

Surf
Surf gives SWEETER WASHES

New scientific tests show why Surf gets your washes SWEETER!

YOU CAN SMELL THE DIFFERENCE
(Above) "ORDINARY CLEAN" ???
Perhaps you think your wash is perfectly clean. Yet a faint "musty" odour often betrays the presence of invisible dirt, grease, scum left in clothes by ordinary suds. Scientific tests show Surf gets out this hidden cause of odour!

SURF-CLEAN . . . SWEETER! (Right)
Even if dried indoors! Yes, even without rinsing. Surf gets clothes cleaner . . . removes every last trace of dirt, every hint of "dirty clothes" odour. Surf-clean clothes are whiter, brighter . . . and so wonderfully fresh and sweet to smell!

1. Even without rinsing, Surf-clean clothes are the cleanest clothes. But, better still, try adding a little Surf to the rinse-water. This helps keep your clothes sweeter longer.

2. This single light Surf-rinse is better than several clear-water rinsings. It's easier on your clothes, too. And, it leaves everything so wonderfully soft and easy to iron.

3. Surf-washed, Surf-rinsed, Surf-clean clothes are sunshiny-white, sunshiny-bright, fresh-air-sweet, even if dried indoors. Truly astonishing! There never was anything like it!

Tests show SURF gets out more dirt, grease and germs than any other leading washday suds! Gets clothes so clean you can actually smell the difference!

You can tell by the smell that your Surf-clean wash is deep-down sweet and clean. Not just whiter, not just brighter to look at—but sunshiny, fresh-air-sweet to smell, even if dried indoors.

Laboratory tests explain why this is so. They show that Surf—even without rinsing—actually gets out more dirt . . . the kind you can see and also "invisible dirt"—grease, germs and scum. Because it gets out this hidden dirt that other suds leave in your clothes, it gets out every trace of "dirty clothes" odour—far more than any other product tested.

Yet Surf is as gentle to hands and to fabrics as it is hard on dirt. It contains a wonderful purifying ingredient that gently floats out even deep-down soil and odour . . . that lets you safely cut down or eliminate rinsing.

Keep several boxes on hand for laundry, kitchen, bathroom. You'll find Surf's faster, gentler, sweeter action saves time, work, water—and washables. Gives you the cleanest, sweetest washes ever. Yes, your eyes and your nose will tell you: If it's Surf-clean, it's really clean! Sweeter!

WESTERN GUARDIAN

—CHICKEN SUPPER, Hamilton Hall, Wednesday, November 1st.

—GENERAL INSURANCE Ralph G. Mutiar, Summerside.

—GRINDING WHEAT from Monday until Friday each week. Fred

—MASQUERADE DANCE in Spring Valley Hall, October 27th. Sale of lunches.

—DR. DEWAR, O'Leary, will be absent from his office from October 11th to 25th inclusive.

—DR. W. E. CALLAGHAN has changed his office location to 58 Summer Street. This is situated near the Post Office.

—I PAY CASH here for goose and duck feathers, also cotton and jute feed bags, radiators and batteries and iron, metals and steel. John R. Marks, New London, P. E. I.

—SCOUT COMMISSIONER VISITS TROOP.—Provincial Field Commissioner for the Boy Scouts, Gordon Kerr of Charlottetown, was a visitor to O'Leary on Friday night and addressed the Wolf Cubs and a number of the Boy Scouts and their Leaders. The Leaders of the Wolf Cubs this year will be Mrs. Marne Kennedy and Mrs. Alton Rayner. The Scout Master is Douglas Hardy who will be assisted by Emmerson Smallman. The chairman of the group committee is John Matthews. Scouting in O'Leary is sponsored by the O'Leary Women's Institute.

Piusville and Vicinity

—Mr. John F. Gallant has returned to his home after having enjoyed a few weeks in Long Island, New York.

Mr. and Mrs. Jacob Hardy and daughter, Erma, Rosebank, spent the week-end in Summerside.

