

Mister! Here's Your NEW FALL HAT



at only
2.95

Men who desire an inexpensive hat and yet be well dressed, should see these hats now on display. The styles and colors are the same as featured in the higher priced brands. Smartly pre-creased to ensure shape and longer wear. See them tomorrow.

And
Naturally It's At



"Where Old Friends Meet"



Like an Angel of Mercy to blemished skin!

Local women report amazing results with new home beauty routine

If your skin gets dry or rough, if unattractive blemishes sometimes mar its loveliness—here's news of vital interest to you.

A noted skin specialist has developed a new home beauty treatment that many smart Canadian women are now using. It's a new ideal.

Here's what happened!

181 women recently followed this simple 4-step routine—using Noxzema Medicated Cream—under the supervision of 3 skin specialists. Each woman had some little thing wrong with her skin—blemishes, roughness, dryness, or some other little annoyance.

Here are the results of this test. 4 out of 5 women actually showed softer, smoother, lovelier skin—in only 2 weeks!

Get acquainted with this new idea in beauty care and let Noxzema help your skin to new natural loveliness. Here's all you do:

1. Morning—bathe face with warm water, apply Noxzema with a wet cloth and "cream-wash" your face.
2. Apply Noxzema as a powder base.
3. Evening—before retiring, repeat morning cleansing.
4. Massage Noxzema lightly into your face. Put on extra Noxzema over any blemishes.

Lovely Rita Tennant of Vancouver says she hasn't found anything to equal Noxzema. "It's wonderful to help clear up annoying skin blemishes," says Rita. "I use it as my regular night cream."...Dainty, too. Noxzema is greaseless—doesn't stain.

Attractive Norma Forshaw, Toronto, says she now uses Noxzema religiously—morning and night. "I had the usual teen-age blemishes," she says, "but they soon vanished after using Noxzema. Now it's my regular powder base and night cream."

SPECIAL OFFER

Try it yourself! See how quickly your skin responds. Now's the best time, too—your once-a-year opportunity to get Noxzema at a special money-saving price. While this Anniversary Offer lasts, you can get the big 6-ounce 93¢ jar of Noxzema for only 79¢—at all drug and cosmetic counters.

NOW ONLY 79¢ LIMITED TIME ONLY

Freetown And Vicinity

Miss Rene Arling who has been visiting relatives in O'Leary and vicinity for the past two months returned to her home last Monday.

Chicken pox is quite prevalent in the different school districts and a few cases of whooping cough are reported.

Mr. and Mrs. Ralph Burns and son Byron returned Tuesday from a motor trip via Wood Island to Halifax and Dartmouth.

Mrs. Frank Deacon and Mrs. George Jardine were in Charlottetown Thursday attending an executive meeting of the W.C.T.U.

Friends of Robert Schurman who is a patient in Prince County Hospital are glad to know that he is convalescing nicely after an operation in hospital a week ago.

Mrs. John Lewis arrived home Friday evening from a two weeks visit to St. John, N.B. the guest of her daughter and son-in-law Mr. and Mrs. John Charlton.

Among those attending the Exhibition in Egmont Bay on Wednesday were Mr. J. Ray Burns and Miss Evelyn Burns, Mr. and Mrs. Jesse C. Burns and Miss Mabel Burns.

The sincere sympathy of the people in this community is extended to Mr. Edmund Burns of Lower Freetown and Mrs. Charles Waugh of Summerside in the death of their sister Mrs. Charles Read which occurred at her home in Coleman on Friday Sept. 9th. Mrs. Read was the daughter of the late Mr. and Mrs. Stuart Burns and had reached the age of 90 years.

On Thursday evening Sept 15th, the people of South Freetown gathered at the home of Mr. and Mrs. Fenton Simmons to bid them farewell prior to their departure to their new home in Lower Freetown in the district was appointed chairman and after a few remarks as to the object of the gathering called on Mrs. Wilbert Drummond who read a well worded address expressing the regret of those present that Mr. and Mrs. Simmons and Sheila and Nancy were moving to another community.

A presentation of a beautiful dinner and tea set of dishes was made by Mr. Melvin Stetson and Mr. Vernon Stetson and a matching children's set was given to Sheila and Nancy. The presentation being made by three little play mates Elinor Reeves and Claudia and Adell Drummond. Mr. and Mrs. Simmons thanked their friends for their kindness expressing the hope that they would all come often to visit them. After bouncing both Fenton and Eunice, and singing, "For they are good fellows," an enjoyable evening was spent with solos, duets and instrumental music by local talent. A delicious lunch was served by the ladies and at a late hour all wished their way home wishing Fenton, Eunice and family many happy years in their new home.

Softens Water—Removes Grease

Snowflake
AMMONIA

Keeps REFRESHINGLY Clean

A World of Cleanings in Every Package

Bedeque

Miss Elma Inman, returned Missionary from Trinidad, spent the past week with Mrs. Carrie Leard.

