

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

By M. PRISCILLA HAZEN

HERE we are being hurtled on towards Spring so quickly that we almost have to sprout wings to keep up with the flying days . . . so many places to go . . . such a lot to do . . . everyone's agog with anticipation.

The few of us, especially favored by fortune, who are preparing to cross the high seas bound for England, for points south, east and west, will soon be off after good times upon the trail of wonderful sights. The brides-to-be are marking mountains of fresh linen, choosing the trousseaux of their heart's desire, picking out their favorite design of silverware, chintzes, china. College students are cramming for exams cheered on by visions of their Easter vac., while mothers are planning to make these holiday dreams come true. Those of us who have sacrificed our pet weakness for Lent are counting the days . . . it must be a lax season for the candy and the cigarette trade.

The lions are roaring down King Street, the lambs are gambolling up King Street, mad March hares are loping about King Square quite disturbing the Lenten gravity imposed upon us by this month — figuratively speaking, of course. But March really is an unsettling month. Our winter clothes suddenly become heavy, we are tempted to brave laryngitis, pneumonia, colds, by sending them all to some deserving rummage sale. On second thought, we resolve to be on the safe side of the hospital fence so we meet spring half-way by planting a boutiniere of gay flowers on the lapel of our coat—what if they are artificial—and we knot the very latest of new striped scarves around our neck to dash a bright defiance into the face of these blowsy snow-flurries winter is trailing behind her.

The walking has been atrocious. Have you ever waded through such slush and wet? Over the tops of your rubbers it gushes and if you wear overshoes it oozes through them. At Wiezels' you will find those cover-all rubbers, neatly made to save your shoes from ruination, or if you want something ultra-smart and equally efficient inquire about those sleek new Rainshus with their soft fur tops, which protect your stockings from splashes. But enough of the weather. . . After all, for the Grey City, we have been doing quite nicely, thank you!

HAVE you ever been teased about having a smile like one of those perpetual grins which thrust themselves upon you from tooth paste ads., grins so depressing in their everlasting cheerfulness that you are almost afraid to purchase the tooth paste which produces them. They must have caused the feminine heart of Elizabeth Arden to quail for she has, at last, made up a formula for an exclusive tooth paste, that neither dentist nor debutante will quarrel over because it is as efficient as it is appealing to all instincts of good taste—Another Elizabeth Arden aid to beauty, and health, you can find at the Ross Drug Store.



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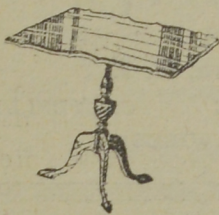
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WHAT in the name of sanctified peace do you think is happening in Europe? Re-armament, militarization, treaties set at naught . . . the news over the week-end seemed to spell w-a-r in fiery capital letters. If we could only catch all of these pugnacious, political fanatics and bar them up in an impregnable cage in Rockwood Park . . . sprinkle a little salt on their tails, maybe. . .

World events are certainly hanging fire . . . And speaking of fire reminds us of W. H. Thorne's Kitchen Department, and the new Pyrex Top of Stove Ware we discovered there. Show it the way to your own kitchen and it will show you the way to more interesting cooking. You can place this heat-resisting dish over the open flames, pop it into the frigidaire to cool off, then set it upon your table, where you snap off the handle, presto, to have a most presentable dish; through everything the glass remains stainless, sparkling, solid; an answer to a housewife's prayer.

All this talk about war made black Monday seem a little blacker than usual. I felt away down in the blue depths but passing through M.R.A.'s on my daily stroll I found the sunshine again. I learned that if you look lovely to the rest of the world it looks far lovelier to you. When you feel as if you are looking your loveliest you really can't be moody and Innoxia Cosmetics keep your appearance above par. Let the demonstrator show you how to emphasize your good points and cover up your bad ones. Honestly you don't know how nice looking you are until you have been well made up. Drop into M.R.A.'s before the end of the week and find out for yourself. Innoxia will make you a convert to the greatest of all feminine cults—Beauty.

DON'T you often find yourself not-cing women's finger nails at bridge parties, luncheons, and dances? I do. There is something satisfying to look at in well-kept hands. Every once in a while it is advisable to have a good manicure. You can get a super-gorgeous one at the Blue Orchid for they have just imported a new electric manicure set. It is as gentle as it is efficient and does away with all that jabbing business you find so un-nerving during the orange stick operations. When the manicure is finished you almost feel as if you should give a tea-party so you can flaunt your hands with their glimmery nails over the cups.

WEDDING presents, wedding presents and more wedding presents. You want to give something really nice, something the bride will be proud to have in her house. What will you give? Something you would like to have in your own house, of course, something you would like to have for keeps, something from Marcus' I have chosen a coffee cocktail table with a round top of beautifully inlaid mahogany on a low pedestal base. Just the thing to place between the fireplace and the Chesterfield after dinner. And have you seen the Art Moderne Chesterfields at Marcus'. There is a warm friendly one covered in rust curly mohair—that new material which outlasts mohair. . .

But I must stop. When you concoct a shopping list it will rush on and on forever if you don't set your limit.

Think how simple it was in the good old days for the Cave Woman who only wanted the bare necessities of life. How simple . . . yes . . . how simply awful!

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