in home economics. Modern-day home economics is concerned with family relations and child development, food and nutrition, family economics, home management, textiles and clothing, and housing and household equipment.

As a professional field it offers an increasing number of positions that are especially appealing to women because the work is in the welfare of families. In the United States, for example, where home economics has been

self the delegates will have an opportunity to visit many kinds of home economics programs during a week's educational tour in the United States before the Congress and a week in Canada after the Congress. Professional trips during the Congress will give delegates an opportunity to visit agencies of the U.S. government in Washington and other places of professional interest. Delegates will also be invited to spend the evening with American families in order that they may see first hand something of family life in the United States.

One thousand delegates representing all parts of the world are expected to attend the Congress.

Have Perspiration Stains ever ruined Your Dress?

New ARRID with Perstop\* Stops Perspiration Stains—Stops Odor

DRAMATIC STEAM BATH TEST SHOWS HOW



ARRID with Perstop\* was rubbed into this woman's forehead. After 15 minutes in a 100° steam bath, she was dripping with perspiration, but ARRID kept her forehead dry.

Used daily ARRID too will keep your underarms dry, soft and sweet. Keep your clothes safe from perspiration stains. ARRID with Perstop is 15% longer as effective as all leading deodorants.

Don't be half safe... use ARRID to be sure.

Only 53¢

\*Certain Products trademarks for patented hydrocarbon paraffinates. CANADA'S LARGEST SELLING DEODORANT

### WE AND OUR NEIGHBORS

#### Vacation Jobs Can Give A Foretaste Of Real Life

Ruhamah S. Frank

Have we been "too permissive" with our young people? Have they grown soft—less adventuresome and self-reliant? Not if their eagerness to work rather than loaf during school vacations is any indication! Such conversations as the following are common here and in the places I visited recently.

Mother: "Darling, at least rest for a few weeks before taking that job. You studied hard to pass the entrance examinations and work at a summer hotel isn't easy. It isn't as if we need the money—We'll have a lot of picnics at the shore and you and your friends can just relax, and have fun."

Daughter: "But Mom, none of my friends will be around. Some have to help pay for their schooling and some don't but all of us want a real job. School is all right but we're not kids any longer and we want to know what's going on."

Mother: "And you think washing dishes and waiting on table is a good way to find out?"

Daughter: "You'd be surprised how much you can learn. Ruth's older sister says she's learned all sorts of things about people, what to expect from them and what pleases them. There are kind ones and there are some that only pretend to be kind and they're all interesting. She says she's decided to study psychology at college. She wants to know more about people."

Maybe that's what I'll do."

#### LIFE WORK

Summer Jobs can Lead to Life Interests and Careers. Almost any vacation job has real value for young people and they seem to understand that more than years ago when a job was chiefly a means to pay for further education. A nephew of mine took a job a few summers ago in a camp for delinquent boys. This left him with a permanent interest in getting at the roots of this grave problem and he is planning to do post-graduate work at the University of London in Social Anthropology (He is stationed in London) at the close of his duty with the Armed Forces. Other young people I know here and in the state have had an interest aroused or reinforced for business, nursing, social work, laboratory work, medicine, law, etc., by summer jobs.

On the other hand, vague dreams of doing this or that have proved impractical on first hand contact. A young friend who thought nursing would be a "noble career" (besides, the uniform was so becoming) decided that she wasn't fit for it at all—after a few weeks as a nurse's aid. (Such work, of course may have the opposite effect as I indicated above).

Where strong interests based on real ability exist, summer jobs are most valuable in line with that interest. Even where money is a

serious problem, it is better in the long run for the young person to take the job that pays less but teaches him more. Here, parents can do quite a bit of service behind the scenes (Young people love to feel they get their jobs for themselves). They can canvass their friends and acquaintances for summer job opportunities that may further the basic abilities of their sons and daughters. They can be on the look-out for informative books and pamphlets. Parents would often prefer to have their young people with them, but summer jobs do allow their sons and daughters to try their wings—before they fly away permanently to homes of their own.

### MARY HAWORTH

#### Girl Admired For Curves

Dear Mary Haworth: May I reply to your recent article about a young housewife who is developing a terrific inferiority complex because she's flat-chested—and she notices that her husband admires large bosomed photographs.

Believe me, she doesn't know anything about complexes caused by wrong bustlines; and I don't mean undersized. I have a 39-inch bust, 26-inch waist and 37-inch hips; and I am just as sick of this "bust worship" era as are all the rest of the women in the world.

Let me tell you why. In spite of all the admiring propaganda about large busts, ordinary dress manufacturers ignores us. Size are scaled to the "average" figure; and a size-13 is right for me except in the bust, which is much too skimpy. So mostly I have to buy a size 18. And then take in the sack-like waist and hips.

Also there is the problem of bathing suits; a one-piece garment is quite impossible. And under anything and everything (even a nightdress) we must wear a stout brassiere—without which we are just sloppy looking.

**NEED SOMETHING MORE**

Moreover, when a man casts an admiring glance our way, in this bust-conscious era, we never know what he admires; or do we? A rather crude example occurred last summer, when a man acquaintance remarked on my short hair cut. I said that I had worn my hair short for two years, whereupon he replied (with joking emphasis) that he'd not seen my hair-do before.

You can imagine how this kind of thing makes us feel. We want to be admired for ourselves—our mind, our soul—not because happen to be over-endowed with a curve that is no tribute to us.

