

You can blue clothes in your washing machine by adding bluing flakes directly with soap or detergent. It saves time because washing and bluing are combined in a single operation. This

Customer: "Do you recommend this sleeping mixture?"
 Chemist: "Yes, madam. We give away an alarm clock with every bottle."
 method makes clothes look really white, not blue.

CONFIDENTIALLY YOURS

—by Eyrne Hope Sanders

MONTREAL, October 13th—One of those simple precautions... that can save so many headaches, is the once-a-week use of DRANO, the wonder product that opens clogged or slow drains fast and keeps them running germ-free and clear. Drano has a special churning, boiling action that dissolves and flushes away waste matter in drains and prevents sewer germs from breeding. No liquid disinfectant or javel water can move this waste matter. Use DRANO regularly. Costs about a penny a drain—for every drain. It's harmless to plumbing. Safe for septic tanks—makes them work even better! Get DRANO at grocery, hardware or drug stores everywhere.

Start The Hot Top Running... pour in just one cap-ful of GAY, the grand new concentrated liquid detergent... let the suds do the work... and it's high-ho! for a dishwashing routine that's more of a pleasure than you've ever known! This wonder-working detergent GAY has a very pleasant sparkling clean! You'll find it has extra grease-cutting power—yet is gentle on the hands. I've proved that GAY is very economical, too—won't you see for yourself? One bottle does fifty dishes washings. You get far more dishwashing satisfaction in GAY than in any other liquid or powder detergent.

It's Just About Now... that a woman smiles at her husband and suggests—"What about the storm windows, dear?"
 That means cleaning all the windows in the house as well. And that means WINDEX Spray. I find it by far the best and fastest glass cleaner on the market. So economical— and so easy. Spray it on. Wipe! Wipe it off. Your glass is sparkling clean—leaves no waxy film; no gritty dust on the sills; no harm to your pretty hands. Windex is really wonderful for all glass surfaces! It costs so little! Get the handy 6 oz. bottle and sprayer or the economical 20 oz. refill size at grocery, hardware or drug stores.

Thank Goodness!... for modern ideas which make life so much easier. Ideas such as the very finely strained AYLMEER fruits. I'm thinking of Aymer Applesauce, Apple and Raspberry—fruits that contain vitamins and minerals your precious baby needs... and that are so delicately flavored he'll really enjoy them! Meal-time can be such a joy—and a satisfaction—when you know your babe is getting the perfect food—prepared just for babies. Certified Aymer Baby Foods—purely Canadian products packed by a Canadian Company—are the best you can buy. Economical too! Take home some of those Aymer Baby Foods today!

How To Lay An Egg—a nest-egg, that is! No better way than with safe, dependable Canada Savings Bonds, backed by all the strength and vast resources of this great country of ours. You can buy Canada Savings Bonds right now at the BANK OF MONTREAL with a down payment of only 25¢. The \$250 down, a \$50 bond, and \$5 down for a \$100 bond. The remainder is spread over the year in eleven easy monthly payments. And Canada Savings Bonds pay you a good interest... help feather your nest by a Canadian Company... why not discuss Canada Savings Bonds this week with your neighbourhood B of M manager?

For Always Believed... in the health value of a good breakfast for the whole family. That's why I'm so enthusiastic about BREAD—the whole grain cereal with the extra wheat germ added. Most important of all—it has a delicious flavor most people like— that delicate, nutty taste that comes from wheat. Bread contains the precious B vitamins—and other essential nutrients for health. And it's so easy to give your family this pleasant breakfast treat—because you can cook Bread in three minutes! Look for the large blue package—containing many other suggestions for serving this fine cereal.

Blame It On Them... They're irrefragable! Chubby Mr. Chase and tall, good-looking Mr. Sanborn, hammering at each other on what makes INSTANT CHASE & SANBORN COFFEE so flavorful—so truly delicious! Mr. Chase is certain-are it's his wonderful brewing methods. "Brewing brings out the fine rich quality of the coffee beans," says he, beaming. Mr. Sanborn pounces on him. "Of course!—but unless you have the top-quality beans I insist on buying—how can you brew really fine coffee?" "Gentlemen—just a minute," I protest. "Blame you—you're both right! That's why so many homes are now serving your Instant Chase & Sanborn Coffee. See?"

