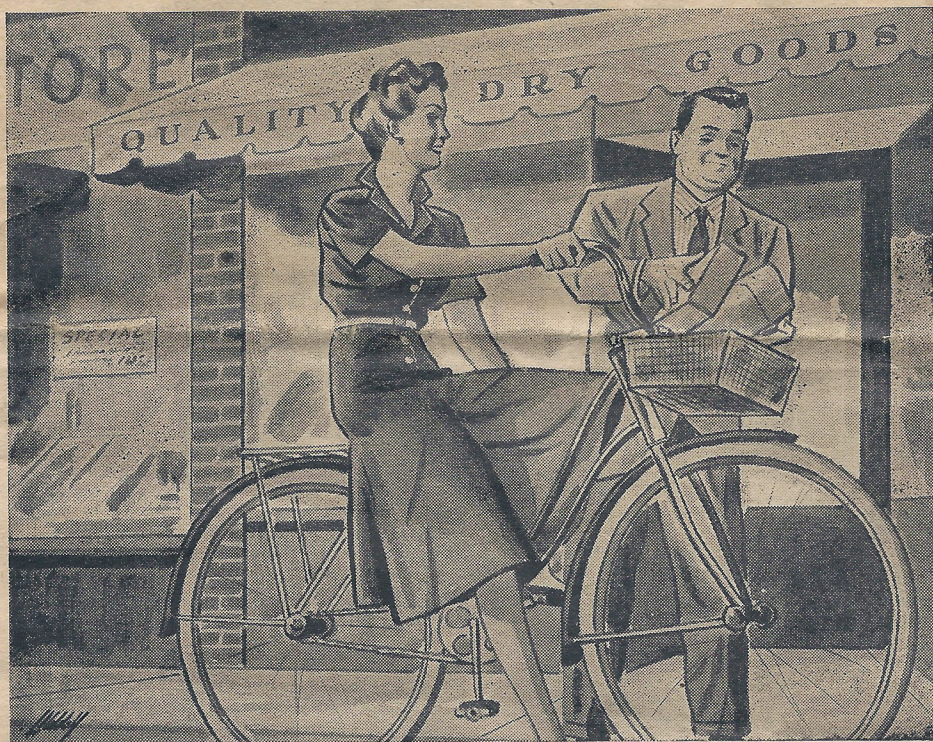


The Wartime **HOME-MAKER**

**A LITTLE MAGAZINE
OF INTEREST TO WOMEN**

VOL. 1, No. 1

JULY, 1942



Shopping in your own home district offers you a double advantage in wartime—you save on gasoline and tires as well as having extra time to devote to those war charities and activities which you so generously support. On the other hand shopping away from home will cause more crowding in already overcrowded centres. It's patriotic to shop close to home and "carry for victory".

F. W. DANIEL & CO. LTD.

"Established Through Service"

Head KING ST.

—

SAINT JOHN, N.B.

Your Due . . . Our Duty

REMOVED from the battle front, our part in the war always seems insignificant, but in our way we are doing our best to do the job at hand as well as possible.

It is our privilege to have supplied you with many of the commodities you require for your daily well-being, and to have held these commodities, clothing, and pins and needles, socks, and a hat or two perhaps, and a pair of towels, until you required them. Practically all your requirements were constantly available. We have tried to have the kind of goods that you like to buy ready at the right time, in the right quantities, and at the right prices.

Before the war, the gathering of merchandise was a very routine job. We selected the best sources and entrusted these sources with your, and our requirements. But, in the days before the

war the textile and converting trades in Canada were devoted solely to supplying your needs.

Today our first consideration is the need of the Canadian Army, our Air Force and our Navy, and the important demands of the brave people of Britain. During the last few months, the textile trade alone has manufactured some sixty million of dollars worth of war material; and in addition, they have supplied with very few slow-ups, the consumer demands of Canadian civilians.

We feel our job is two-fold. First, to have constantly available the best quality in merchandise for your selection. Secondly, we must operate our business as soundly and as economically as we know how. By so doing, we are able to pass along savings, savings in real cash money, savings that will be again available for further war effort.

Here's a safe way to wash those gloves of yours by VIVIAN TAIT

NEVER attempt to wash gloves unless they are marked "washable" or sold as such. Don't wash gloves that have been previously dry cleaned.



Wash gloves often. Frequent short washes are easier on gloves than infrequent, prolonged washing to remove imbedded soil. Wash leather gloves (except

doeskin and chamois) on the hands in cool Lux suds. Doeskin and chamois should be washed off the hands by working around in the suds.

Rinse thoroughly in clear, cool water without wringing or twisting. Make a final rinse of fresh, light Lux suds for leather gloves. Roll in Turkish towel, starting with finger tips, to absorb excess moisture. Unroll at once. Blow into gloves to puff into shape.