Miss Marguerite LaClair, Miscouche, spent the week-end in Piusville, guest of Miss Arlene Corcoran.

Mr. Joseph Gallant, Summerside, spent the week-end at his home here.

Miss Agnes Heffell, Freetown, spent the week-end at the home of Mr. and Mrs. Jacob Hardy, Rosebank.

Mr. and Mrs. Norbert Corcoran were recent business visitors to Summerside.

Mr. Joseph Francis, Charlottetown was a recent business visitor to Piusville.

Mrs. Melvin McGregor and children, Kenzie, Bobbie, June and Frankie Burton, were Sunday visitors to Piusville.

Mr. Ralph Hardy, Summerside, spent the week-end at his home in Rosebank.

Miss Lorraine Corcoran, Miscouche, spent the week-end with her parents, Mr. and Mrs. John Corcoran.

The teachers and pupils of Piusville, have returned to school again after the usual two weeks' fall vacation.

Miss Jean Howard, Burton, was a Sunday visitor to Piusville.

Mr. and Mrs. John J. Corcoran, Hazel, Lorraine and Norma, were Sunday guests of Mr. and Mrs. William O'Brien, St. Louis.

Mr. Danny Rogers, Glengarry, was a Sunday visitor to Piusville.

The regular Friday night dance was held in Bloomfield. Music was furnished by Mr. Leonard Barnett and his orchestra.

Keough-McKenna Wedding

—A quiet but pretty wedding took place at the Sacred Heart Church, Borden, on Wednesday morning, Oct. 11th at 9 o'clock, when Mary Myrtle McKenna, daughter of Mr. and Mrs. Swilkin McKenna, Chelton, was united in the holy bonds of matrimony to John Thomas Keough, son of Mr. and Mrs. John P. Keough, Cape Traverse.

The marriage ceremony and nuptial mass was performed by Rev. Reginald McDonald, P.P., assisted by Rev. W. V. McDonald, a former pastor and now of St. Peter's.

The bride was attractively attired in Rhone wine gabardine suit, with navy accessories, and wore a corsage of American beauty roses.

Mrs. Everett McKenna, who was bridesmaid, was dressed in wine gabardine suit with navy accessories and wore a corsage of pink roses. Mr. Everett McKenna, brother of the bride, was groomsmen. The bride's gift to the bridesmaid, was a crystal rosary. The groom's gift to the groomsmen was a sterling silver rosary.

During the ceremony "Ave Marie", "Adoro te Devote" and other appropriate hymns were nicely rendered by friends of the bride and groom.

After the marriage the bridal party motored to Birch Hill Tourist Home, Summerside, where a sumptuous turkey dinner was served. Rev. Reginald McDonald proposed the toast to the bride and was ably seconded by the groom.

Complimentary remarks were made by Rev. W. V. McDonald and others present.

Mr. and Mrs. Keough left on a short honeymoon trip, the bride travelling in a rust wool dress, navy blue coat with matching accessories and silver fox cape.

On their return the happy couple will reside in Cape Traverse where the groom is a prosperous farmer.

In honor of her approaching marriage the bride was tendered a miscellaneous shower in Seven Mile Bay Hall on Friday evening, Sept. 29th. Pink and white streamers radiating from a white streamer marked the location of the bridal chair. The bride was presented with a lovely bouquet of flowers by her small niece, Miss Catherine Murphy. Daintily trimmed baskets were refilled several times.

The gifts were opened by Mrs. Arthur Joseph Murphy and Mrs. Arthur Sherry, while Mrs. Austin Murphy, Kenna and Mrs. Earl Murray nicely wished the donors names and good wishes. Mrs. Earl Murray nicely arranged the gifts on the table.

Myrtle gracefully expressed her thanks for the many beautiful and useful gifts, which included a silver, linen and checked. The delicious luncheon was spent in merriment, music being furnished by Paynter's orchestra, Summerside.—Bur.

