

# CAC Launches Appeal For Support From Housewives

By CAROLYN WILLETT  
Canadian Press Staff Writer

OTTAWA (CP) A crusading women's organization, originated in a national level eight years ago, has launched an appeal for support from the "little women" who balance family budgets.

The Canadian Association of Consumers, self-termed "the voice for all consumers," holds its second membership campaign April 9-20. It hopes to have some 50,000 members—it has about 17,000 now—by its 10th anniversary in September, 1957.

Organized in Ottawa following the disbandment of the consumer branch of the wartime prices and trade board which enlisted women's organizations to aid in price control during the Second World War, the CAC is supported by 16 national women's organizations.

**KEEP PUBLIC INFORMED**

Ten provincial and 75 local CAC branch associations are organized throughout Canada.

Aims of the organization are to tell consumers what they should know for their protection and to buy and to speak as an informed consumer between government, trade and the consumer.

Canada's feminine shopping brigade spends billions of industry-driving and business - promoting dollars annually, mainly for food, clothing and personal furnishings and household operations.

In 1955, consumer spending for non-durable goods (which includes groceries) totalled \$9,493,000,000, the bureau of statistics reported in March. This was nearly half of last year's record consumer spending total of \$16,811,000,000.

Consumer spending must not only be valued in dollars, but also in the time and energy spent on buying, says Isabel Atkinson of Saskatoon, volunteer chairman of the CAC's national membership campaign.

**BROAD INFLUENCE**

Yorkshire-born Miss Atkinson, interviewed in Ottawa while she was organizing the campaign, says the CAC "recognizes consumer spending as 'more than a matter

of dollars and cents, otherwise I wouldn't be in it."

The way housewives shop to save for family accounts and to meet demands to share with less fortunate peoples of the world will contribute to the success or failure of the free world's part in an economic cold war, she says.

The growth of supermarket selling and declining contacts between consumer and producer have left shoppers at the mercy of labels and tags for guidance, Miss Atkinson added.

Many of CAC's campaigns have been for better labelling. At the insistence of this organization and others, the red stripes have gone from bacon wrappings, weights have been marked on soap and other packaged detergents, leg lengths have been marked on nylon and textile labels now list fibre content.

**CONTINUING CRUSADES**

On the list of continuing crusades is standard clothing sizes. Standard sizes now are being studied by a committee set up by the specifications board of the National Research Council, which includes a CAC representative.

The consumer organization is also working for standard measuring utensils for kitchen use, uniform marking for the length and width of bed sheets and pillow cases and province-wide regulations for milk pasteurization and meat inspection.

The CAC receives an annual grant from the federal government which last year amounted to \$10,000. But the organization occasionally nibbles at the hand feeding it.

In February, the CAC rapped federal knucklers for the government's butter price support policy, in a statement submitted to the prime minister, the association said "the government has not given due consideration to Canada's changing pattern of food consumption in recent years."

It suggested that surplus dairy products be used in a federal-provincial free milk program for school children, be exported in the form of cheese or used more widely in powdered form.

# WOMEN

Page 8, The Guardian Monday, April 9, 1956



**CASUAL PARIS PULLOVER**  
This white-wool pullover sweater and a high neckline. It is worn with contrasting orange wool jersey slacks. (CP PHOTO.)

## MARY HAWORTH Mother And Dad Differ On Left Handed Son

DEAR MARY HAWORTH: I feel that my husband and I need help quickly with regard to our middle child, a boy, age 3½. Bud (I shall call him) has always had a tendency to lefthandedness. We thought little about it until one of my husband's friends told how his son was ridiculed, left out of things and generally made miserable by the other boys, because of lefthandedness. He said other children mocked him because he held his hand oddly when writing, etc.