Dry away from excessive heat. While leather gloves are still slightly damp, "finger-press" them—gently massaging the leather between your fingers until the leather is soft and supple.

CHANGING TIMES

NEW and delightful fashions . . . as a result of wartime regulations . . . are making their appearance throughout Canada these days. Narrow belts, simple sleeves, less fullness in our skirts . . . all are becoming attractively popular. But fashions are changing in other ways, too. Larger shopping bags and marketing baskets, for instance, will soon be in order now that retail deliveries are being curtailed. It's patriotic now to "carry for victory" and save the precious rubber tires and gasoline our soldiers need.

Washing Used Wool

ACCORDING to the editor of the Lux Knitting Book, the results obtained from knitting used wool can be very uncertain. Kinky wool makes very uneven stitches. Here is a way, however, to make it as good as new:

When unravelling the work, turn a bridge table on its side and use the two top legs to wind the wool around. The wool comes out in perfect skeins. Tie it in two or three places and it is ready to wash. Dip it in lukewarm suds. Don't squeeze out all the water after the final rinsing. Hang it over the tub until it stops dripping. The weight of the water de-kinks the wool.

"Morale

is a woman's business"



... We're hearing this slogan a lot these days ... and we should, for it's most important. It's one way of saying it's a woman's duty to keep beautiful even in the rush of war days. Psychologists say the way women look affects the entire community, not only civilians but the outlook of the men in the armed forces. Yes, morale is a woman's business. So let's make our feminine smartness reflect courage and serenity.

New Victory Styles radiate wartime trimness and smartness

by **IRENE MANTON**

WE'LL be doing our bit this summer and fall and getting attractive new styles in return as a result of regula-



tions designed to save material on our wearing apparel. Styles will be exceedingly trim and smart ... we're simply doing without the frills we've had for so long.

Dresses for instance will have straighter lines, simpler sleeves, and narrower hems and

belts. Those handy zippers will still be fashion ... though only one to a garment, while nine buttons will now be the maximum.

Blouses will be simple too ... no tunic or torso styles ... with double pockets and voluminous sleeves out for the duration. We won't be having pleated skirts but other than being on straighter lines, we'll hardly notice the difference.

The new regulations are even bringing new styles to our comfortable house-coats. Like dresses and skirts, they'll be narrower ... with



long sleeves (but no double cuffs) on only flannel, padded and chenille, etc. coats.

Most of us will find the new styles a refreshing change ... new wartime trimness and smartness that says we're doing our part to save material and manpower.

Industrial Support

THE publicity attendant on that homely garment, a woman's girdle, is reaching heroic proportions. For a while it seemed that all was lost in the fight to keep trim figures. Lately leading corset firms have been approached to design supports for men and women in war industries.

Medical heads find that girdles are a necessary contribution to the conservation of energy for national defence and workers need such support. So women will probably continue to breathe freely without showing it.

But don't forget that garments such as girdles, worn next to the skin, are particularly exposed to perspiration, and need frequent "dipping in rich, pure Lux suds." With garments containing rubber, remember it is very important to dry them away from heat.

Careful buying will prevent shortage

PATRIOTIC women in all walks of life are pride-fully helping the war effort by buying only those goods that are necessary from day to day and week to week.

These women realize that if they stock up or buy more than their current needs of any commodity, there may not be enough for other Canadian families.

During wartime no one should buy more than their current needs unless advised by the Wartime Prices and Trade Board to do so—as in the case of coal. Help prevent shortages by buying only what you immediately need.



Ladies: WE ASK YOUR KIND CO-OPERATION!



THE Wartime Prices and Trade Board, in order to conserve materials and services vital to the war effort, has passed four regulations of mutual interest to you and to us. Henceforth there will be:

NO DELIVERIES on parcels valued at less than \$1.00, except fresh meat or fish, or when the purchaser is unable to take possession at the retail store due to sickness or other disability.

NO PICK-UPS except on goods delivered in error, defective in quality, or too heavy or bulky for personal carrying.

NO EXCHANGES OR REFUNDS on made-to-order merchandise, goods altered on customer's instructions, articles of clothing once worn by the customer, or merchandise cut from a bolt of cloth or other material, unless delivered in error or defective in quality.

NO SALES ON APPROVAL except on house furnishings, priced at \$10.00 or more.

These simple regulations are easy to observe, yet they mean a great deal to bringing victory to the Allies. Your kind co-operation in helping to make them a success will be greatly appreciated.

F. W. DANIEL & CO. LTD.

"Established Through Service"

HEAD KING ST., SAINT JOHN, N.B.