From Childhood On...

BRECK
For Beautiful Hair

Only Breck guards your most precious beauty heritage—the hair's natural loveliness and health. Three different shampoos for three hair conditions—dry, normal or oily. To ensure the finest care depend on these mild, beneficial Breck preparations.

BRECK SHAMPOOS
4 oz. .75
12 oz. 1.50

Special shampoos for dry, oily or normal hair.

CAPITOL Summerside
(THE BEST IN SOUND & MOVIES)

Tonight 7:15-9:15 — Tuesday 3:30-7:15-9:15
Warner Bros. filling the screen with glory.
"5 YEARS IN THE MAKING"
"Secret Navy Combat Films in Technicolor".
See Midway, Saipan, Leyte and Okinawa.

GARY COOPER

The "Big Guy" in the biggest of big ones from WARNER BROS.

TASK FORCE

JANE WYATT · WAYNE MORRIS · WALTER BRENNAN
Written and Directed by DELMER DAVES Produced by JERRY WALD

REGENT STARTS TODAY
3:30, 7:15 & 9:15

THE BEST COMEDY OF THE YEAR!

Their NEWEST, most Hilarious Adventure!

If you haven't seen New York it's too late now after...

Ma and Pa Kettle Go to Town

Maryline MAIN Percy KILBRIDE

with RICHARD LONG · MEG RANDALL

LATEST NEWS - GOOD CARTOON

TRY THIS LATEST WASHDAY TRICK IT'S SO EASY—IT'S SO QUICK!

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NO OTHER SUDS GETS CLOTHES WHITER, BRIGHTER . . . SO FRESH-AIR-SWEET AS SURF!

Borden

—Mr. Gerald Rooney of Alberton was a visitor at the home of Mr. and Mrs. Everett McKenna, Borden on Wednesday evening en route to Halifax.

Miss Nelda Chute of Bedford, N. B., is visiting in Borden with her cousin Mrs. Harold Coggins and Mr. Coggins.

Mrs. James Murphy of Alberton was the guest of her son Mr. Reginald O'Connor and Mrs. O'Connor at Borden on Thursday when en route to Toronto, where she will attend the wedding of her son

Everett to Miss Viola MacNeill of Toronto, but formerly of Miscouche, P. E. I.

Mr. and Mrs. Everett McKenna and daughter Nancy Anne of Borden, spent the week-end in Burton Lot 7, guest of Mrs. McKenna's parents, Mr. and Mrs. Edward Griffin.

RICE POINT W. I.

The October meeting of Rice Point W. I. was held at the home of Mrs. Elizabeth MacLaine with an attendance of seven members.

Meeting opened by repeating the creed, followed by roll call which was responded to by each member paying fifteen cents.

The minutes of last meeting were approved as read by the secretary.

The sick committee reported fruit sent to sick, also baby remembered with a gift. A second sick call to be made later. Symptomatic cards to be sent to bereaved families, also a former Institute member to be remembered.

A motion to the effect that a young married couple be presented with a gift was passed by the meeting.

Roll call to be answered next meeting, by members bringing cards of sympathy, etc.

Napkin with enclosure of \$1 to be sent to Greek children, care of Dr. Hitchmanova.

Correspondence was read by secretary.

Two motions to the effect that \$500 be given to the Orphanage and \$200 to cancer fund were passed by meeting.

Plans were made for raising money for school purposes. Secretary to buy cups and insert ads in The Guardian.

Meeting closed with the National Anthem.

Lunch committees for November meeting: Mrs. Rankin MacLaine, Mrs. Florence MacDonald and Mrs. C. MacEachern.

The regular auction party of the Borden Women's Institute was held in the town hall on Thursday evening, with five tables playing. Ladies prize was won by Mrs. J. J. MacIsaac, gifts by Mrs. Foch McKenna with consolation prizes going to Mrs. J. R. MacLaughlan and Mr. P. J. McInnis. The freeze out prize was also won by Mrs. J. R. MacLaughlan.