NOXZEMA SPECIAL
 SAVE 1/3
 Big 6-oz. jar
 only 98¢

Biggest savings ever on NOXZEMA!

This generous offer made to introduce you to NOXZEMA's new beauty care—actually 3 ways better for your skin!
 1. Cleans thoroughly like soap—but doesn't dry skin. It's greaseless, washes off with water!
 2. Softens as only a cream can—but it's not greasy or sticky, doesn't clog pores.
 3. Noxzema is medicated—helps heal blemishes, clear skin, protect it from future blemishes!
 You'll see results so fast! For a naturally beautiful complexion—cleaner, smoother, clearer—try Noxzema! Right now, for a limited time only, you can get the big 6-oz. jar for only 98¢ and save one third! At any drug or cosmetic counter.
 Family Medicine Chest Time! Look for this display at your favorite store. Stock up on Noxzema... you'll find it wonderful for all skin problems—chapped skin, cracked lips, windburn.

Honeymoon In New England States



Following their recent marriage in the Charlottetown Baptist Church, Mr. and Mrs. Donald Garth Anderson are pictured with their attendants. Left to right: Miss Shirley Lewis, bridesmaid; Mrs. Kent Ellis, bridesmaid; Miss Mary Pratt, maid of honor; Mr. and Mrs. Anderson; Mr. David Anderson, groomsmen; Mr. Roddy Pratt and Dr. Lloyd Cox, ushers.

A floor-length gown of Chantilly lace topped by a short jacket, with cummerbund encircling the waist, over a strapless basque bodice, was worn by Miss Olive Kathleen Pratt, R. T., when she exchanged marriage vows with Donald Garth Anderson. The full skirt of tiers of lace ruffles billowed over hoops and crinolines. A princess cap of tulle, studded with dainty seed pearls held her three-tiered veil of imported illusion and she carried a cascade bouquet of yellow roses. She wore a double-strand pearl necklace, the gift of the groom.
 The bride is the daughter of Mr. and Mrs. C. C. Pratt, St. Peter's, and the groom is the son of Mr. and Mrs. W. H. Anderson, St. Peter's.
 Rev. H. M. Milton officiated at the double ring ceremony in the Baptist Church, Charlottetown, on Saturday, Sept. 10th at 1:30 p.m. Mr. Royston F. Muford was organist and the soloist, Miss Carroll MacRae, R. T., sang "The Wedding Prayer" and "O Pectet Love."
 The church was decorated with a profusion of white gladioli and phlox, with tangerine accents. The bride was given in marriage by her father.
 Miss Mary Pratt, sister of the bride, was maid of honor in a gown of Hunter green nylon net over taffeta with matching picture hat. She carried a nosegay of rust 'mums. The bridesmaids, Mrs. Kent Ellis, R. T., Halifax, and Miss Shirley Lewis, R. T., Charlottetown, were similarly gowned in champagne and copper, respectively, with matching picture hats. Mrs. Ellis carried a nosegay of pink and white 'mums and Miss Lewis carried yellow 'mums.
 Mr. David Anderson, Toronto, brother of the groom, was groomsmen. The ushers were Mr. Roddy Pratt, St. Peter's, brother of the bride, and Dr. Lloyd Cox, Charlottetown, cousin of the groom. The mother of the bride chose a milady blue dress of lace over taffeta with navy and beige accessories and yellow roses en corsage. A navy blue crepe ensemble was worn by the groom's mother, with matching accessories and a corsage of pink roses. Villa Waters was the scene of the reception which followed the ceremony. Serving the guests were

TO SPEED DRYING

To speed drying knitwear, spread the garment to its normal shape between two turkish towels. Press out the excess moisture with a rolling pin or fold it in a turkish towel and run it flat through a loosely adjusted wringer. Then lay it over a sheet of plastic spread on the floor or bed and in the path of an electric fan. Dry all knitwear away from hot radiators or direct sunlight.
 To wash the bulky sweaters so popular this season, use a bathtub or a large washtub rather than a small basin. Also, use an extra amount of suds as the bulk absorbs them readily. Squeeze suds through a small portion at a time.

