



"Our whole family uses Noxzema," says charming Mrs. Constance Raymond of Toronto. "It's tops," she adds, "Grand for the children's tender skins... and it's my regular all-purpose beauty cream."

CANADIAN FAMILIES FIND NOXZEMA GREAT FOR MANY SKIN TROUBLES

Get your big jar NOW! New beauty... new skin comfort for the whole family

EVERY FAMILY has its share of annoying little skin problems... embarrassing facial blemishes, for instance, or rough, dry skin. Then there are red rough hands from housework... uncomfortable baby rashes... children's little burns and chafes... painful chapping.

Pictured here are five Canadian women who have found the answer to these typical skin troubles. They are only five among the thousands of smart women all over Canada who are turning to the delightful medicated cream—Noxzema—to bring new comfort to the whole family and new skin beauty to themselves.

Loveller Face, Hands

How about you—are you having any trouble with your skin? Are ugly blemishes marring your beauty... does rough dry skin spoil your loveliness... are you ashamed of your hands—are they red, rough and irritated from housework? Then take a tip from scores of professional women, models and actresses who rely on medicated Noxzema Skin Cream to help keep their skin soft, smooth and lovely.

Try Noxzema as a dainty protective powder base. Holds make-up beautifully yet doesn't clog your pores. Use it as your night cream before retiring. It's greaseless... doesn't stain.

Get your jar while the big 6 ounce 93¢ jar is offered for only 79¢. If you now have Noxzema on hand—stock up at this bargain price—and save. Time is limited—so don't delay! At all drug and cosmetic counters.



Dry skin. Fat Heelton of Montreal says, "My skin was so dry and flaky I couldn't even use powder. But since using Noxzema regularly, I get many compliments on my skin."



Red, rough hands... "In our home we all use soothing Noxzema all winter long to protect our hands and faces from wind and weather," says Mrs. Johanna West of Winnipeg.



Children's tender skin needs wintertime protection! Mrs. Henry Clifford of Ancaster says, "I always use Noxzema on their faces when I put the children out to play!"



Facial blemishes. Charming Hazel Gradinger of Montreal first used Noxzema for blemishes. "It proved so wonderfully effective," she says, "it's now my regular beauty cream."

SPECIAL OFFER
Big 6 oz. Jar for only 79¢
LIMITED TIME ONLY

Central Guardian

This column is reserved for news of local interest, but advertising of a new nature may be inserted at five cents a word, strictly payable in advance.

JIMMIE'S TAXI, Phone, 523.

COOK'S for Photographs.

CONFEDERATION LIFE INSURANCE.

CHESTERFIELDS — Rich material. Special price. Toombs Music Store.

LONG CREEK BAPTIST CHURCH — Special Children's Rally Day Service, Sunday, Sept. 25th, 7:30 P. M.

CITY TAXES — Third installment City of Charlottetown taxes must be paid by September 30th, or interest will be charged.

CHURCH NOTICE — September 25th, New Glasgow, P. E. I. 10 A. M. Bible School. 11 A. M. Worship Service. 7:30 P. M. Cavendish Baptist. Rev. Paul L. Richardson, Minister.

VERNON RIVER UNITED CHURCH — Service September 25th at 11:00 A. M. Note the hour. St. Andrew's, Crowell at 7:30 P. M. Rev. E. C. Evans will conduct both services. A. S. Weir, Chairman.

CHURCH NOTICE — North Tryon Presbyterian Church Mission Band Thank Offering Service, Sept. 26th, at 7:30 P. M. Mrs. Dan MacDonald, Special Speaker. Mrs. Mary MacFadden, Deaconess.

EVERYONE interested is invited to attend the meeting at City Hall at 8 o'clock Friday night when a local chapter of the Canadian Foundation for Poliomyelitis will be organized.

WILMUR ANNIVERSARY SERVICES — 11 A. M. and 7:30 P. M. Sunday, September 25th. Special music by the Brooklyn Trio and others. Special offering. Rev. A. C. Fraser, Minister.

CITY OF CHARLOTTETOWN TAXES — Interest at the rate of 1-2% per month will be charged on City of Charlottetown third instalment of taxes if not paid by September 30th.

NOTICE TO ADVERTISERS — Advertisers are reminded that their copy must be in the Guardian no later than noon the previous day to guarantee insertion. Out of city advertisers who telephone classifieds, etc., should particularly bear this in mind.