Miss Mildred Smith, Tryon, spent a week recently with friends in this village and at Central Bedeque.

Mr. Charles Craig, left on the 22nd to continue studies at Mt. Allison.

Miss Georgie MacFarlane, R.N. who is on the staff of the Prince County Hospital, is spending her vacation at her old home, Fernwood.

Miss Emma Robins, Charlottetown, is spending some time with Mr. William Callbeck and family Central Bedeque.

Mrs. Janie Corney and Mrs. Needham, Amherst, N.S. were recent guests of Mr. and Mrs. Hugh Murray.

Mr. and Mrs. Wallace McLeod, Sackville, N.S. were recent visitors to Bedeque, Tyne Valley, Northam and Wellington.

Mr. and Mrs. Edwin Reid accompanied by Mrs. Major Reid and daughter Joanne, Rollo Bay were week-end guests of Mr. and Mrs. Joseph Trowsdale, Crapaud.

Mr. Leith Townshend and son Billie, Souris, accompanied by Mr. C.W. Townshend, Fortune Bridge, were in Bedeque on Monday on business.

Mrs. Elmer Gamble, Tryon, and Mrs. John Bertram, Fredericton, were recent visitors at the home of Mr. and Mrs. Albert Weeks, this village.

Mrs. A.J. Langley, Port Hawkesbury, N.S. and Mrs. Ful Scott, Glasgow, Scotland were guests at the Manse recently. This was Mrs. Scott's first visit to Prince Edward Island.

Mrs. Robert Reeves entertained the Freetown Mission Band at her home in Bedeque for their September meeting. Miss Louise Callbeck, returned Missionary was also a guest at the meeting.

Several from this community attended the Provincial Plowing Match and Horse Show, at Lunenburg on the 26th. It was one occasion when rain was not welcome. Nevertheless the party had a good time.

Mr. and Mrs. Ralph Callbeck Central Bedeque, and Mr. and Mrs. Arthur MacFarlane, Lower Bedeque, left by motor on Tuesday 27th on a visit to various parts of the United States.

The Bedeque Women's Missionary Society chartered a bus on the 22nd, for the purpose of conveying their members and representatives from nearby sister Societies to the Provincial W.M.S. Rally, in Charlottetown. A most interesting and instructive meeting was held.

Mr. and Mrs. Walter Bowness and Mr. and Mrs. Percy White, attended the wedding of Miss Ruth Lenore Hamilton, Charlottetown, N.S. and Mr. Cyril Elsworth Kinman, Welsford, N.S. on Friday 16th. Inst. at the Grafton Baptist Church.

Mr. and Mrs. Walter Bowness, returned to their home on Saturday from Needham, Mass. They went to the States in company with Mrs. Bowness' sister and her husband, Mr. and Mrs. Percy White, of Needham, Mass. who had been visiting on the Island. Before heading for the States the group motored through several interesting parts of N.S.

Mrs. W.H. Townshend, Rollo Bay, Kings County, is visiting her daughter, Mrs. W.M. Bowness, Bedeque, also her son Mr. Roy Townshend, and Mrs. Townshend, Carleton. Previous to her visit in Bedeque, Mrs. Townshend had as her guests her daughter, and husband, Mr. and Mrs. Percy White, Needham Mass. who have recently returned to their home.

On Sunday evening, 26th, there was abundant evidence of missionary interest, when the service sponsored by the Perseverance Mission Band was held in the United Church, under the capable leadership of Miss Louise Callbeck. Mr. John Craig presided and was assisted in the devotional part of the service by Rev. E. Weeks. The Senior choir also rendered assistance. The children taking part in the program did their part in a most

admirable manner. There was a good congregation which enjoyed the service very much.

The title expectancy of steeplejacks—those daring men-about-skyscrapers—is not long but Paramount's new Pine-Thomas action thriller, "Disaster," should be proof that it is lively. The film, which arrives today at the Capitol Theatre draws a head on the women behind steeplejacking men and is expected to score a direct bull's eye in suspense and excitement.

"Disaster" reveals the hazards of that little-publicized but vitally important job filled by the men who clamber up the nation's towering buildings to repair and renovate them, at great constant risk to life and limb. Heading the cast of the thriller are Richard Denning, lovely Trudy Marshall, Will Wright and James Millican, all of them competent players who are said to contribute performances commensurate with the dramatic quality of the story.

The title evolves about the efforts of Denning to clear himself of a false murder charge. To do so he has to elude the police, which he accomplishes by turning steeplejack and hiding out atop skyscrapers.

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WESTERN GUARDIAN

GENERAL INSURANCE Ralph G. Muttart, Summerside.

—HORSE RACES at Alberton, Saturday, Oct. 1st. 4 classes.

—DANCE in Sherbrooke Hall Tuesday, October 4th. Free films at eight o'clock. Dance after.

