

# FOR INSTANT RELIEF FROM SUNBURN

Use the treatment Lifeguards recommend

## NOXZEMA

ENDS PAIN—DOESN'T STAIN

LIFEGUARDS know what's best for sunburn. No guessing. No experimenting. In First-Aid Stations at Coney Island, Miami Beach, Asbury Park, Atlantic City, Revere Beach and other famous beaches—the standard sunburn remedy is Noxzema.

Noxzema brings quickest relief from sunburn pain! Cools the fever, stops the smarting—in 10 seconds! Its medicated formula helps nature mend the scorched skin tissues quickly.

If sunburned—spread on a layer of cool white Noxzema Cream. So soft, so soothing. What wonderful relief!

Noxzema is *gentle*, too—it will not stain clothes. You can dress tight over it! Protects bed linen, too.

Let cool-as-ice Noxzema soothe your scorched skin. Get a jar now at your nearest drug or department store.



## COMMISSION ARRANGES FOR PROGRAMMES

### Outstanding United States and European Radio Programs to be Heard.

(Canadian Press)  
OTTAWA, July 28—Canadian radio listeners will hear over Canadian stations outstanding United States and European radio programmes as a result of arrangements just completed between the Canadian Radio Broadcasting Commission and the big broadcasting companies of United States—National Broadcasting Company and the Columbia Broadcasting System.

These arrangements were concluded in New York this week by Thomas Mamer, Vice-Chairman of the Commission. In return for the American programmes which are to be supplied to the Commission for its national network, the Commission is to supply the American Companies with some of its popular programmes for broadcasting throughout the United States. Announcement of the arrangement was made today by the Commission.

Programmes to come to the Commission from the United States include Grand Opera from the Metropolitan Opera House, New York, and the concert of the New York Philharmonic orchestra. The American broadcasting companies are also to supply programmes of their own creation in which famous singers and orchestras will be employed.

In addition to supplying the Commission with American programmes, the United States broadcasting companies are to make available to the Commission the broadcasts of important events and other features which they bring across the Atlantic from Great Britain and the Continent. As the programmes will be carried on the commission network to stations in all parts of Canada. Reception difficulties in connection with these will be overcome. The exchange of programmes is a co-operative step and is without cost to the Commission. The United States end of the exchange will commence about the 1st of October.

# Charming Summer Wearables FOR THE WOMEN OF TODAY

### Silk Swagger Suits

## \$10.50

These in checks and plain colors of silk are very charming and effective indeed. Many of your friends have been choosing from them, and we feel sure that there is one here FOR YOU.

There's another line \$12.50

### Shirt Waist Dresses \$5.95

These are extremely popular this summer. They are available here in stripe and check material, yellow, pink, sand, white and peach. Notably good style and very excellent value at \$5.95



### Smart Little Dresses At Economy Prices

There is the greatest range of very dainty little frocks of voile, celanese and crepe, so smartly designed and so effective, at ECONOMY PRICES.



### Dainty Rayon Undies

A special arrival in pretty silknet undergarments including cuff knee panties, flare type panties, ordinary bloomer, shown in pink, Nile peach, white, tea rose. Some have applique trim and some are prettily finished in lace. 59c.



### Sun Yourself in Style

Sand sirens, water nymphs, mermaids alike agree that our bathing suits make the biggest splash at all the best beaches. They're grand for swimming, superb for running. And they cost no more than you'll want to pay.

\$1.50, \$1.95, \$3.00, \$3.95, \$5.00

### Silk Crepe Dresses

Worth up to 8.95

Specially Reduced to

## \$6.50

# Moore & McLeod Limited

119-121 Queen Street Charlottetown P.E.I.

## SUMMERSIDE GUARDIAN and Prince County Chronicle

\*This column is reserved for news of local interest but advertising of a heavy nature may be inserted at a rate a word strictly payable in advance.

—GREEN SHEEP BINDER TWINE, distributed by Brace's. 2117-7-31-21.

—WIRE NOSE GUARDS for horses are a necessity, sold wholesale and retail at Brace's. 2117-7-31-21.

—PROHIBITION COURT — Mr. E. M. Matthew of O'Leary was in Summerside on Friday holding Court. One man was fined \$10 and boots for the illegal consumption of liquor. A highway traffic case was dismissed.—S

—NARROW ESCAPE — What might have proved to be a fatal accident occurred on Thursday afternoon on the new and commodious barn under construction on the farm of Mr. James Wall, Baltic. Mr. Wall and Mr. E. Wall and Mr. Jas. Campbell were shingling on the roof when the staging gave away. The Wall men fell to the ground, Mr. Campbell caught at the shelving, and got down without injury. The Wall men were quite unconscious. Mr. and Mrs. Chester Simpson, nearest neighbours, heard the crash and with Mr. Campbell rendered first aid, removing the men to their home. Dr. Keir was called in, found no bones broken, but shock and a few bruises about the head and arms made them very sore. With attention and rest both men will soon be about their duties again. The long fall might have proved fatal, just a piece of good luck that they are as well as they are.