MONTAGUE UNITED CHURCH CHARGE — Sunday, September 25th. Dr. MacKenzie will conduct services as follows: 11 A. M. Morning, 7:30 P. M. Lower Montague. At Montague 7:30 P. M. Dr. Catherine Whittier of India will speak at W. M. S. Service.

WAS ARCHITECT — The late Elmer H. Foster, Victory Ave., was the architect and contractor of Mr. H. B. Jones' home, which took a prize in the Veteran's Land Act Small Holdings Development Competition. A photograph of Mr. Foster's home appeared in yesterday's issue.

FUNERAL WEDNESDAY — The funeral of the late Mrs. Frederick Toombs was held from the home of her son-in-law, Mr. Harold Dickieson, New Glasgow, on Wednesday afternoon, Sept. 21st, and was largely attended. The services were conducted by Rev. P. Richardson, Rev. W. J. MacLeod and Rev. H. B. Jones. The pallbearers were Messrs.: Gerald Stevenson, Ray Gallant, Victor Buntain, Roland Buntain, Exton Bulman and Charlie Craswell. Interment in St. Mark's Cemetery.

Elton's Diary

(Continued from Page 2)

distance or shall we one day be obliged to forego the delights of these occasions, to regard them only from the distance of a chimney corner? Perhaps, as James sometimes comments "there'll be none of us here when I give up work!" a statement which never fails to bring a smile to Jock, fairly well satisfied as today with the results of his own stewardship. "I suppose that smallish one's in the weight, is he?" James asked, looking in to appraise the load on the truck "he doesn't look too big, I'll tell you!" and Rob, much interested in the same husbandry chattered reasonably. "Well, if he's ever going to be in it, he should be now! How close to a year are these?" Scarcely past the five months and a half those were and we decided a fair credit to the farmers who had planned for and attended to their care.

Fair weather today — pigs to market — a golden-haired little girl cuddling a pup, black and broad especially likeable — a pullet's egg in a straw nest — an Amaryllis in orange bloom — and tonight at Alderley, star-shine. Until tomorrow — Dairy—Good-night.

OPENING
WE WISH TO ANNOUNCE THE OPENING OF
HELEN'S DRESS SHOP
54 GRAFTON STREET
(Opposite the Prince Edward)
ON MONDAY MORNING, SEPT. 26
You will find the latest in styles as selected by our special buyers. We are proud of our style, quality and low prices, and we are sure you will be pleased to wear them.
See our line of beautiful Sweaters with the new fall Neckline, also Coats, Dresses, Skirts, Blouses and Linenry.
We also carry a full line of Rose Marie French Upholst. Brns.
SEE OUR COMPLETE LINE

A Feature For Every Friday

Among The Farmers

Federation Of Agriculture News

Newfoundland Farmers Organize — Farmers of Newfoundland, following admission of their homeland into Canadian confederation as the tenth Province, have completed organization of a Provincial farmers' association, and are expected to apply for affiliation with the Canadian Federation of Agriculture.

The new provincial farmers' association has been accomplished by the federation of some 23 agricultural societies throughout the island, according to Newfoundland newspaper reports. The new organization will tackle marketing of farm products as one of the outstanding problems of the island farming communities.

World Food Agency

The principles of a plan for distributing our world food surplus to needy countries proposed by the Canadian Federation at the international farmers conference last June has apparently been accepted by the United Nations (F.A.O.). This co-operative arrangement between surplus food producing nations and needy nations for cushioning losses in distributing present and future food surpluses, guarantees producers a fair return for their labor.

It is gratifying to see farmers themselves by uniting their brains and efforts are qualified to contribute not only to solving their own international problems but, also those of hostile and hungry people.

Still Basic Industry

Agriculture is still the basic industry of Canada, and fundamentally important to the Canadian economy. And the preservation of the life of the soil itself was fundamental in the farming economy, declared H. H. Hannam, president of the Canadian Federation of Agriculture in an address at London, Ontario, last week.

"If the life of the soil is lost, the hum of the tractor and the combine and the forage harvester will be away to a dead stillness," said Mr. Hannam, "and so will all the industries and so will all employment. That's what would happen if farmers were to lose their purchasing power. I hope that our thinking will never get very far away from the soil."