—ATTENTION—Chicken supper St. Mark's Hall, Burton Lot 7, on Tuesday evening, October 4th. Dance and bingo after. Come and enjoy yourself.

—FARMERS SAVE MONEY by grading your own potatoes with a Boggs grader now available at James A. MacNeill & Sons, Summerside. Phone 138.

—BRADALBANE MEETING—Federation of Agriculture meeting Bradalbane hall Friday night, 8.30. All farmers invited.

—BUYING fowl, chicken and capons. Inquire for price and shipping dates. E. S. McGougan, Malpeque.

—CENTRAL BEDEQUE BAPTIST FELLOWSHIP—Rev. D.M. Fraser, Pastor. Services for Sunday, October 2nd, Central Bedeque 10.45 A.M. Borden 3 P.M. Weekly; Central Bedeque, Thursday, Friday, Freetown, cancelled.

—NEW LONDON Presbyterian Church, Services, Sunday, October 2nd, Geddie Memorial, S. S. Rally Day Service at 11.00 A.M. Long River at 2.30 P.M. Clifton W.M.S. Thanksgiving Service at 7.30 P.M. Special music. Rev. D. A. Campbell, Minister.

—BEDEQUE UNITED CHURCH CHARGE—Services Sunday, Oct. 2nd, Bedeque 11 A.M. Sacramento Lord's Supper, Borden 3 P.M. Special Orange Service, Albany 7.30 P.M. Sacramento Lord's Supper, Rev. W. Burton Crowe, B. A. Minister.

—PRINCETOWN United Church, Malpeque, Friday, September 30th, Preparatory Service 8.00 P.M. Sunday, October 2nd, Divine worship 11.00 A.M. and 7.30 P.M. The Sacrament of the Lord's Supper at the morning service, Tuesday, Oct. 4th, service Darnley Hall, 8.00 P.M. Rev. James Cross, Minister.

—OLEARY PASTORAL CHARGE—The United Church of Canada, —Rev. W. G. Dickson, B. A. Sunday, October 2nd is World Wide Communion Sunday and the Sacrament of the Lord's Supper will be given at all places. Bloomfield at 11 A.M. Brae at 2 P.M. West Devon at 3.30 P.M. O'Leary at 7.30 P.M. Sunday Schools at usual hours. All welcome.

HAZARDS OF STEEPLACKING DEFICIT IN ACTION THRILLER

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CAPITOL—Summerside

TODAY (FRIDAY) and SATURDAY
2-BIG ATTRACTIONS-2

SKYSCRAPER WALLS TOTTER AND CRASH STEEPLE-JACKS BATTLE FOR LIFE AND LOVE IN

DISASTER

A Paramount Picture with RICHARD DENNING - MARSHALL

A Pine-Thomas Production

Directed by WILLIAM H. PINE

INTO THE CIMARRON COUNTRY CAME A NEW OUTLAW QUEEN!

GEORGE MONTGOMERY ROO CAMERON and RUTH ROMAN

BELLE STARR'S DAUGHTER

An Alton Production - released by 20th Century-Fox

We strongly recommend this double bill
NOTE—Shows — 7 and 9:25 — Matinee Sat. 2:30

REGENT TODAY (FRI.) and SAT.

Shows 7 and 9:15 — Matinee Fri. 3:30; Sat. 2:30
2 BIG ATTRACTIONS — 2 1/2 HOURS OF LAFFS

STUART ERWIN In Comedy Hit
"HEADING FOR HEAVEN" and

A SAILIN' YOU WILL GO... laughing yourself sea-sick!

Stan LAUREL + Oliver HARDY

Our Relations

A HAL ROACH PRODUCTION

Cameo Theatre Kensington

Friday-Saturday 2 shows each night, 7 and 9:25. Matinee Saturday 10 a.m. Howard Hawks' production, "RED RIVER" taken from the Saturday Evening Post Story, "The Chisholm Trail", starring John Wayne, Montgomery Clift and Joanne Dru. There's Adventure - - Excitement - - Action and Suspense. Also Newsreel. Don't miss this show. You'll enjoy it!

DOES A BETTER JOB... A FAR BETTER JOB CLEANING GLASS AND METALWARE!!!

Does a Better Job on WINDOWS

Does a Better Job on SILVERWARE

Does a Better Job on MIRRORS

Does a Better Job on GLASS TABLE TOPS

Does a Better Job on COPPER and BRASS

GOLD SEAL GLASS WAX

SOLD BY HAROLD SCHAFER, LTD. MADE IN CANADA

"GLASS WAX" is a superior product—made from an exclusive chemical formula. So easy to use—just wipe it on—then wipe it off. Leaves no streaks. Surfaces cleaned with "GLASS WAX" stay gleaming longer because it leaves an invisible film that wards off new dirt.

"GLASS WAX" CLEANS 30 KINDS OF DIRT IN 30 SECONDS