Rev. D. M. Fraser, Central Bedeque, Mrs. Hector MacKenzie and son Gordon, Borden, returned home on Wednesday from an enjoyable motor trip to River John, N. S., where they attended the Ordination of Rev. J. W. Doohan. Other churches represented were Clark's Harbour Baptist Church and Eglington Baptist Church, Toronto. Rev. J. F. Holliday of Toronto, delivered the Ordination sermon while Rev. M. V. Bolser gave the charge to the church, and Rev. D. M. Fraser gave the charge to the candidate. The Island delegates were accompanied home by Mrs. Doohan who will visit in Bedeque and Borden.—A.

PRINCE EDWARD ISLAND MUTUAL FIRE INSURANCE COMPANY
ESTABLISHED 1885
MUTUAL SERVICE AND SECURITY

MOST FIRES ARE PREVENTABLE

Follow these instructions for maximum protection against loss from fire in your home or business. 1. Locate and dispose of all oily rags. 2. Have several fire extinguishers in strategic places throughout the building, available for immediate use. 3. Have electrical wiring checked for safety—and do it NOW! 4. Check your flues and stove pipes immediately. 5. Check the shingles on your roof. 6. Insure your premises with us immediately, so that if fire should strike you will suffer no financial loss. Low premium cost will surprise you.

AGENTS
GRODIE MacLEOD, W. Royalty A. J. ROBERTSON, Mermaid
GAIL WEEKE, Alberton CLIFFORD SIMPSON, Stanley
W. B. WARREN, Kensington BRIDGES
V. VEENON GRANT, St. George
SYDNEY S. BIRCH, Port Hill G. M. GRANT, Charlottetown
M. E. MACLEAN, North West FRANK I. GALLANT, Wellington

PRINCE EDWARD ISLAND MUTUAL FIRE INSURANCE COMPANY
HEAD OFFICE: SUMMERSIDE
(temporarily located in the Telephone Building)
Branch Office: Charlottetown

ZIG-ZAG
Mild CIGARETTE TOBACCO

16¢ PLUS TAX OR TAXES

CANADA'S FASTEST SELLING CIGARETTE TOBACCO

Canadian Dollar Up

NEW YORK, Oct. 20 —(CP)—The Canadian dollar was up 1-4 of a cent at a discount of 5 per cent in terms of United States funds in closing foreign exchange dealings today. The pound sterling was unchanged at \$2.80 1-4.

IN MEMORIAM

HAMILTON G. HEARTZ

Hamilton G. Hertz, 72, a resident of Concord for the past 51 years, died Wednesday at Margaree, Piusville unit, Concord hospital, after a long illness.

Mr. Hertz had been employed with the New England Cable company for the past 32 years. Before that time he had owned a restaurant on Warren Street.

Surviving are his wife, Mrs. Maud (MacKinnon) Hertz; a daughter, Mrs. Harriet Walker; a son, Robert Hertz; four grandchildren, and several nieces and nephews.

Funeral services for Hamilton Hertz were held Saturday afternoon at the Rowe Funeral home, Rev. Edward Milley, pastor of First Methodist church, officiating. Bearers were Gerald Beckley, Jr., Fred Ritchie, Bartholomew Dunphy, Rudolph Perkins, William Andrews and Allen Gordon. Burial was in Blossom Hill Cemetery.

CAMEO THEATRE

KENSINGTON
Monday, Tuesday, Wednesday, 7:15-9:15.

The funniest picture in ten years, "ADAM'S RIB"

Starring Spencer Tracy, Katharine Hepburn, with Judy Halliday, David Wayne, Jean Hagen. Also Shortree.

HOW TO RELIEVE COLDS BRONCHITIS
Apply warm oil freely to neck and chest. Rub in well. Massage neck. At drugstore for 85 cents. ST-4

ELECTRIC OIL