

WOMEN'S REALM SOCIAL and PERSONAL FASHIONS LITERATURE

The Housewife And Her Activities

CLOVER FIELD The freshness of a feathery pool of snow in the fragrance from a clover-field...

Even in darkness secretly they lie, Curled close within the fragile blades of grass...

There are about a million and a quarter people of Irish origin in Canada.

SEWING TIPS

Don't knit too loosely—the article stretches out of shape too quickly, and is never satisfactory in wear.

To prevent loose covers "pulling up" and becoming untidy, try this tip. Roll up some sheets of paper flat and push them down as far as possible at back and sides of chairs and Chesterfield.

There are all sorts of tricks you can indulge in to keep the window cool, like shutting the window when the sun is full on them to keep out the hot air.

CLOSE WINDOWS TO KEEP OUT HOT AIR

Banded motifs with metallic threads are new in silk collections.

FASHION FLASHES

Ribbed fabric, both in woollens and silks, are very popular.

The straight line silhouette is coming in again, threatening the "flare."

Maintaining a slender line with a compromise are skirts that are straight and flat at the back and at the front introduce easy fullness, shirred or gathered.

Among new ideas seen in Paris are a bronze faller ribbon bow posed like a huge butterfly on the forehead; shoulder length earrings; a black neck-ribbon caught with a dark red rose.

Pastel organdie ribbons are being used on summer hats.

Strawless velvet evening crowns with trimmings of lace, paillettes and beads are forecast for winter.

Small black velvets with colorful bows on top are offered in summer hats.

BOOKS

The best of a book is not the thought which it contains, but the thought which it suggests, just as the charm of music dwells not in the tones, but in the echoes of our hearts.—O. W. Holmes

GIVE AND TAKE

No one is so foolish but may give another good counsel sometimes, and no one is wise but may err, if

Change to LIPTON'S THE TEA THAT IS NEVER INSIPID!



Save the coupons from Lipton's tea packages. They are exchangeable for beautiful gifts. Write for program booklet to Lipton Tea Co., Ltd., Toronto.

YOUR INDIVIDUAL HOROSCOPE

Look in the section your birthday comes in, and find what your outlook is, according to the stars. (Copyright, 1939, King Features Syndicate Inc.)

For Thursday, July 6th

MARCH 21 to APRIL 20 (Aries) — Another friendly day to coax out your fine capability. Business and personal issues should prove beneficial. Try the unusual, seek new clients; old matters as favored as are new friends. Deal with bankers, manufacturers. Advertise.

APRIL 21 to MAY 20 (Taurus) — Your best day in a week. Should be advantageous for travel, dealing with new people, careful investments, real estate matters, exhibiting your wares at fairs or other public centers, mingling with competitors, gathering fresh knowledge. Heart interests top.

MAY 21 to JUNE 21 (Gemini) — Mercury ("your" planet) is, but so many good aspects prevail from other beneficent planets that if you're the wise one we think you are, you'll work with their friendly rays. Cooperate.

JUNE 22 to JULY 23 (Cancer) — Better than just good, say stars. On especially approved list: favorable domestic conditions, journeys by rail and water, investigations, detective and other police work, dealings in necessary and useful commodities, farm produce, sports.

JULY 24 to AUGUST 23 (Leo) — Add the following to the activities listed as favorable for Cancer: folk; literary efforts, army and navy and government interests, road work. Gains through your earnest efforts and radiant personality.

AUGUST 23 to SEPTEMBER 23 (Virgo) — Should be particularly interesting for the pursuits to which you artistic Virgo folk are so well adapted, such as music, writing, dealings in dress and toilet accessories, confidential matters, social and public affairs.

SEPTEMBER 24 to OCTOBER 23 (Libra) — Virgo's favored items are equally sponsored for you Libra folk. Agreeable day, too, for decisions, plans, agreements, making necessary improvements, promoting your personality.

OCTOBER 24 to NOVEMBER 22 (Scorpio) — Complete what you didn't finish yesterday; start new ventures; meet people, unfold your ideas and plans. Fine vibrations. Make a new record for yourself. Be gay, acquisitive.

