

At your service Madam *With hints, fashions and shoppy gossip!*

By M. PRISCILLA HAZEN

SOME are born sewers; some achieve sewing; some have sewing thrust upon them. All of us become entangled one way or another. Now when the damp days are growing longer the best way to blot up time is with a needle and thread. Fog or sunshine make little difference to you when you are submerged in that joy of all joys, making things. With your chosen pattern jig-sawed upon your chosen material it is easy to snip and stitch your way into the glamorous days and nights of summer.



You cut into yards and yards of delicate yellow voile blooming with great soft yellow roses . . . you are dancing at Westfield or Ridgewood . . . a moon, the color of your frock, is spilling champagne into the water . . . the ruffled hem of your dress whirls about your feet like rose petals. Your needle darts in and out of a fine English cotton which a white thread dissolves into tiny sky-blue checks . . . you are in the office with the daintiest of blouses to smile crisply at the sultry morning. As you baste pieces of that solid tweedy linen together you are walking down town, looking cool and comfortable in a simply tailored suit. While you work on the materials you purchased at the Dress Goods' Department at Manchester, Robertson and Allison's, your imagination is bound to carry you away. The new Tick Tock cotton so sophisticated with its bright bold figures, the carol cambrics naive with field flowers, the uncrushable rayon linens urge you to sunbathe, golf, drive in clothes that you have made yourself—clothes that are becoming and a little out of the ordinary.

OUT OF the ordinary can be applied without reserve to the crystal ornaments we found at Marcus'. Blue is the predominating color of the collection. It runs like a symphony over vases, candlesticks, mirrors, reflectors. Accessories like these will put your whole room in harmony. They are the trifles which build up that perfection, every interior decorator strives for the detailed perfection that Marcus' furnish! To centre your dining table Marcus' have clusters of grapes in luscious shades, flower holders of transparent leaves and tendrils, the new dead white bowls and candlesticks with applique flowers. I circled round and around before I decided my centre would be two tawny tigers—on the trail to awaken every covetous animal instinct within you.

SINCE the first seventy thousand ages our animal instincts have lain comparatively dormant. During that time, according to an old Chinese manuscript mankind ate nothing but raw meat. Then Bo-bo's house burnt down about his litter of nine piglets and by chance he tasted their sizzling flesh—it was heaven on his palate. The news of Bo-bo's discovery spread from one Chinaman to another. They all burnt down their houses to cook their pigs for eating. The insurance offices went out of business until they discovered how to "burn" their pigs without the houses. Then an even greater discovery was made—how to cure hams. Hams

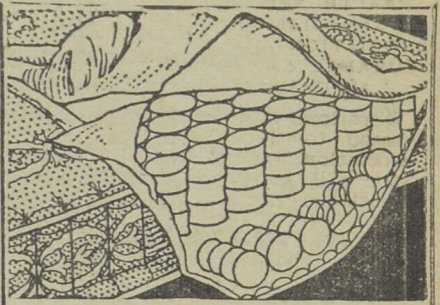
cured the Slipp and Flewelling way taste as good to us as the first roasted pig tasted to Bo-bo. So be sure to prefix the Maritime brand, Slipp and Flewelling's, when you order ham.

WHEN IT comes to boiling the ham don't boil yourself up with it until you feel and look like a stewed carrot in a Turkish bath. Cook it with the cool calculation of a Moffat Electric Range. These ranges, on display at Hydro on Canterbury Street must have been designed by a woman who knew all the ins-and-outs of cooking. Explain to John that we housewives of a scientific age must have scientific equipment to work with if we are to provide meals like "mother used to make." Explain to him that if he wishes to dine with an amusing, lovely looking wife, who hasn't one eye on the kitchen and an apron about her, he must install a Moffat Range. Should he require any further explanation you can outline the transcending glories of the Moffat Range—the durability, the lustrous porcelain finish, the Therm-o-matic Heat Control, the roomy oven, utility drawer, smokeless broiler, compact appearance.

AND when the great satisfaction brought by the Moffat Electric Range begins to show in your meals and moods the psychological moment has arrived to ask John about a Frigidaire. If you can find any two things more essential to a modern kitchen you are cleverer than I, but I don't think you are. With them you can work better and easier, play longer and harder—you have leisure for enjoyment. Owners of the Frigidaire look at those who are less fortunate with a condescending. "Really, I don't know how you ever manage without one." When you get a Frigidaire you will be able to understand their attitude for you will find that you can always have perishable foodstuffs, frozen desserts, fresh dairy produce ready to set on the table at a moment's notice. Your menus will be so varied and healthy you will always be proud of them. You can see the 1936 Frigidaire at the Refrigeration Sales Limited on King Street. It has a lower operating cost, safer food protection, faster freezing than any other model. You should have that Frigidaire.

I HATE to have to remind you . . . but you are so forgetful about anniversaries like Mother's Day. It arrives this Sunday. The coming event is well catered for at the Ross Drug Store, where you can select the sweetest from a large variety of candy for the sweetest person that you know. Ganong's and Moir's make extremely thoughtful sons, for they have boxed special chocolates in Mother's Day packages; Laura Secord, in the same way, sets a shining example to all daughters. If you would rather give mother toffees or creams, you will find the top-notchers, Riley's and Frank White's at the Ross Drug Store. Of course, it would take more than all the candy in the Rexall Drug Stores combined to express the thoughts which Mother's Day recalls to our minds. Yet unless we are reminded of it the day would pass by like other days. . . some of us hardly notice that we're alive.

P. S. I am beginning to pride myself on being quite a shop hound. If you find yourself in difficulties about what to buy, where, drop me a line in care of this paper and I shall attempt to put you on the right scent.



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