Capital invested in agriculture in Canada, pointed out Mr. Hannam, was approximately equal to 90% of all that in manufacturing, and farming provided about 30 per cent of all Canada's export trade. "The exports were vital not only to agriculture but, to the whole Canadian economy."

Mr. Hannam, who is also president of the international federation of agricultural producers were concentrating their attention upon this problem and making recommendations to meet it.

The real problem, said Mr. Hannam, was to organize a world food program so that we could have an agricultural industry in full production and have distribution of food so organized that surpluses of food would not pile up to bring economic disaster to farmers, and that countries poorly fed could obtain these surpluses. The I. F. A. has set that international commodity agreements such as the recently concluded international wheat agreement, was one of the best methods to provide both orderly marketing of food products throughout the world, and stabilizing prices for both producers and consumers.

Dairy Program

Since our directors meeting in Ottawa the proposed sales promotion and public relations program seems to have met with widespread support right across Canada. The Ontario cheese producers, concentrated milk producers and cream producers as well as several other provincial dairy organizations have agreed to support such a scheme.

The idea is to put the facts of the dairy farmers case directly before the consumers of Canada, through an advertising program paid for by a proposed one cent per pound levy on the June butter-fat production.

This could be done well on a national scale. It is being done in the States and is apparently a necessary and profitable proposition. It will be one of the big questions before our Dairymen's Association at their annual meeting this fall.

Cheese Markets

The movement of Island cheese has been quite brisk during the last couple of weeks and there seems to be a pretty fair demand for our high quality product.

FOOD SAVINGS ON SALE FRIDAY and SATURDAY

JELLO or JELLO PUDDING, Pkg. 9c, 3 for	25c
CHASE and SANBORNE COFFEE, 1 lb. Tin	69c
GLENWOOD FRUIT COCKTAIL, 20 oz. Tin	39c
ICING SUGAR, 1 lb. Pkg.	12c
CAMPBELL'S TOMATO SOUP, Tin 13c, 2 for	25c
NO. 2 PICKLING ONIONS, 5 lbs.	17c
FIRM RIPE TOMATOES, 3 lbs.	25c
Local CELERY, Head	19c
PICNIC STYLE Ave. 6 to 8 lbs. PORK SHOULDERS, per lb.	49c
TRIMMED PORK CHOPS, lb.	65c
SHOULDER ROAST BEEF, lb.	47c
BLUE GRAPES and ISLAND PLUMS IN STOCK	
Quart Tin	98c
ISLAND BLUEBERRIES, 16 oz. tin 23c, 2 for	45c
HEINZ TOMATO JUICE, 20 oz. tin 13c, 2 for	25c

PHONE 2246 H. C. ATKINSON GROCERIA 111-115 GRAFTON STREET 2247

However, if a definite pattern is to be worked out for the solution of some of these problems he will need to hear from several more. We would like to remind those who haven't gotten around to completing their reply to do so as soon as possible.

General farmers meetings next week will be held at Elmira, Monday night and the postponed one at St. Peter's will come off at the Legion Hall Thursday evening. As usual marketing will be the theme. Dairy products, potatoes, eggs and general organizational matters will be discussed.

Famous Sleep Combination...
SIMMONS BEAUTYREST MATTRESS & BOX SPRING

No other bedding equipment can give the feeling of such luxurious relaxation as this combination of the famous Beautyrest Mattress and Box Spring. All features of quality and beauty are incorporated in their manufacture—individually pocketed coils—pre-built border—beautiful damask covering. Come and see them for yourself, on display now.

DON'T MISS THE SPECIAL BEAUTY-REST X-RAY DISPLAY AT
CROCKETT & STOREY LTD.
134 Kent St.
THE HOUSE FOR GOOD BEDDING

For Best Baking Results I use
FAST ACTING FLEISCHMANN'S YEAST

TO-NIGHT—Tempting HOT ROLLS!

SO tender and light they weigh almost nothing—yet what a lift a batch of hot rolls gives to any meal! Fast-acting Fleischmann's Yeast permits you to work them into your kitchen schedule with ease—gives them that wonderful lightness and texture—brings them to the peak of flavor as they come tumbling out of the oven!

IF YOU BAKE AT HOME—depend on Fleischmann's Yeast for full strength and speedy rising action. Three generations of Canadian women have proved it—Fleischmann's never lets you down!

Choose either form
FRESH or DRY