NOVEMBER 23 to DECEMBER 22 (Sagittarius) — Judgment should be clear, sound, reasonable. A day for benevolent, friendly, business talks, cooperating in measures for general good; for advancement in your work.

DECEMBER 23 to JANUARY 21 (Capricorn) — Not especially favorable for changes, making quick decisions, assuming unnecessary

Dorothy Dix's Letter Box

What is Oomph? It Differs, Depending Entirely Upon Whatever Quality a Person is Looking for in Another Person

Dear Miss Dix—Most every young man has competition as far as girls are concerned. I have, and realizing that I wasn't getting any rival had that I didn't have. She replied that she had a "oomph" which neither she nor I can define. But a friend tells me that it means a good dancer, personality, character and one who knows how to love.

Answer: Nobody can define the meaning of "oomph" because it doesn't mean anything that you can put your finger on. It is only a senseless word originated by jitters in an attempt to express the inexpressible. And if it has any pedigree at all it belongs to the IT family.

You will recall that some years ago the novelist, Elinor Glyn, used the word IT in attempting to describe the personal fascination that some men and women have that attracts every one they meet to them. The general public took it that she meant intelligence only sex appeal by this glittering euphemism, and with that meaning it has passed into general use.

In its perfection "oomph" is a gift that his Fairy Godmother drops in a boy baby's cradle. It is what makes a lady-killer later on in life. But if you were passed over don't despair, because it will save you a lot of girl trouble and in the end you will find one who prefers a good, steady, reliable provider to a thriller. And, anyway, not all girls like the same brand of "oomph." Many of them are allergic to glib lovers and men who talk with a line that is less spectacular and that sounds more trustworthy.

Dear Dorothy Dix—I am 42 years old. Four years ago I married a widow with three children. I had two. Two years later we had a son. Now we have six children. I have a fine husband and a nice home. Incidentally, I did not come penniless to my husband. My mother lives with and she is a big help with the children. Also I have a good maid. My problem is this: I am nervous and tired most of the time and not easy to get along with. I go all to pieces at times. This condition is now due to overwork, but from the mental strain of managing and supervising everything that goes on in the house. The doctors think I should go away for a rest and change for a month. My husband is not in sympathy with this plan and says that with all the help I have I should be able to carry on. He says that he belongs to several interesting clubs and has many outside contacts. He does not want me to join any clubs or have any outside interests. He cannot understand why I should feel the need of anything other than my home and children. I do not want to shirk my duty and I love my family devotedly, and I just can't seem to enjoy and appreciate them in my present state of health. What is your advice? M. B. A.

I honestly believe that the crying need of domesticity is change, and that the answer to the way to solve the divorce problem is railroad tickets. Domesticity is harder on women than it is on men because men get away from it for most of the time. Just the going and coming from their work every day gives them something new to see and think about. That it is done with others, that they see different faces, talk to different people, hear the quaintest things. But the housewife who does her work in her home has a job whose monotony is seldom broken. She tells in a tired, weary voice that she is tired and over and over again; treadmill where she goes the same track over and over and over again; treadmill where she goes the same track over and over and over again; treadmill where she goes the same track over and over and over again.

Many a fretful discontented wife nags at her husband just because she hasn't anything else to think about but him and so can concentrate on his faults. Many a mother slaps the baby and is cross and unreasonable with the other children and makes the home so unpleasant that they flee from it to the street, just because she has fretted herself into being a bundle of nerves. Many a woman slacks down in her house-keeping and sets her family down to miserable meals because she is so tired of ordering dinners and thinking of what to have for breakfast and lunches that she can't think of anything but beef and potatoes.

Many a wife decides she has fallen out of love with her husband and is as cold to him as an icicle because she is just fed up with looking at him. And the sovereign cure for all these ills is a railroad ticket. Change a month anywhere will set her back, rested and refreshed; and she will see her husband again as the hero of her girlish dreams and the smiling angel instead of brat; thinking home the finest place in the world; brimming over with new recipes for toothsome dishes, and so amiable and sweet-tempered her family scarcely recognize her.

