

Alimat Calibration & in ~ Proprinting

It's Summer . . Keep Cool and Enjoy Itl

By LOUISE WILSON

Lest the ladies feel they haveat the close of Eleanor Lam-a monopoly on cooling colognes; bert's American Designer's and such, here's what a New showings last month: "When I York City cabdriver told us as come hom after a tough day, I he was driving us to La Guardia always head for a shower and a brisk rubdown with cologne. It relaxes me and makes me feel just great." This from a rugged individualist I This is surgly a far cry from the attitude pre-valling prior to 1938 when no full-blooded American male would atmit using tollet prepar-Lest the ladies feel they haveat the close of Eleanor Lam-

would admit using toilet prepar-ations with the slightest dis-cernible fragrance.

So quite in addition to coolng colognes used lavishly fol-dowing showers and baths for both cooling and cleaning purposes, — here are a few other suggestions to help you keep cool in the hot, humid summertime. It may be a forlorn hope to venture this suggestion but it's worth the effort to: banish needless hustle and bustle and Frenuous activities that leave you limp and exhausted. It may take tremendous self discipline and superhuman determination to set aside time for relaxation,

reflection and repose. As much effort as it takes to get heated money received up on the golf course!

1. Watch your weight. Extra pounds put a greater strain on heart and lungs, your bodys cooling system.

2. Eat sensibly . . . meals low in bulk, carbohydrates and fat, high in protein.



LOAN ASSOCIATION

at the clocks!

SOFTAS

A KISS 🗢

'Take me

by the 10th °

earns $4\frac{1}{4}\%$

from the first

to Columbia"

5. Wear light-weight, looselyoven, light-colored clothing. Cool shifts without restraint at the waistline are more comfortable than shorts and shirts. 6. Exercise moderately, pre-

ferably during the cooler hours dogs . . . and English

the day. Remember mad dogs . . . and Englishment 7. Don't feel guilt-ridden if you just retax in your favorite chair under the shade of a tree or swing in a hammock. Move

8. Take plenty of tepid baths. The tepid water helps lower body temperature and tends to relax the mind and body.

9. Keep a bottle of cologne in the refrigerator when you're busy as a bee in the kitchen. Remove frequently and dab gen erously at pulse points wrists, crooks of elbaws, bac





"The course," Prof. Keenan added, "is officially approved by the Insurance Department of New York State. Persons who seek licences as agents or brokers are required to com-plete this course prior to taking the state examinations."

Classes will meet Monday and Wednesday evenings from



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فأحمد المرد المراجعة المترجعين والروان والمراجع والمراجع معرف والمراجع والمراجع والمراجع والمراجع والمراجع والم

Excess Baggage

LEWIS NEARY

The very thought of visiting and repacked. Let's see: put San Francisco, especially in shoes, a couple of those ceramic July, 1984 sent this columnist mugs and the unused travel iron into flight bag and carry it with so other luggage, now 39 from experience corroborated what we had always heard about Gratefully, we took on that the Golden Gate City. "It's flight bag quite light at the suave, sophisticated and friend time, holated it over one y And everybody is well shoulder, picked up pocket groomed at all times," she em book, suiffed to the burating phasized. "Now, let's see about your clothes." Together, and in plus 90 de Tree had want want and clothed

Together, and in plus 90 de-gree heat, we went over clothes — my own and Markie's which the generously offered. "None of these dreary pastel cottons you wear around here," fame the High Fashion edict. "The dark cotton suit will be O.K. for the plane, and if you should find a warm day you could wear it again, but press if every time."

"Press it?"

"Sure, with my travel fron." She brought out a compact iron in its case, tucked it into a corner of one of my suitcases. "Be ure to press these dark dresses the knits will be all right with the steam in the shower. Now, you'll need a coat."

Ygh! The coat, dug out of the back of the closet, looked hot, felt even hotter.

So, armed with sophisticated clothing for the sophisticated San Francisco, came enplaning Auggage, according to the bath It's a gamble you needn't take when there's an expert who

room scale on which it had been weighed, was well under the 40 pound allowance. Thus can pack your household goods, blithe get-away. San Francisco was all we had

proof warehouse in your comimagined, and more: Weather, cool and crisp, wa welcomed the warmth of the ceat munity . . . often at less cost than it would take to replace damaged goods. Free estimates

Onset of press and public had, for this Republican Conon request ention strained the city to the BLANCHARD'S utmost. News rooms buzzed; cables of radio and TV were Moving & Storage everywhere; sound trucks outide every point of political ac-Bochester's leading movers side every point of political ac-tivity for the one-year-in-four frenzy of oratory. Crowds LO 2-5980 swarmed hotel lobbies, plekets marched outside in clothing REPRESENTING that put our "drab pastel- cot-tions" right up into Class A. (Bare feet and dishevelment ware (the rule) Newtheless

vere 'the rule). Nevertheless. there was a gentle acceptance of all this in the City of St Francis, Even the police were tolerant.



the Ancient Mariner ". . . the Albatross

About my neck was hung." Stuck, not with an albatrom but with a travel iron.

Baggage It there is a desson in all this it is to travel light — fol-ow the old admonition to take halt as much clothing as you think you will need—and twice as much money



by Sama Wheeler

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