RINSING WOOLS

Do the same with rinse water. Be especially careful that bulky wools aren't allowed to sag with the weight of the water. Blot excess water and lay flat to dry. Block those that need blocking just as any lighter type of sweater. Bulky knits need not be shapless! When hanging knitted dresses to dry, use a clamp-type hanger for a skirt and a shaped plastic or wood hanger for a one-piece garment, blouse or tunic. Keep knit dresses folded in a drawer or on a shelf between wearings.

Wife Preservers



An easily washed nylon mosquito net with elastic around the edges to make it fit the carriage tightly, will protect your baby from flies, mosquitoes or dust when he takes a ride.

ANNE ADAMS PATTERNS

WEEK'S SEW-THRIFTY
 Triple value for your sewing time! It's a cotton wrap-on—it's a wool jerkin—also a terry-cloth coat for home chores, and the beach later. No fitting problems it wraps. No ironing problems it opens flat. Check that diagram—simple to sew!
 Pattern 4669: Misses' Sizes 12, 14, 16, 18, 20. Size 16 takes 2 1/4 yards 35-inch fabric.
 This pattern easy to use, simple to sew, is tested for fit. Has complete illustrated instructions. Send THIRTY-FIVE CENTS (35 cents in coins (stamps cannot be accepted) for this pattern. Print plainly SIZE, NAME, ADDRESS, STYLE NUMBER.
 Send order to ANNE ADAMS, care of Charlottetown Guardian, Pattern Dept., 60 Front St. West, Toronto, Ont.

EXPORTS DECLINE
 LONDON (CP)—Britain's exports to Canada dropped in September but the nine-month trade picture showed a slight improvement. The board of trade said Tuesday Britain exported 111,600,000 worth of goods to Canada last month.

BABY'S HOT LITTLE HEAD

WHEN your baby's head feels hot it may be because of simple fever common to some newborn babies. If so, Baby's Own Tablets will promptly help reduce this simple fever by clearing harmful wastes out of the system. If baby's fever is not promptly relieved, consult your physician.
 One Montreal Mother has this to say: "My little baby was feverish and hot. I gave her Baby's Own Tablets and by night she was up and around again."
 Baby's Own Tablets are mild, sweet-tasting, easy to take—and have been used with confidence by mothers for over 50 years. No "sleepy" stuff—no dulling effect. Equally good for restlessness and fussiness resulting from irregularity of feeding time, for constipation, digestive upsets and other minor infant troubles. Get a package today at your drugstore.

GIVES UP CONTRACT
 NEW YORK (AP)—Imogen Coca, the comedienne who made a sensational television success as Sid Caesar's sidekick, has voluntarily given up a multi-million dollar contract with NBC following failure of her own individual program last year.

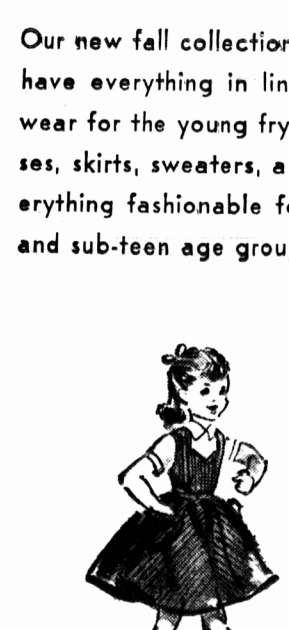
Knitwear Launderers Easily

Cotton knitwear is very popular and, fortunately, easy to wash. Use hot suds for white pieces or guaranteed fast colors; lukewarm suds and rinses are safe for strong colors. Blot excess moisture, smooth hems, bands, collars and cuffs. Hang over clothesline, shower rod, towel rack or drying rack to dry. No other finishing is necessary, except for high fashion items which may be steamed.
 PERFECT SHAPE
 If they are properly blocked, knit garments should come through in perfect shape.
 The method is to trace the outline carefully on the cardboard, then cut the frame in three pieces—body and two sleeves. Since cardboard absorbs moisture, this type of frame helps to speed drying. Similar frames may be cut from lightweight plywood with a jigsaw. Each frame should be identified for future use, for a frame of the wrong shape will do more harm than good. Incidentally, inserting a frame into a

at MOORE & McLEOD LTD...

