

**HEY, MOM!**  
Where's the Listerine?  
We've got Sore Throats!



Among the "secondary invaders" are germs of the Pneumonia and "Strep" Types. These, and other "secondary invaders," as well as germ-types not shown, can be quickly reduced in number by the Listerine Antiseptic gargle.



(1) Pneumococcus Type III, (2) Bacteroides influenzae, (3) Streptococcus pyogenes, (4) Pneumococcus Type II, (5) Streptococcus alvaresii.

**Prompt Action...**  
can often help head them off or lessen their severity

WHATEVER ELSE YOU DO, gargle Listerine Antiseptic at the first hint of a sneeze, sniffle, cough or scratchy throat due to a cold.

**Kills Germs on Throat Surfaces**  
Listerine Antiseptic reaches way back on throat surfaces to kill millions of germs, including those called "secondary invaders." (See panel above.) These are the very bacteria that often are responsible for so much of a cold's misery when they stage a mass invasion of the body through throat tissues.

Listerine Antiseptic is so efficient because, used early and often, it frequently helps halt such a mass invasion... helps nip the cold in the bud, so to speak.

**Fewer Colds and Sore Throats in Tests**  
Remember, tests made over a 12-year period in great industrial plants disclosed this record: That twice-a-day Listerine Antiseptic users had fewer colds, generally milder colds, and fewer sore throats than non-users.  
LAMBERT PHARMACEUTICAL CO. (Canada) Ltd.

At the first sign of a cold or sore throat—  
**LISTERINE ANTISEPTIC—Quick!**

Made in Canada



Cut out and frame page 11 — the Queen's most famous photo reproduced in full color. This month's cover was designed by Oscar.

# Chatelaine

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CHATELAINE—MARCH, 1953

## Reader Takes Over

### Lesson for Doting Mamas

I was so sure you would receive many letters of appreciation on June Callwood's story of Jennifer that I decided to let others speak for me. Imagine my surprise to find the only comment was a nasty slam from a Calgary reader. Like Miss Callwood I am a third-time mother and together with other young mothers enjoyed her good-natured jibes at herself (and all of us). Her forthright manner and down-to-earth attitude should be a lesson to doting mamas.—Mrs. A. T. Sand, Medicine Hat.

... I protest indignantly at Mrs. Martin's letter in January re November cover and life of Jennifer. I read every line with great delight. I'm positive other mothers too compared notes for their own babies.—J. J. T., St. Boniface, Man.

... I should like to see the same author do a similar series on Jennifer's Second Year. From my experience with three children the first year is a cinch to the second and third when they reach the terrible "no" stage.—Mrs. G. O. Bere, Auburn, Ont.

... Give us those Canadian babies any day and leave Charlie and Anne where they are.—Mrs. F. Hoglund, Eckville, Alta.

... To your Calgary correspondent who is bored with babies I would like to say there is only one baby in the world and that is "everybody's baby." My deepest sympathy goes to anyone who finds herself bored with them.—Mrs. D. Wray, Winnipeg.

### Backward Progress

I want to congratulate you on the acquisition of Judith Robinson. I was particularly tickled with her reference in December to the trunks coming cast containing "illegal prairie chicken," for as a child I was at the end where the prairie chicken were packed, on a farm near Regina, and when the trunks came back they held sealers of delicious Ontario fruits.—Mrs. S. B. Fleming, Vancouver.

... In January Chatelaine Judith Robinson states it would be better to put our faith in mashed potatoes than in progress. It seems Miss R's faith in progress in human nature is about as substantial as mashed potatoes. Perhaps she is living in the wrong country—Asia might prove more interesting.—Mrs. L. W. Lockhart, Bristol, N.B.

... I was amazed that a person whose articles were published in a magazine didn't know that progress meant going forward!—Mrs. W. A. Porter, Wolfville.

... Many thanks for the reading pleasure involved in "Mrs. Kelly's Lily," by Judith Robinson. She has achieved a simplicity of expression which, combined with humor and vivid characterization, results in "readable stuff." So few writers possess these qualities; and to find them impels a lover of fine workmanship to say: Well done! — C. B. Robertson, Victoria.

... Read Judith Robinson's column in Feb. Chat, and was just thrilled with the story of Mrs. Kelly's Lily. How I wish it were possible to have the seeds of that wonderful flower!—Mrs. W. Geisel, Hamilton, Ont.

### Stories a Good Influence

"A Present for Miss Merriam" and "Fifteen Borrowed Dollars," in December Chatelaine, are the finest stories I have read in a long time. It's refreshing to read fascinating decent stories about good everyday people. There are still a lot on this earth but they are sadly neglected in modern fiction.—Pearl M. Walker, Maine, U.S.A.

