

At Your Service Madam *with hints, fashions and shoppy gossip!*

By M. PRISCILLA HAZEN

WELL Saint Patrick once again has wafted through the city his shamrock green with its breath of Old Erin bringing with him a faint nostalgia for the daughters of Ireland. . . . bringing concerts and teas. . . . bringing children out into the streets with their skipping ropes, hop scotch, marbles. . . . Begorra, and it's hard to keep the darlings in clothes, so it is! Little boys with scrubby hands, scarred knees; worms nails and bits of broken toys in their pockets, who tumble into mischief extraordinary. You look at them with a sigh and wonder how you ever managed to have children as untidy as gutter-snipes. "Like father, like son," you say to yourself smugly refusing to accept the responsibility for such unprepossessing traits in the precious lambs. "If they only were well-behaved," you think to yourself. "I could dress them as beautifully as Little Lord Fauntleroy." Then you sigh to yourself again, it is so hard to get nice things to stand up to the wear-and-tear of your small son's life. It is hard. But Clint Regan's Exclusive Boys' Store makes it such a great deal easier, that it's fun. Clint Regan knows what will appeal both to mothers and to small boys. He has imported color-fast, unshrinkable, knitted suits that even appealed to me. Looking over the various designs and colors I came across a white suit and beret. I thought of a little tumbly boy across our street. . . .



SPRING Fever? Crazy, isn't it? You'd like to grab tight hold of the lowest fluffy cloud and go sailing away over the hills. Tra, la, la, la, you join into the chorus of the grocery boy's whistle. Boo, hoo, hoo and a snuffle, you find yourself unexpectedly sobbing over a sentimental movie. You seem to feel more intensely. There's dash and color in the world. You love it. Dash and color—color. Magical Parisian colors—sulphur, coral, Paradise blue, nutmeg, the New System can tune them into your moods, saddish, gladdish, mad-dish, as they are. Convention seems to decree that men will supply the dash with a necktie or a handkerchief, and that women, blessed by the gods, will supply the color—dresses, gloves, shoes, even hats are transformed to the correct new shades by the New System. Fashion Dyeing they call it, because it is done by a mastercraftsman of the art. Of course, the New System always handles your clothes gently, their machine will even iron tissue paper without tearing it. But now they are doing more than just giving you a few extra wears out of that dress you were tired of, they give you a smart new outfit. "Where did you get that divine Frenchified creation of an evening dress?" I gushed, slightly green-eyed, to a friend of mine and I felt a little foolish when she said it was her old one, dyed the new way. We were at a small mixed bridge, which broke up early. Too early, we all decided, so, out of the kindness of my heart and with no regard to the fact that our larder was barer than Old Mother Hubbard's I asked

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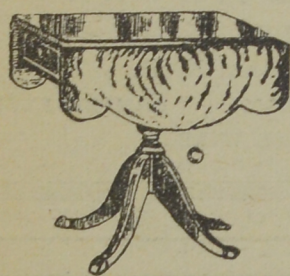
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them to come up to the house. Weston's Biscuits and Lime Rickey came to the aid of that party. Some psychic powers must have influenced the housekeeper when she ordered a package of Crackerettes and a package of Wheat Sodas tasting like freshly rolled Canadian wheat, scrummy with cheese and olives. We always keep a couple of bottles of Gurd's in the frigidaire, from that night we've had Weston's Biscuits on hand. Have you tasted them yet?

SPRING Cleaning? The smell of smoth balls, fresh paint, strong soap. Angry husbands muttering about the topsy-turvy of the household. Window cleaners and charwomen getting in each other's way. Drawers and closets turned inside out to produce odds and ends which only appear at this time of year when they are promptly stowed away again and forgotten, broken trinkets of no value, springless watches, leaky vases, bent candle-sticks. Do you realize that many of these things you consider useless and invaluable are being turned every day into the gold and silver coins which pass from the Canadian Mint at Ottawa into your hands and mine? Turn all your old gold and silver into Canadian currency by selling it to Gordon's on Union Street, they have been licensed by your government to buy it.

IT IS rather flattering to our fair sex that the loveliest season of the year is personified in the feminine gender—The Lady Spring. But so many beautiful things are "she's": ships, the mother earth, the swooping swallow, trees . . . the most beautiful of all are, of course, you and I, the daughters of Eve. We are beautiful yet we allow ourselves to look drab, tired, almost ugly at times. Nature helps her, who helps herself. Let the Charles of the Ritz Beauty Specialist at Wassons show you how to awake and keep forever that loveliness which is yours, that personal, individual loveliness which is yours alone. Charles of the Ritz has just brought out a new shade of lipstick—claret—with a cold cream base. Have you ever tried Skin Bloom Cream, whose only moisture is the juice of the peach. . . Ask for Charles of the Ritz. . . At Wassons. . . Ask about the Rejuvenescence Cream.

IT WOULD be as infernally boring to have a green and yellow kitchen as it would be to have poached eggs on spinach every day for lunch," said a friend of mine, one of this spring's brides-to-be. That started me a-thinking. I remembered that my grandmother's kitchen, my aunt's kitchen, every kitchen that I could drag into my memory was painted yellow and green. I shuddered a little, as if I had had an over-dose of maple syrup. Then, the other morning I wandered into Emerson's and saw a display that made me immediately organize a shower for that friend of mine, the spinach-hater. A shower of the most amazing bright, gay, serviceable kitchen ware that ever rained upon any bride. It was resigned in clean, sweeping lines. The covers and attachments were of chromium. It was of beige enamel with American Beauty Red trim. And by the time the sparkly colors are washed away there will be no need for kitchens as all our food will consist of small pills of compressed calories—Higgins, my pill-case, please!

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