

Get Your Service Madam With hints, fashions and shoppy gossip!

By M. PRISCILLA HAZEN

NOT ONLY do I adore to look in shop windows but I adore watching other people look in shop windows . . . business men hanging rapt over a little electric thing mabob that points a cardboard finger towards a new fangled razor . . . children with their tongues hanging out for mountains of candy . . . staid spinsters who gaze wistfully at frivolous frocks. Hidden desires, frustrated longings, plain downright covetousness! And the windows themselves, decked out in their best bib and tuckers to attract the attention of the world and her husband! Meandering slowly down King Street I take in the color schemes, the balanced designs of their displays. But even when I creep at a snail's pace I cannot fully appreciate Marcus' show windows unless I stop . . . take an imaginary walk through their rooms . . . pick up a few ideas about interior decorating . . . wish miserably that I had a home of my own to furnish.



WHETHER you go Colonial in the drawing room, Georgian in the dining room, Jacobean in the hall, you'll go absolutely haywire if you do not have arte moderne in the sun-room. You'll agree with this when you see the latest reproductions in this line Marcus' have been exhibiting . . . lamp-table combinations with glass plaques of blue green or red . . . curved racks for bright glass flower pots . . . nests of tables with tops of bottle-green glass. This white painted metal furniture only requires the tinkle of ice against frosted glasses of Lime Rickey; the cool trailing shadows of your porch to form an environment that would overcome any hereditary moroseness. When the shadows thicken into lighting-up time Marcus' have ideas for illumination you will find enlightening—it will be "anchors a-weigh" my lasses when you cast your weather eye upon the three metal fixtures in blue, green and red Marcus' have imported for the summer homes of the nautical-minded.

ALL'S ship-shape fore and aft, my hearties . . . No, I'm not aboard the Queen Mary, I'm promenading around the liner in M.R.A.'s Sunshine Fashion Department. Of course, she is only made of cardboard but she's trim from stem to stern like the merchandise she carries — culottes, shorts and slacks that will rig you out to cruise through summer in full sail; bathing suits and hats, beach bags and cushions that will bring you down to the sea in style. Follow the Sunshine Fashion to its high tide water-mark at Manchester, Robertson and Allison's. You'll find the peanut stand there and beneath its striped awning you'll find every enticement to encourage Old Sol to shine his sunniest upon you.

THEN, when the only shelter you need is the hot blue sky you'll have to worry about that other primary necessity of life—food. You'll have to decide upon the best way to keep it wholesome and fresh; you'll have to decide how to satisfy the craving of the inner-man for salads, frozen deserts, icy drinks; you'll have to decide (yes, you expected this) to

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pay a visit to the Refrigeration Sales Limited on King Street. There your decisions will be made for you by one of the new Frigidaires guaranteed to reduce your grocery bills not your figure . . . "The chocolate mousse again, please, Higgins." It is equipped with an automatic interior light, reset defroster and ice-tray release, a meter-miser, safety food indicator, super freezer, sealed steel cabinet, stainless porcelain in food compartment, full-width sliding shelves. What you know about the new Frigidaire is equivalent to a hole in a doughnut until you see it at the Refrigeration Sales Limited.

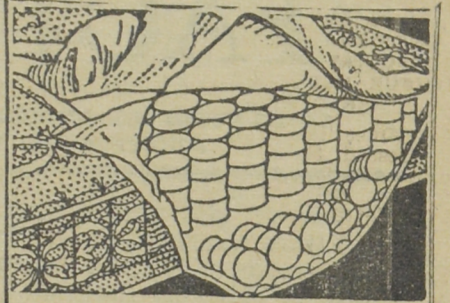
IGNORANCE is far from bliss when it compels you to spend an unnecessary amount of time in the kitchen—even if you have a Frigidaire in the background. So be wise—have a Moffat Electric Range in the foreground that will cut off seemingly endless years from your life in the kitchen. Now that Safety Week is ushering in the Month of Brides I have every incentive for advising those, who always plan to keep a home-of-dreams-come-true, to set up housekeeping with a completely modern kitchen. Play safe—make cooking a congenial occupation. When you like to do anything, you get it done quickly and well. You'll like preparing a timed meal on a Moffat Electric although it will prove to you somewhat unromantically that one of the ways to his heart, to harmony and happiness is through his 'tun. But I must stop here before I find myself down on my knees entreating you to purchase a Moffat Electric Range for the pleasure of discovering that you can clean its lustrous surface as easily as you can polish a china dish . . . that would be too utterly utter . . . but if for that reason you want a Moffat by all means drop into Hydro on Canterbury Street.

THE time has come, the Walrus said, to talk of many things; of ships and shoes. . . Well, I've said my say about ships, and about shoes Wiezel's have the whole town talking with special emphasis on sandals. Sandals of criss-crossed white leather braid to complement painted toe-nails . . . natural colored linen sandals splashed with red or blue polka dots, liable to make you sign on the dotted line . . . red or blue square-heads constructed from strips of shiny patent leather, which will only put you "down at heel" in the architectural sense of that phrase . . . demure blue linen sandals with leatherette trim. For a more conventional foot Wiezel's have changed their monk shoes with the weather reports, from dark leather to light white buck, which will walk off with you in the coolest and smartest manner imaginable. When you want winged feet for sports on this side of heaven, you'll have to apply for a pair of the new crepe soled sneakers with their open net inserts at Wiezel's on Charlotte Street.

AND speaking of feminine footwear . . . how about the Lady's Slipper for our provincial flower emblem. Of course, we might be most original and have a mixed bouquet of roses, carnations, lilies-of-the-valley and all the other summer blooms that can be assembled from Walter Pedersen's Greenhouses at Glen Falls. What an emblem we would have then! So fresh, so exquisite, so well cultivated . . . but we forget it must be a wild-flower . . . ah well, there's always the dandelion.

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