Since this talk, about six months ago, my husband refuses to let Bud use his left hand when eating, coloring, etc.; or, in fact, in his presence. He is firm about this, and feels he will be saving Bud from the mockery the other boy suffered. But I am strongly opposed to this discipline. I feel it is risky to tamper with the natural coordination of my little boy's body; whereas my husband says the change, from left to right hand, can't have any effect on the rest of Bud's body.

**VARIOUS VIEWS**

As to that, when I was in high school, an eye specialist told me the sight in my right eye was rapidly failing, because I was a naturally left-handed and the left eye has been stronger. But I had been compelled to use my right hand from an early age, thus casting too much of a burden on the right eye—which was giving out. One year later, I couldn't see across a table without glasses.

This deduction by the eye specialist seems pretty far fetched, but I can't help remembering it. Also, a recent article in Parents' Magazine gives the impression that harm results in some instances, (if not in others), when lefthandedness is overruled—and that expert advice is necessary.

At present our son is being torn two ways, which is heartrending to me—but I can't bring myself to cooperate with my husband. As doctors disagree on the subject, I don't feel they are reliable consultants. We know you delve deeply when giving answers; so will you please try to help us some way? And soon? Incidentally, my mother was lefthanded too.

**E.S. ARE DESTRUCTIVE**

DEAR E.S.: Your husband's performance is ill-advised and self-defeating. It probably does more to guarantee humiliation for Bud in later years than mere lefthandedness would. Your husband means well, but he misses the mark by a mile. And hell is paved with good intentions they said.

In effect, he is punishing Bud for being naturally lefthanded; that's the way it must feel to Bud, who is genuine in the lad a sense of indignity and inferiority-of-shameful failure to please his dad-in being lefthanded, which of course gives the boy an unconscious guilty conviction of being licked before he gets started in life. And how can he be expected to hold his own with roughneck types, if stepped in that hangdog, defensive, self-conscious, anxious psychology? The plain answer is—he can't.

As for the theory of your husband's friend, that his son was a butt of scorn due to lefthandedness, that's more wishful thinking. As I see it, the father in that case just didn't know how to prepare his son for life-how to help him accept his lefthandedness, and develop valid self-confidence and manly social skills.

In support of this view, read the section on "lefthandedness" (page 314) in Doubleday's 1954 edition of "The Encyclopedia of Child Care and Guidance" edited by Sidonie Gruenberg. Here we are told: "Sometimes (lefthandedness) is an advantage. Southpaw pitchers and batters are sought after by baseball teams and have become star players." Can your husband or his friend deny that?

Also: "By their attitude and from their own experience among people, parents can help a child to accept his lefthandedness as perfectly normal even if it is occasionally inconvenient."

And: "A child is sometimes disturbed by anything that makes him feel different from other children. It can be pointed out to him that lefthandedness is as natural as righthandedness, only less common. It did not stand in the way of even such great achievement as that of Leonardo da Vinci, who also was lefthanded."

More boys than girls are lefthanded; and scientists don't yet know why we favor the use of a right or left hand. Or just what is inherited when lefthandedness "runs in families." As we say, if a child persists in using his left hand, he shouldn't be made to feel that he is doing something wrong or undesirable. Your husband should seek after truth, and close his ears to idle talk. M.H.

## ELEANOR ROSS Lingerie's Still Ruffled

Spring's new silhouette is a slim as a wand and, of course, lingerie hews to the new line. But don't think that the new lingerie is without ruffles.

You can still have your ruffles. Your lingerie can be as feminine as any swishing petticoat that evens up a wide skirt. However, the petticoat must be slim this season so that it doesn't make bunched bulges under your slim dresses.

**REED-SLIM PETTICOAT**

One of the prettiest petticoats we have seen is reed-slim and fashioned of nylon lace. The lace is used in tiers, from a low hipline right down to the hem. The tiers are narrow and artfully gathered to make for beauty but not bulk. This petticoat comes in white, black, or smartest of all, black over shocking pink.

