



Mrs. Gerald Wayne Redmond, the former Vivian Adele McDonald.

## Bride's beauty care guide; look lovely without effort

A marriage license should not be the signal for a girl to forget all those elaborate beauty routines she used to attract her husband. But too many new brides complain they just don't have the time to spend on such matters, what with keeping a house and—in some cases—going to work. And other young women point out they no longer have the exclusive use of the bathroom mirror.

To some extent, these complaints are justified, but the new bride should be able to simplify and adapt her beauty routine so it fits in with marriage.

First, hairdos. Today's bride is lucky in this respect, since the latest styles call for the simple, natural look and don't require too much care. A good cut, with shaping and styling included, is worth weeks of nightly settings. If your hair lacks body, or you want a slightly more curly style, try one of the new permanents designed to shape the hair, without actually curling it. A once-a-week hair setting after shampoo should suffice to keep locks neat and attractive. Not only does this save time, but your new husband won't be faced with a mess of curlers. While you're cutting

down on time and effort, don't forget those nightly brushings. They keep hair shining and healthy and needn't take much time. You can brush your hair while planning the next day's menus, or deciding what to wear or even while watching television.

### A. SMOOTH SKIN

Next, your skin and complexion. You don't need to go to bed looking like a greased pig just to have a smooth skin and glowing complexion, even if your skin

is dry. Just wash your face with hot water to open the pores, then cream your throat and face lightly before going in the tub for your bath. The steam from the bath also helps open the pores. After about ten minutes, wipe off the excess cream with a tissue. To compensate for the light amount of cream at night, use a make-up with a lanolin base.

If you have an oily skin, you don't need cream at all. A daily suds facial will do. Wash and rinse your face to remove sur-

face dirt. Then apply thick lotions, massaging in the suds for several minutes. Rinse thoroughly with warm water and end with a cold splash to tighten pores.

Now, for your hands. A weekly manicure is an absolute must, whether you use nail polish or not. You can keep your hands lovely for only a few cents and less than an hour a week.

To remedy discolored nails, professional manicurists use hydrogen peroxide. You can buy a small bottle and remove the discolorations with a cotton swab. Next, dip your fingers in warm soapy water to soften the cuticles, which can then be pushed back with a swab. Trim hangnails with cuticle scissors. Apply handcream, especially near the cuticle. This also helps heal cracks in the skin. While the handcream is sinking in, use the peroxide with a swab to clean under the nails. Wipe off excess handcream, then apply polish if desired. If your manicure needs a mid-week touch-up, use a cotton swab to remove polish from one nail without disturbing the others.

### LAST BUT NOT LEAST

Last, but not least, are your feet. You may think foot care is important only in summer when you're likely to go barefoot or wear toe-showing sandals. But rough heels or knees can ruin your appearance any time of the year. Handcream—or some bath oil in the tub—easily solve this problem with a minimum of effort. Just rub the cream over any rough spots or soaks in the oil while you bathe.

## Diamonds come in varied styles

Today's traditional diamond rings are all dressed up in new styles.

The classically plain designs, such as the solitaire, are held by either four-prong or six-prong Tiffany settings. Oval and heart-shaped diamonds, called fancy cuts, also are set as solitaires, usually in slender platinum prongs.

Illusion settings also are very popular this year. They give a larger appearance to a small center diamond because metal is built up around the stone, causing the white of the metal to blend into the blaze of the gem.

Reflector settings are another way in which a small diamond can be made to appear larger. A round plate of polished white gold surrounds the small diamond. The reflected diamond sparkle on the metal extends the true size of the gem.

For the woman who prefers ornate rings, there are numerous styles featuring engravings on the ring band. Delicate orange blossoms or swirling scrolls run up the shoulders of the ring. Sometimes metal is faceted on either side of the center diamond to resemble baquettes.

A variety of diamond cuts may be set into the ring to produce a pattern. For example, a large round center diamond flanked on the sides by small marquise diamonds looks like a daisy.

Especially new this year, are contour ring sets. Both the engagement diamond and the wedding band, when worn together, seem to be molded in the same design. A tiny metal prong at the top of the contoured wedding band fits snugly into a slot beneath the top of the engagement ring.

A symmetrical and off-set designs appeal to some women. The topside design of the ring purposely is made to lean either to the right or left on top of the finger. Most of these designs have a large center diamond with smaller stones flanking it. The wedding band designed for this type of ring usually is curved, or has a smaller design so it fits into the engagement band.

The metal for the engagement ring depends on price and personal preference. Yellow gold, white gold and platinum are particularly popular. The mounting—the part of the ring which encircles the finger—can be of yellow gold, while the head is platinum. The prongs in the head of the ring always are

made of platinum, since this is the strongest metal and will hold the diamond securely.

