



"Instant Coffee? You're kidding!"

"I've tasted lots of instant coffee before, but this tastes just like you've brewed it yourself!"

Folks'll be surprised, and no wonder, because... to make Borden's Instant Coffee, we brew coffee, just the way you do at home. When the flavor's perfect, we whisk away the water by a magic vacuum process. Result: pure coffee crystals, 100% pure... no dextrose fillers. You just add back boiling water to recapture that grand coffee flavor we brewed!

No grounds! No pot to wash! A small jar gives as many cups as a pound of ground coffee, saves you about 40c. The large 5 oz. jar saves you even more!



They'll think it's fresh from the coffee pot—and you SAVE UP TO 40¢ a pound!

A. PICKARD AND CO. LTD.
Phone 5541
COAL — COKE — FUEL OIL
Prompt Delivery

Surface Softened means a softer, gentler, more absorbent tissue

NEW WHITE SWAN

LISTEN! YOU CAN HEAR IT'S SOFTER!

SHOUTS "HARSH!" WHISPERS "SO SOFT"

You can hear the difference! Take two sheets of any ordinary tissue, grasp between thumb and forefinger and rub together. Hear that scratchy sound? That means this tissue is far from soft. You can actually hear its harshness.

New listen to New White Swan! Because it's "Surface Softened" you can scarcely hear it. Just a mere whisper that seems to say, "so soft, so soft!"... and proves that New White Swan is so much softer... a better buy than ever!

GET "SURFACE SOFTENED" WHITE SWAN TODAY — A BETTER BUY PRODUCT

Whim Road and Vicinity

"The schoolmates and friends of Master Hughie Graham, Commercial Cross, are pleased to see him back at school now that his broken arm is mending nicely.

Mr. Barry Nicholson, Whim Road, spent the recent week-end at Whim Road with his parents, Mr. and Mrs. Webb Nicholson.

The many friends and neighbors of Mr. William Finlayson, Whim Road, are pleased that his condition is greatly improved. Mr. Finlayson is at present a patient in the King's County Hospital.

It is pleasing to all to know that Mrs. Norman MacDonald has returned home from the King's County Hospital and is now making a satisfactory convalescence.

Mrs. Colin MacDonald, Kilmuir, is at present staying in Charlottetown, to be with her sister, Mrs. Don Gillis, who is to undergo an operation in the near future.

Pisquid East And Vicinity

Mr. Edward Jay was a visitor in Charlottetown, November 7.

Mrs. George W. Jay was a visitor in Charlottetown, November 8.

Mr. Guy Jay spent the November 7 weekend at the home of his parents, Mr. and Mrs. Wendell Jay.

Mrs. Owen Kelly was a recent visitor in Pownal, guest of her niece, Mrs. MacMillan.

Mr. and Mrs. Harold Affleck, Mount Stewart were guests of Mr. and Mrs. E. E. Jay, November 8.

Mr. Floyd Jay accompanied by his father Mr. Harold Jay motored to Charlottetown, November 6.

A large number of the residents of Pisquid East attended the Fish and Game meeting held in Mount Stewart hall November 5.

Mr. George Jay was a visitor in Lorne Valley November 5, guest of his daughter, Mrs. Earle MacDonald and Mr. MacDonald.

Mrs. Edward and Mrs. Alton Jay were joint hostesses to the ladies of Pisquid East Women's Institute on November 8. There were a good number of members

NEWTON CROSS W. I.

The annual meeting of Newton Cross Women's Institute was held at the home of Mrs. Ralph Collins with an attendance of seven members and two visitors.

The secretary gave a splendid report of year's work. It was decided to order a blackboard for the new school. Two members offered to wax the new desks. A pencil sharpener was also ordered for school.

The election of officers resulted as follows:

President, Mrs. Gerald Roach; vice-president, Mrs. Michael Morrissey; secy.-treasurer, Mrs. Francis McKenna (re-elected); directors, Mrs. Monty Kelly, Mrs. Ralph Collins and Mrs. Gerald Rooney; sick committee, Mrs. Michael Naddy, Miss Anne Morrissey; auditors, Mrs. Edward Poyer, Mrs. John MacPherson.

At the conclusion of business a delicious lunch was served by the hostesses and a social hour spent. Next meeting to be at the home of Mrs. Monty Kelly. Roll call will be an exchange of Christmas gifts. Programme to be a card game.

present. Following the routine business and election of officers for the incoming year an interesting "apple contest" was enjoyed and won by Mabel Birt and Myrtle Jay drawn by Mabel Birt. A delicious lunch was served by the hostesses.

Mr. and Mrs. Arthur Hughes, Bedford, paid a short visit with Mrs. Hughes' parents, Mr. and Mrs. Owen Kelly, November 8.

Miss Mabel Jay, Charlottetown, spent the November 7 week-end with her parents, Mr. and Mrs. Levi Jay.

His many friends regret to hear that Mr. Robert E. Jay has entered the Prince Edward Island Hospital for treatment and all hope for a speedy recovery.

Mr. David Birt, Charlottetown, spent a few days of the first week in November in Pisquid East, guest of Mr. and Mrs. Harold Jay, Dave was a former resident.

Miss Betty Lou Birt, Charlottetown, was the guest of Mr. and Mrs. Harold Jay during the week of November 6.

Mrs. Harold Jay and Mr. Floyd Jay were recent visitors at the home of Mr. and Mrs. Earle MacDonald, Lorne Valley.

Miss Juanita Jay, student at P. W. C. accompanied by Miss Anabel Bruce, spent the week-end of November 7 with her parents, Mr. and Mrs. E. E. Jay.