These ruffled garments look so fragile but actually are made of tough, synthetic fiber. All they need is a sudsing in soap or detergent suds. Blot out the excess moisture, then hang them over the shower rod to dry. Gently press the lace ruffles with the fingers while the petticoat is still wet and it will dry to perfection.

**PRACTICAL COTTON**

Slim and lovely, too, is the lingerie fashioned of practical cotton, which is so ideal for hot weather wear. But cotton lingerie is getting off to an early start since it is featured for wear with new spring wardrobes.

The important news about it is the increased use of no-iron fabrics. Not just the puckered and textured types we used to associate with the no-iron cottons, but new, beautiful, flat cotton fabrics such as batiste, lawn and broadcloth. All are processed to keep their smooth beauty without the aid of ironing. These new beauties are beautifully trimmed with lace and applique and tied with ribbon bows to make them look fragile and feminine.

## Words Of The Wise MORNING SMILE

Great men never feel great; small men never feel small. Chinese Proverb

Diner: "Walter, didn't you hear me say 'Well done?'"  
Waiter (ignoring pale pink steak): "Yes, sir; thank you very much, sir. It's seldom we get any thanks, sir."

**HOUSEHOLD HINT**  
If your marble-top-table is stained, better write to a marble company in your city for instructions on cleaning it. They may have a free booklet which would give you correct instructions.

Many stains can fall on marble. Each one calls for a particular method of cleaning, and unless you have expert advice, you might make a serious error in your cleaning effort.

**There Is No Spring Clothes Cleaning Problem In This Family. . .**

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## ELLEN'S DIARY So Mild Was The Day

April can give a nice foretaste of mid-May in the weather, when it pleases her to set a sunny sky above the farmlands and let a warming wind rove, or with clouds dropping snow and a chilly breeze blowing, can bring in winter again from the north.

Today with streamlets coursing, and eaves dripping and sunshine along the fields, that springtime promise was about which sends the farmers' thoughts ahead to the fencing and the gardeners' on to first sowings.

"Do you suppose that under all this snow the angle-worms are close to the surface of the ground, or are they deep down?" we overheard one youngster query of another on a recent day. Then add with a pleased smile, "They'll just have to be up for the fishing!"

Sun today and spring-warmed breeze. And sparrows on happy excursions, blue jays picking about in a dooryard, crows in flight above an orchard, and we listening in vain for the trill of a robin. But for us visiting at our childhood home today, there were as in those golden days and remembered pigeons in a pretty company sunning themselves on a bare roof.

Over the long-cleared fields there today, the Strait held to an edge of winter-white, but beyond that, gleamed the sapphire blue of the season. The sky dipped to touch it in azure, and along the horizon, great billowing white clouds gently boated. So mild the day was and pleasant.

"The frogs will soon be piping in the brook" we offered to the man who now farms the old acre. He chuckled, stopping a moment in his chore of cleaning the stables. "Not before time!" he said.

Cows meandered along the paddock in the sunshine to drink at the little snowy-edged brook. A red calf, a sturdy fellow, that had broken out of indoor-bounds, played as a child, happily out about. We visited the familiar stables and barns, looked in on sties open to the morning's sun, and watched the farmer and his team enter the old farm-lane.

"Where to?" we were curious.

"The shore-field."

How nicely the old names came back to us: the shore-field, where in a happy young company of kin and neighbours we once picked potatoes, and knew the names of the schooners, where from, and whither bound, that sailed along the buoy-marked sea-lane to or away from the harbour. Or behind the vest turmps in shortened days with a coolness in from the sea and saw the wagons on the "Sandy Point Road" a farm over, bearing the loads of unstacked potatoes carefully sorted, but to be screened again and disposed of to some captain or agent of a ship. The shore-field, clovered and scented in the haying, sweet of it and salt of brine making a rare essence of perfume; and so lovely when the harvest set its gold on the wheat or a delicate wind of summer put shimmering waves in the barley.