HAZELBROOK WOMEN'S INSTITUTE The June meeting of the Hazelbrook W. I. was held at the home of Mrs. Russell Jones on Tuesday evening, June 27th. An address was given by Mrs. Jones and an Electric Iron was presented from the ladies. Mrs. Vernon Wood invited July meeting Roll call to be answered by the ladies. Collection amounted to 62 cents. Lunch was then served by the ladies and the National Anthem brought a pleasant evening to a close.

THE COOK'S CORNER

Strawberry Preserves

One quart berries, 4 cups granulated sugar, 2 teaspoons lemon juice. Put 2 cups sugar over fruit in a smooth sauce pan and boil five minutes. Add remaining sugar and lemon juice and boil ten to fifteen minutes. A watery fruit will require the longer cooking time. Turn into earthenware jar or deep crock—you can use your deepest mixing bowl if you have nothing else—and let stand 24 hours. Stir occasionally. Seal cold in sterilized jars. The small quantity and the short cooking period are the secret of the fine flavor and perfection of these preserves. Of course, you understand that you can "do" as many quarts as the jar will hold, but only one quart must be cooked at a time.

Red Raspberry Syrup

One and one-half cups sugar, 2-3 cup fruit juice. Put sugar and fruit juice in a sauce pan and stir until dissolved. Put over flames and boil ten minutes. Pour hot over raspberries, and cut in halves, with stones removed, packed in hot jars. You can the fruit just as if it were in a plain syrup—oven, hot water bath or pressure cooker. If you can peaches or pears in grenadine syrup, add one-half cup grenadine to each cup of plain syrup, and color with red food coloring. If a maraschino cherry is in the cavity of each half and the cherry side is placed against the glass, a sumptuous effect is gained. Peas are delicious canned either in grenadine syrup or mint syrup.

Rhubarb and Fig Marmalade

Three pounds rhubarb, 4 pounds sugar, 1 pound figs. Let rhubarb and sugar simmer until dissolved. Wash figs and put through meat-chopper. Add to rhubarb and boil one hour. Watch carefully.

HORSE-RADISH SAUCE

Required: 4 tablespoons finely-grated horse-radish, 2 tablespoons mixed mustard, 2 teaspoons fine sugar, 1-2 teaspoons pepper, 1 teaspoon salt and 4 tablespoons vinegar. Mix the above ingredients together and add cream till required consistency. Tie down in jar.

How Can I?? (By ANNE ASHLEY)

Q. How can I clean painted woodwork most effectively?

A. Boil two or three onions thoroughly; then use the water in which they were boiled to clean the woodwork, and it will leave the surface clean and glossy without the necessity of using soap.

Q. How can I easily roll out pie dough during hot weather?

A. When making pies in hot weather, try rolling a long round bottle with ice water and using this as a rolling pin.

Q. How can I keep young onions when I have more on hand than can be used?

A. Place the over-supply in the ground, somewhere near the kitchen door. They will keep in perfect condition, and also be convenient.

Help Your Personality to Burst Into Bloom



Develop Your Good Points

Sally has "that certain something" that Ed looks at her with his soul in his eyes. She's pretty—yes. Nice smile—nice figure, too. What of it? Other girls have these qualities, yet spend their evenings alone. PERSONALITY — that's Sally's password to the world of popularity. But she wasn't born with all her winning ways. No, indeed. She's developed them by practice, just as you can do. Take stock of yourself. List your good qualities. You are courteous, generous, have a sense of humor. Add others—poise, a casual manner with the opposite sex, animation. Remember: No girl wins the man she loves by silly affectations. Be yourself! Don't make catty remarks, or brag about your dates. Men like to be charmed, but not bossed, into doing thoughtful things. Score your personality traits with the chart in our 32-page booklet. In it, a famous psychologist gives advice on how to become magnetic, charming, wholly irresistible!

Send 20c in coins for your copy of "Developing Your Personality to the Guardian Home Service. Be sure to write plainly your Name, Address, and the Name of booklet.