HUNGRY SHEEP

WELLINGTON, N.Z., (CP)—Hungry sheep disrupted telephone traf-

fic between the North and South Islands of New Zealand by eating away the lead covering of aerial leads at the southern terminal.

Water seeped in and caused a breakdown in the radio channel carrying telephone calls between the two Islands.

FINE LEATHER
Morocco leather originated from the red goats of Nigeria, shipped to Morocco centuries ago.

USE THERMOGENE MEDICATED WOOL
Help SOOTH PAIN and ACHEs QUICKLY

For those aching muscles, let the soothing heat of THERMOGENE Medicated Wool help give you quick, clean relief. It goes to work at once—not messy—easy to use. For chest colds, sore throat, bronchitis, neuralgia, lumbago, sciatica and minor rheumatic pains.

THERMOGENE MEDICATED WOOL

INSULATION
Cut Down On Fuel Bills...

ANOTHER CARLOAD FAMOUS JOHN'S - MANVILLE ROCK WOOL. LET US TELL YOU HOW TO SAVE 30% ON YOUR FUEL BILL.

L.M. POOLE & CO.
Dial 5571 - 5572

CUT YOURSELF IN ON THESE BAKING NEEDS Specials

It's home-baking time... time for baking those wonderful cakes, cookies and pies that are your pride and your family's joy. And now is the time to stock up with quality baking supplies for everyday need and for the holidays ahead. So come to CO-OP SUPER MARKET today and cut yourself in on these baking needs specials. All famous quality products are low, low-priced to give you a new high in savings.

MISS SUE DAYE USES and RECOMMENDS

- | | |
|-----------------------------|---------------------------|
| Domestic | Gerbers |
| SHORTENING, lb. ... 27c | BABy FOODS, 3 for .. 29c |
| QUIX, lge. size 35c | BABy CEREAL 23c |
| Maple Leaf | Island |
| WIENERS 42c | COD FILLETS, lb. 27c |
| Maple Leaf | Island |
| SOAP FLAKES 69c | HADDOCK FILLETS, . 33c |
| KAM, 12 oz. tin 35c | FOIL WRAP, 12"x30' 29c |
| Magic | 2 Sizes |
| BAKING POWDER ... 37c | FOIL PLATES, pkg. .. 19c |
| Tenderleaf | Silver Seal |
| TEA BAGS, 15 for ... 23c | MOLASSES 39c |
| Ingersoll | Silver Seal |
| CHEESE, 1 lb. 59c | VANILLA 23c |
| C. & S. | Silver Seal |
| COFFEE, 2 oz. instant 79c | CINNAMON 15c |
| C. & S. | BREAD, Lane's 18c |
| COFFEE, 1 lb. tins . \$1.19 | DOUGHNUTS, pkg. 23c |
| Fleischman | Robin Hood |
| YEAST CAKES 05c | CAKE MIX 29c |
| Perfection | |
| MILK, 6 for 85c | |

Quality Meats

- | | |
|-----------------------------------|---------------------|
| ROUND STEAK, lb. 49c | YEAR OLD |
| SIRLOIN or T-BONE, lb. ... 53c | LAMB |
| SHOULDER ROASTS, lb. ... 35c | |
| RIB ROASTS, lb. 40c | Stewing, lb. .. 19c |
| RUMP ROASTS, lb. 40c | Chops, lb. 39c |
| BRISKET, stew or roast, lb. . 19c | Legs, lb. 49c |
| HAMBURG, always fresh, lb. 33c | |

Self-Service Produce

- | | |
|-------------------------|---------------------------|
| New Large | Snow White |
| CABBAGE, lge. head .14c | PARSNIPS, 2 lbs. 15c |
| New Large | New Emperor |
| CARROTS, washed, 13c | GRAPES, lb. 19c |
| No. 1 Large | Golden Ripe |
| ONIONS, 3 lbs. 14c | BANANAS, lb. 19c |
| New Crop | For Juice |
| BEETS, 2 lbs. 15c | ORANGES, 3 doz. ... 79c |

COOKING SCHOOL
In
SUMMERSIDE
ALL THIS WEEK
TONIGHT, 7:30 P.M.
FRIDAY, 2 P.M.
BAPTIST CHURCH HALL

COOKING SCHOOL
IN O'LEARY
ALL NEXT WEEK
COMMUNITY HALL
MON.-TUES.-WED.-FRI.
AT 1:30 P.M.
THURSDAY NIGHT AT 8

Tall Tins Co-top
MILK, 6 for' 83c
Strawberry — 12 oz.
PRESERVE, tin ... 29c
Johnson's Paste
WAX, 1 lb. tie ... 59c
Graves
TOMATO CHOW 43c

STRICTLY FRESH
GRADE "A"
LARGE
EGGS
DOZEN 59c

Rosedale — 15 oz.
PEAS, 2 tins 35c
Island Choice
CLAMS, per tin . 35c
Bakers — 16 oz.
COCOA, per tin 69c
Maritime Maid
MINCE MEAT, lge. 39c

ALBERTON — BLOOMFIELD — ST. LOUIS — TIGNISH — ELLERSLIE — O'LEARY — WEL-
LINGTON — CARLETON — NORTH RUSTICO — CARDIGAN — CHERRY VALLEY — TRACADIE
— ELMIRA — VERNON RIVER — MORELL — ST. PETERS.

SUMMERSIDE DIAL 2117 AND CHARLOTTETOWN DIAL 8557

YOUR CO-OP STORE
"SHOP CO-OP"