For glamorous queens, always seen in public in custom-made garments designed to accentuate and support this endowment, bosom worship may be all right. But we housewives have to be something more than a pleasing eye-fodder, to get along with husband and children. A few brains and a good disposition are indispensable.

**PASSING FAD**

As you remind, the primary function of the mammary gland is to suckle infants and my doctor tells me that small-busted mothers usually are more effective in this respect. My own three children were bottle-fed, of necessity. So which of us, flat-chested wife or buxom Bessie, is the better sample of womanhood?

True enough, this chesty fashion in looks will pass. Meantime, the undersized girls can put on falsies, and be modish. But we buxom Bessies can't cut down, after the outside bust is just another has-been style. Also, I have already lived through one flat-chested era—back in the 1920s when I was in high school.

I hope my candor is acceptable, for I do want women like V.V. to hear the other side of the story, and thank their lucky stars that they have a normal, or even flat chest. Oh, and one last word—my husband, too, admiringly studies large busted art. So V.V.'s hyper-

sensitive self-consciousness on this score is perhaps unjustified. C.D.

#### BUCK UP OTHERS

Dear C.D.: This is a wonderfully kind-hearted wholesome statement of the other side of the story, and indirect testimony to your generous nature.

Perhaps a chief reason for your rueful sensible perspective is your early experience in the flat-chested era—which leaves you convinced that the literary fad in looks seldom lasts longer than a generation, before an emphatic change is launched.

I think it is fair to say that the current cult of the super-size bosom is a literary fad—if, indeed, our fiction fare nowadays can be called literature. In the 1920s, it was the Hemingway heroines and cartoonist John Held's flapper—figures who glamorized the flat-fronted female, as I remember.

Your forthright commentary is bound to buck up the less buxom ladies, by teaching them why they have cause to thank their lucky stars for being shaped as they are, provided they make good use of their total endowment—to be clever companionable wives and mothers. M.H.

Mary Haworth counsels through her column, not by mail or personal interview. Write to her in care of this newspaper.



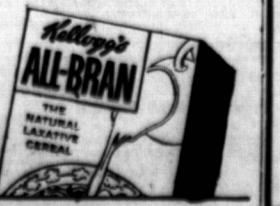
### NEW! NO-COOKING COOKIES



#### Recipe for SNOWBALLS

- 1 cup dried figs
- 1 cup seedless raisins
- 1 cup Kellogg's All- Bran
- 2 tablespoons syrup
- 1/4 cup confettions (or granulated) sugar
- Yield: 2 dozen All- Bran Snowballs.

\*If mixture seems dry, add another tablespoon of syrup.



Cotton lingerie  
cool and pretty

Here's under-coverage that's really comfortable even on the hottest summer days. And the reason is cotton! Yes, our cotton lingerie is just as cool as can be... and you'll love its pretty look.

- Half Slips
- Baby Doll Pyjamas
- Crinolines
- Full Slips in sizes 32-48

Also built up shoulders

- Prices Begin at \$1.98

SEAMLESS KNEE-HI NYLONS 1.29

THE FASHION SHOPPE

### DEPARTMENT OF HEALTH DENTAL CLINICS

For Sodium Fluoride Applications  
For the Partial Prevention of Tooth Decay.

Available to all children WITHOUT CHARGE between the ages of 3 and 13.

This fluoride treatment, which is harmless and perfectly painless, has been proved to reduce the amount of future tooth decay by 40% on the average.

Clinics now operating at:—

- Charlottetown City Hall Dental Clinic
- Mount Stewart School
- Tignish, Dalton School
- Alberton, Public Health Nurse's Office

School children, in order to be eligible must first produce a Certificate, signed by a Dentist or Dental Hygienist, that all necessary dental treatment has been completed.

Pre-school children, from the age of 3, are eligible without this Certificate.

Requests for appointments should be made direct to one of these centres, as soon as possible. (Clinics will also be held in Summerside and O'Leary at a date to be advertised.)

1932-1957  
25th anniversary

# Electrolux

commenced operations in Canada as a sales and service organization on January 1st, 1932. Through the years customer satisfaction has been and will continue to be the aim of every member of the Canadian Electrolux organization.

## TO THE HOUSEWIVES OF PRINCE EDWARD ISLAND

Only branches of Electrolux (Canada) Limited and its franchised and bonded representatives are authorized to sell new Electrolux vacuum cleaners or Electrolux floor polishers or associated Electrolux products.

Any publicity or statements by other stores or salesmen implying that they are authorized to sell new Electrolux products are misrepresentations.

Electrolux (Canada) Limited cannot accept any responsibility for reconditioned or allegedly new cleaners or for floor polishers sold by unauthorized salesmen or stores.

Choice of six models from \$69.50

For ANY information regarding Electrolux service or products please get in touch with the AUTHORIZED FACTORY BRANCH for PRINCE EDWARD ISLAND

## Electrolux (Canada) Limited

117 KENT STREET  
CHARLOTTETOWN

# Telephone: 8012

ELECTROLUX (CANADA) LIMITED

whose Factory and Home Office is at 201 Laurier Avenue East, Montreal is the sole registered owner of the trade mark ELECTROLUX as appears from the records of the Canadian patent office.



BRIEF PLAY OUTFIT

Very brief shorts teamed with the shorts fit beautifully. Worn with them is a cotton T-shirt with a tab front and tiny cap sleeves. Both shirt and shorts, which are a blend of combed cotton, celanese and acetate, are washable and need little or no ironing.