Name Street Address City Province

Million-Dollar Complexions

Behind the scenes



9 out of 10 Screen Stars use Lux Toilet Soap

Modern Etiquette (By ROBERTA LEE)

Q. Where should the woman guest of honor and the woman who is second in importance be seated at the dinner table?

A. The woman guest of honor should be seated at the right of the host, the other woman to his left.

Q. Can religion be a solace to a person who seems to be without a single friend?

A. Yes, absolutely. God is the greatest friend of all. True is the old proverb, "He can want nothing who has God for his friend."

Q. Would it be correct for a woman to wear a spectacular sports dress to a small informal tea during the summer?

A. Yes.

Household Scrapbook (By ROBERTA LEE)

The Chinese Way A Chinese method for removing ink stains from clothing is to wash the article with boiled rice. Rub the rice on the stain as you would soap, and wash with clear water. If the first application is not effective, repeat the process.

On the South Side Living rooms situated on the south side of the house are much warmer in the winter and cooler in summer. Whenever possible, the north side should be saved for little-used rooms such as halls, bathrooms, etc.

Tomato Juice When putting up tomato juice in glass jars, be sure to store in a dark dry place to insure preserving its color and flavor.

INCREASE IN REVENUE MONTREAL, Que., July 4.—The gross revenues of the all-inclusive Canadian National Railway system for the nine-day period ending June 30, 1939 were \$4,816,629 as compared with \$4,394,277 for the corresponding period of 1938, an increase of \$422,352.

OGILVIE ROYAL HOUSEHOLD FLOUR advertisement with image of a woman and text: "THE GANG ALL SAY YOUR BREAD TASTES BEST, MA!"

FREE FULL COLOUR PICTURE OF ROYAL FAMILY With 98 LBS. OF ROYAL HOUSEHOLD FLOUR. Get one of these beautiful pictures as a souvenir of the Royal Visit. They are 11 1/2 x 19 inches and have a wide mat border, making them suitable for framing.

Snappy Fashions For Home Use

Advertisement for a dress (Style No. 2918) with image of a woman and text: "The woman who wears a larger size frock will welcome this attractively designed dress that does grand things for her figure."

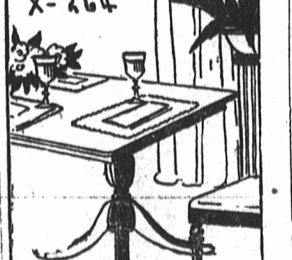
ARRID CREAM DEODORANT advertisement with image of the product and text: "NEW...a CREAM DEODORANT which safely STOPS under-arm PERSPIRATION"

Morning Smile

WISE OLD SANDY.

There had been a nasty head-on car collision, and both drivers were waiting for the police to come for particulars. Sandy offered MacTavish, with whom he had collided, his flask. "Have a drapple," he said. After MacTavish had had several "drapples," he remarked to Sandy: "It's nearly all gone. Why don't you have a drapple yourself?" "No fear, mon," said Sandy, "not until the policeman's been."

DOILES DONE IN TREBLE CROCHET



Each time we think there is no possible way to use tried-and-true treble crochet stitches in some new and unusual way, we are pleasantly surprised to discover how these stitches can combine successfully to appear completely modern. Crocheted doilies done in treble crochet are one of the most attractive and easy-to-make forms of crocheted work. To order this design write your name, address and No. 264 plainly on any piece of paper and send with 15 cents in coin or stamps to Needlework Bureau, Charlottetown Guardian.

IF IT'S Borden's IT'S GOT TO BE GOOD



Borden's EVAPORATED MILK IS SOMETHING TO MOOD ABOUT! "I got all excited when I think what happens to the milk I give to Borden's," moos Elsie, the Borden Cow. For one thing, it goes to make Borden's Evaporated Milk, recommended by doctors as supremely nourishing, safe, and digestible for babies and growing children. The rich creamy goodness of Borden's Evaporated Milk improves your cooking, gives you a fine-tasting cream for Borden's. Always ask your grocer for Borden's.