... How much good a story like "Fifteen Borrowed Dollars," by Violet King, does to influence the growing mind. Writers today have a tremendous responsibility in forming public opinion on what is right and wrong.—Mrs. Wm. Alexander, Owen Sound.

### Royalty Uninteresting

Haven't you anything more constructive to write about than the British nobility and an exiled Greek? As a third-generation Canadian I'm certainly not interested.—Mrs. Bill Scott, Red Deer.

... Is something the matter with me or are there other readers as sick of articles on the Queen as I am?—Mrs. L. K. Thomas, Leithbridge.

### A Slant on Sports

As an active young matron I would enjoy the odd sports-slanted article and also the showing of modern Canadian sports clothes, both active and spectator.—Mrs. W. J. Pullam, Toronto.

### Repercussions of Divorce

Some years ago I cancelled my subscription to Chatelaine because of an article: "Why I Had a Civil Marriage." ... Now I have just been given a gift subscription and what do I find? "Why I Marry Divorces"! Just what is Chatelaine trying to do? Play God to Canadians?—Mrs. W. Smart, Sydney, B.C.

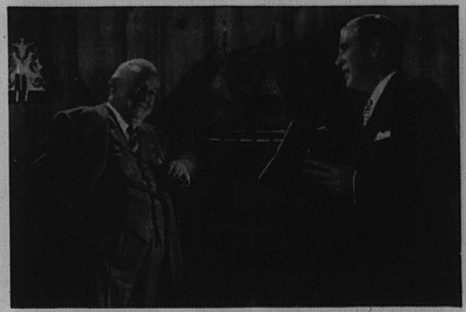
... The Rev. A. C. Forrest should study the Bible and see what the Lord Himself said about divorced persons remarrying.—Mrs. W. White, Stratford, Ont.

... In spite of the tolerance of the courageous Mr. Forrest, I am a bit puzzled about the repercussions of my second marriage. My wife and I have been married for fifteen years. Our two sons attend the Anglican church. However, Anglicans disallow divorce—so I wonder if my boys should be there at all—especially as the church is now pressing for their confirmation?—H. B., Swift Current.

... Many thanks for the reading pleasure involved in "Mrs. Kelly's Lily," by Judith Robinson. She has achieved a simplicity of expression which, combined with humor and vivid characterization, results in "readable stuff." So few writers possess these qualities; and to find them impels a lover of fine workmanship to say: Well done! — C. B. Robertson, Victoria.

**Warning Too Late**  
Thank you for "Beware the Phony Bargain" in January. I wish I had seen the article two weeks earlier for I have  
Continued on page 80

## The story of two fat men...



One acted unwisely... he always ate too much; he tried to lose weight quickly through strenuous exercise, self-prescribed drugs, and other shortcuts to weight reduction.

One reduced sensibly... he consulted his doctor about his weight problem, and followed a properly balanced diet to bring his weight down gradually, and keep it at a desirable level.

OVERWEIGHT is our country's Number One health problem today. In fact, it is estimated that there are about 2 million Canadians who are burdened by excess pounds. Medical authorities stress the health hazards of overweight more than ever before. The reason for this is simple: Continuing studies show that overweight people do not live, on the average, as long as those who keep their weight at a desirable level. This is because excessive fat tends to increase a person's chances of possibly developing one or more diseases of the heart and blood vessels, diabetes, liver and gall bladder disease and other disorders.

Overweight may reduce physical efficiency and often is a serious handicap in the event an operation is needed, or an acute illness occurs. In addition, overweight is apt to place an unnecessary strain on many vital organs, especially the heart. It has been estimated, for example, that for every 20 pounds of excess weight, one's heart must serve about 12 extra miles of blood vessels.

So, it is important to keep a watchful eye on your weight and start reducing as soon as any unwelcome pounds appear. Safe and sensible weight reduction should always begin with a visit to your doctor. He will examine you and suggest what weight is best for you. His decision will be based, in part, on your height and age, as well as your bone structure and the kind of life you lead. Nearly all cases of overweight are due to eating too much. There are various reasons for excessive eating—emotional difficulties, for example. Whatever the cause, the doctor can usually help you to develop a sound weight reduction program. This will usually include a properly balanced diet; one which will bring about the desired reduction slowly, usually at the rate of about two pounds a week, and also supply the body with the necessary protective food elements.

However, no diet will produce satisfactory results, unless there is a determined effort made by the patient to reduce. With the doctor's advice and a firm resolution to cooperate wholeheartedly, an overweight person can usually attain the desired weight—at which he will look, feel, and act best. Remember that proper weight, in terms of everyday comfort and longer life, is worth whatever effort is required to achieve and maintain it.

Metropolitan Life Insurance Company  
Canadian Head Office  
Ottawa 4, Canada

Please mail me a free copy of your booklet, "SL... Overweight."

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ Prov. \_\_\_\_\_