We have no shore-field at Alderlane. But always the spice of fir and spruce. And sometimes when Summer is ripe on our meadows we can fancy a little wild born of the Strait comes in over a valley-hill.

Until tomorrow — — — Diary — Good-night.

## HAPPENINGS

Canada style split-level homes are moving to England. Canadian and American plans, blueprints and construction techniques will be taken home by 28 master builders from London who have just finished a two-week tour of the U.S. and Canada. "There aren't any split-level homes in England," said W. J. Ord, chairman of the visiting group. "Most of the land there has already been built on. All that's left is sloping ground unsuitable for standard-type houses. Split level is the answer." The beautiful new residence of Dr. and Mrs. G. D. Barrett, North River Road, is a split-level design and Mr. and Mrs. MacLeod (the latter formerly Miss Pauline Wood) have a split-level designed home in the Don Mills residential area, Toronto.

Mr. and Mrs. Phillips and children, Don and Heather, will be leaving shortly to take up residence there.

**STERLING W.I.**

Mrs. Lorne McEwen was hostess to the members of the Sterling Women's Institute on March 13. The president, Mrs. Ray Douglas presided. The meeting was opened by singing, "When Irish Eyes Are Smiling," and repeating the creed in unison. Nineteen members responded to the roll call which was an "Irish Joke".

The secretary read the minutes of the last meeting and were approved and signed. Proceeds from the card parties amounted to \$127. The sick committee reported no treats had been given, but visits had been made to shut-in members. The school committee reported visit had been made to the school, and nothing was needed.

It was moved and seconded that all bills be paid. It was moved by Mrs. Carl Woolner and seconded by Mrs. D.C. MacKay that coca and sugar be purchased for the school. Correspondence was read on citizenship, Ceylon and the Red Cross. Mrs. A.S. McEwen reported on the Institute Program for the balance of the year.

New business included a discussion on purchasing a piano for the school. It was moved by Mrs. A.S. McEwen and seconded by Mrs. S. McEwen and seconded by Mrs. S. McEwen.

Continued on Page 9

## NEW JOAN OF ARC

Following a line of famous actresses, Julie Harris is thrilling Broadway critics with her portrayal of The Maid of Orleans. Read of this new St. Joan and the other greats who have played the role. Picture story in The Standard—on sale now, complete with magazine, 12-page novel and 20 pages of comics. Only ten cents.

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## ANNE ADAMS PATTERNS

**WEEK'S SEW-THRIFTY**

A Wrap for your daughter! Just sew two or three. Mother and relax for the season! As you see, it has few pattern parts, whips up in a jiffy, opens out to iron and a child can dress herself so easily! Make it of cotton in flower-fresh pastel colors!

Pattern 4634. Children's Sizes 2, 4, 6, 8, 10. Size 6 takes 2 1/4 yards 35-inch fabric.

This pattern easy to use, simple to sew, is tested for fit. Has complete illustrated instructions.

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Send order to **ANNE ADAMS**, care of Charlottetown Guardian, 60 Front Street W., Toronto, Ontario.

**TEST NEW COMPASS**

**MONTREAL (CP)**—Senior officers of the Royal Canadian Navy and defence department officials Wednesday saw final tests of the first Canadian-built naval gyro compass made at Sperry Gyroscope's Montreal factory. Commissioned by the defence department, the compass is lighter, smaller and more accurate than those now in use. It has been tested on equipment which imitates the pitch and roll of a ship under extreme weather conditions.

**WAR'S AFTERMATH**

The Norwegian navy has located and rendered harmless a total of 8,200 sea mines since the end of the Second World War.

## ALICE BROOKS DESIGNS

**S-O-O-O FLATTERING**

This flattering new dress — fashion "must" for summer! Iron-on flowers — take just seconds to spark the neckline with gay color!

Pattern 7309 — Misses' Sizes 12, 14, 16, 18, 20. Fitted pattern, washable iron-on transfers in combination of pink, green, State size.

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