—DEATH OF ALFRED ARSENAULT—Summerside has lost an old and respected citizen in the death of Alfred Arsenault at the home of his daughter, Mrs. Samuel A. Gallant, Hanover Street on Wednesday, July 26th. The deceased had just celebrated his 87th birthday on Sunday, July 16th. There are left to mourn two sons and on daughter, Mrs. Samuel A. Gallant with whom he lived; Benjamin Arsenault of Summerside and Joseph Arsenault, a veteran of the Great War, now living in the United States; also two brothers, Joseph Arsenault of Berlin, N. H., and Paul Arsenault of Summerside, to all of whom sympathy is extended. The funeral took place from the home of his daughter to St. Paul's Church, and Cemetery. Requiem Mass was celebrated by Rev. Leonard MacDonald, and Rev. G. J. MacLellan, D. D., at the grave, and was largely attended. The pall bearers were Messrs Winslow J. Lidstone, Robert T. Morrison, John Fraser, Patrick Daley, Joseph Martin and John Steele.—S

—DAMAGE FROM STORM — A heavy gale with rain storm on Friday night did a good deal of damage in Prince County. Many of the telephone wires were down, trees were uprooted, and camps upset, so far no reports have come in of any buildings catching fire, but it is pretty generally acknowledged that the storm was a bad one.—S

—BAD FIRE AVERTED—Mr. Lee Linkletter and Mr. Reggie Hockin of Summerside were the means of averting a bad fire on Friday night during the heavy gale. They were sitting on the porch of a residence on Central Street when they noticed that the large tent on a vacant lot on the corner of Convent and Central Streets, which was being used by the Nazaries, had caught fire. The heavy wind and crossed the electric light wires going into the tent causing fire, which soon spread to the canvas. The young men threw off their coats and used them to beat out the fire. Their prompt action no doubt saved the nearby residents from catching fire as with the terrific wind blowing at the time, the flames would have spread very quickly. The tent was partly blown down during the night.—S

### PERSONALS

—Miss Katherine Darby is spending the summer at her home in St. Eleanors.—S

—Mr. Arthur Darby, who had been visiting at his home in Abrams Village returned to Boston, Mass. on Saturday.—S

—Miss Vera Tanton after spending a pleasant visit with her parents, Mr. and Mrs. Percy Tanton of Summerside.—S

—Mrs. Frank Mayhew of Hopedale, Mass., is visiting her mother, Mrs. Sylvia DesRoches of Mis-couche.—S

—Mr. and Mrs. Louis Murphy and Miss Winnifred Keefe of Boston, Mass., are visiting Mr. Thomas Keefe of Mill River.—S

—Mr. and Mrs. Edwin Maynard of Northam have as their guest their daughter, Mrs. Harry France of New York City.—S

—Miss Katherine Yeo, R. N., has returned to Roxborough, after spending her holidays with her brother, Mr. Edwin Yeo of Port Hill.—S

### EASTERN GUARDIAN

\*This column is reserved for news of local interest but advertising of a heavy nature may be inserted at a rate a word strictly payable in advance.

—SUBSCRIPTIONS to The Charlottetown Guardian may be handed to their Rep. Archie Hume, or left at H. J. Mabon's Drug Store, Montague. 12-13-dtl.

## EMPLOYERS SUPPORT PRICE RAISING PLAN

### Employers Sign Agreements to Shorter Working Hours and Raise Wages.

(Associated Press)  
WASHINGTON, July 28—Thousands of employers over the United States came to postoffices today to sign voluntary agreements with President Roosevelt to raise wages and shorten working hours but many large business organizations were reported moving more slowly. Strongly favoring the reports coming in from scores of postmasters were indications that in interpretation of section seven of Roosevelt's proposed agreement was being eagerly awaited. That section provide that workers receiving above the minimum wage shall be paid the same for shorter hours and that equitable readjustment shall be made of pay schedules in the higher brackets.

Many employers have contended a mandatory readjustment of the upper scales would penalize the industries that have imposed the smaller pay cuts in recent years.

For several days Donald E. Richert, the General Counsel of the United States recovery administration, and other legal experts have pondered this question and the return of Hugh S. Johnson, the administrator, from Detroit was awaited before a final decision is reached.

Flying unexpectedly to the Michigan city yesterday, Johnson conferred with directors of the National Automobile Chamber of Commerce and emerged today with a proposed code for the industry embodying a 35-hour week and minimum wages of from 40 to 43 cents an hour.

for CORNS & WARTS  
Remove dry skin. Dab on Minard's three times daily. Let it dry on. After a while Corns and Warts lift right off.  
**MINARD'S**  
"KING OF PAIN"  
**LINIMENT**

### GOAL

We represent the VICTORIA Coal Co. Ltd. for P. E. I. and the BRAS D'OR Coal Co. Ltd. for the Charlottetown Territory. We offer special low prices for early booking.  
RETAIL AND WHOLESALE  
**H. R. LARGE & CO.**  
58 Queen St. Charlottetown Phone 1000

### Sport Shirts 2.95

A great many of our friends like these smart and sporty little garments — very new design, all the new colors and so cheap \$2.95