Fashions For The Young Fry

Our new fall collection is complete and we have everything in line of fall and winter wear for the young fry. Tweed suits, dresses, skirts, sweaters, and snowsuits... everything fashionable for the kindergarten and sub-teen age groups.



SKIRTS, Plaids and plain Doeskins and Cashmeres. Priced from—
 1.95 to 4.95
 JACKETS, Corduroys, Suedes, Gabardines and Meltons. Priced from—
 4.75 to 8.95
 SKIRTS, Tweeds, Ortons, Plaids and Corduroys. Sizes 1 to 14x. Priced—
 2.95 to 9.95
 BLOUSES, Nylons, Dacrons, Plaids and Plain Cottons. Sizes 2 to 6x. Priced from—
 1.59 to 2.95
 Sizes 7 to 14. Priced from—
 1.95 to 4.95
 TROUSERS, Good Assortment, Flannels, Corduroys and Twills. Sizes 2 to 6x. Priced at—
 3.95 and 4.95
 DUNGAREES, lined and unlined. Priced at—
 1.98 and 2.95
 SNOWSUITS, Nylon, Gabardine, Melton and Frieze in one and two piece styles. Also separate jackets and slacks. Boys' sizes 2 to 6x. Priced from—
 7.95 to 13.95
 Girls' sizes from 2 to 12. Priced from—
 7.95 to 14.95
 OPEN FRIDAY
 NIGHT—CLOSED
 SATURDAY 12:30 p.m.
 BOYS' COATS, Smart styling in Gabardine, Melton and wool Tweeds in 3 piece sets and separate Station Wagon Coats. Priced from—
 11.95 to 21.95
 DRESSES, Flannels, Corduroys, Velvets and Taffetas made up in the newest style to fit all ages from tots to teens (2 to 14x). Dresses suitable for all occasions from school wear to party wear. Priced from—
 2.95 to 10.95
 GIRLS' COATS... in all the newest styles, colors and materials. Fleece, mohair and wool, melton and twills, plain and fur trim. Sizes 2 to 6x, come in 3 piece sets, coat, leggings and bonnet. Size 7 to 14x. Coat only priced from—
 14.95 to 33.95

The SMART ZAKEM Shoppers Say...
SELECT these WINNERS
 Feasting and Lunches, Picnics or Breakfast—There's everything here for every occasion. ZAKEM'S policy: high quality PLUS Low, Low Prices, combined with swift, courteous service. Deck your dining room table with these week-end specials and flattery will be your treat for the day. Join the smart ZAKEM shoppers—be budget-wise. Select these winners this weekend and every weekend.

HEINZ Tomato Soup 2 tins 25c
 20 Oz. Tomato Juice, 2 tins 35c
"PURITY" Cake Mix Deal Choc. & White BOTH 49c
BACON SLICED. LB. 49c
RIBS FRESH OR CORNED. LB. 15c
CORNED PORK, lb. 39c
PORK HOCKS, lb. 19c
KIDNEY BEEF, lb. 15c
 1-3 More than you usually get at the low price of 59c
Nescafe 2 oz. Med. Size 69c
 6 oz. Large Size 1.98
LIPTON'S 60's Tea Bags 79c
HALLOWEEN CANDY Kisses, lb. 35c
Ritz Crackers, pkg. 21c
Cheese Whiz 49c
Pork & Beans, 2 for 25c
CROWN BRAND — 2 Lb. Tin **Corn Syrup** 35c
PURE ISLAND Honey, 2 lbs. 49c
RADIO — 20 Oz. **Peas**, 2 tins 35c
SUNLIGHT Soap, 2 bars 21c
AUNT JEMIMA READY-MIX PANCAKES BUCKWHEATS 21c
 For BELANGER Stoves & Parts See Us
FREE DELIVERY DIAL 8589
AJ. ZAKEM'S
 THE BEST SHOP TO SHOP BEST!

MOORE & McLEOD limited