The surface of the metal also adds to the design of the ring. Highly polished surfaces blend in with the diamond sparkle, while textured finishes, such as brushed gold, have the advantage of not showing scratches from wear.

For A New Housewife -----

## RITEWAY CLEANERS



makes work so much easier

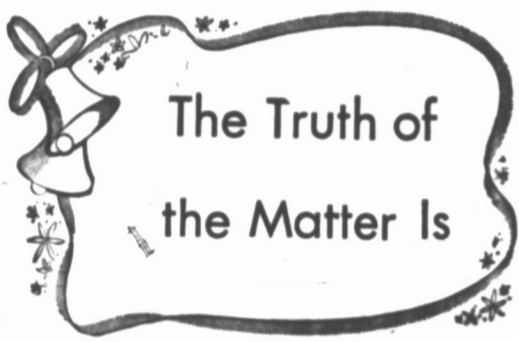
Yes the wise young housewife knows the time saving value of an expert cleaner, to make her work lighter, especially on those hard to clean white shirts. See Riteway today—make your housework lighter.

## RITEWAY CLEANERS

Fitzroy Street

Charlottetown

### A Word To The Bride Is Sufficient



## IT IS UNWISE TO PAY TOO MUCH

... and equally unwise to pay too little. When you pay too much, you lose a little money, that is all, but when you pay too little, you sometimes lose everything because the article is incapable of performing that for which it was purchased and intended to do.

The common law of business prohibits paying a little and getting a lot. It just can't be done. If you are doing business on the basis of low price only it is well to add something for the RISK you run. If you do that, you have enough to buy quality.

We, at ARCHER AND MACDONALD LTD., are proud of the merchandise we have to sell. As part of our service to you we do not deal in inferior quality merchandise displayed in bargain basement fashion, aimed at directing your attention to price only. All items in our showroom are top quality name brands and the prices shown are fair and competitive when quality and service are an important consideration.

You are cordially invited to inspect our complete selection of quality home furnishings and appliances. Compare our prices and enquire about our convenient lay-away and budget plans.

## REMEMBER

Select your home furnishings and appliances as carefully as you chose your husband ... after all you'll be living with them a long while too.

## ARCHER and MacDONALD LTD.

OPEN EVENINGS UNTIL 9

St. Peters Road

Phone 2-1755

Parkdale

## Friendliness Is The Fashion At Your ...



A CUSTOMER is not a cold statistic ... she is a flesh—and blood human being with feelings and emotions like our own.

A CUSTOMER is not someone to argue or match wits with.

A CUSTOMER is a person who brings us her wants—it is our job to fill those wants.

A CUSTOMER is deserving of the most courteous and attentive treatment we can give her.

A CUSTOMER is the life blood of this and every other business.

A CUSTOMER is the most important person in any business.

A CUSTOMER is not dependent on us—we are dependent on her.

A CUSTOMER is not an interruption of our work—she is the purpose of it.

A CUSTOMER does us a favor when she calls—we are not doing her a favour by serving her.

A CUSTOMER is a part of our business—not an outsider.

Lucky Dollar Stores are home owned markets—operated in your neighborhood by a friend and neighbour.

### An Invitation To All New Brides

The Lucky Dollar Food Stores invites you, the new bride, to join the thousands of families who have found the friendly Lucky Dollar Food Stores a better place to shop and save on quality foods, Meats, Produce and Groceries.



### Reception at home

Wedding receptions come in all sizes, shapes and price ranges. It's up to you to decide how many people you want to have whether you're having the reception at home or at a hotel or restaurant and how much you want to spend.

A simple home reception can be just as lovely and enjoyable as the most lavishly catered affair at a hotel, but it takes a lot of planning. The bride whose parents have a home with a large garden is especially lucky. During the warmer months the reception can be held outside without having to worry whether everyone will fit in the house. There is, however, the problem of possible bad weather and the bride who's planning a garden reception would be wise to check with the catering service to see if they provide some kind of shelter, such as canopies or tents, lest a sudden shower dampen the festivities.

Whether you're planning your reception at home or somewhere else, begin early. Lois Mosher, banquet manager of one New York City establishment, recommends the bride choose a spot for her reception about eight months before the date. Miss Mosher says it is possible to plan a reception in much less time, but the date wanted isn't always available.

Find out exactly what is included in the price quoted by the catering service. Is it a sit-down dinner, a buffet or a cocktail-type party? Does it include beverages? Are gratuities part of the total? If there is to be dancing, does the price quoted include an orchestra? How about flowers, table decorations and the wedding cake?

It is also a good idea to check how much variety of choice you'll have about things like flowers, music and wedding cake.

The food will probably be the biggest item in your reception budget. A buffet dinner may be more expensive than the sit-down type because a greater variety of food is required and more food is wasted. Although there is a great price range, the average wedding meal costs about \$5 or \$10 per person.