



TIMED FOR YOUR HOLIDATES Winter Coat Event

Our Pre-Christmas
Gift to You—
thrilling savings in
our BIG COAT SALE!
Newest styles—

SAVE UP TO \$20.00
25% off all winter coats with the
exception of our Kilgornochs.

The styles are smart, new and becoming—These
coats are outstanding in color and fabric. Fancy
Tweeds, Fancy Stripes, Kola Paca, Elysian and
all Wool Fleece.

PRICES:

79.00	COATS	SELLING FOR	59.23
67.50	COATS	SELLING FOR	50.63
59.95	COATS	SELLING FOR	44.97
42.50	COATS	SELLING FOR	31.88

MOORE & McLEOD Limited



East Baltic and Vicinity

Mr. and Mrs. Stewart, Red Point were business visitors to Charlottetown recently.

Mr. Francis Campbell, Charlottetown, spent the recent weekend at his home in Red Point.

Mr. Edwin Robertson, Munns Road, motored to Red Point on Nov. 14 on a business trip.

Mr. and Mrs. Robert Dixon and two children motored to Montague and Murray River on Nov. 14.

Mr. Stuart Cameron, East Point, was a business visitor to Red Point and vicinity.

Mr. Walter Cox, Charlottetown, accompanied Rev. and Mrs. H. R. Bell to their home in Red Point.

The many friends and associates of Mr. Carl Johnson will regret to learn that he has been seriously ill in the King's County Memorial Hospital. All wish him a speedy recovery.

Mrs. Thomas Smith and two children and Mrs. James Allan, Red Point, left recently for New Glasgow where they will in future reside.

Friends and neighbours of Mrs. William Brown of Munns Road, will regret to learn of her passing away in Souris Hospital on Nov. 10 following a short illness. Mrs. Brown was one of the most highly respected and oldest citizens of Munns Road. She was kind and enjoyed her work. Her funeral, largely attended, took place at St. Mary's Church, Souris, on Nov. 13. Sincere sympathy goes out to her husband and near relatives.

On November 9, the friends and neighbours of the Red Point and East Baltic Sunday School gathered at the home of Mr. and Mrs. Stuart McGregor, East Baltic, where they extended a farewell party to Miss Marina Rose, East Baltic, who on November 13 left for St. Johns, Que., where she will enter the Air Force as nurses' aide. Mr. Stuart McGregor acted as chairman. Miss Roma Ching read an address and Miss Bertie Robertson presented her with a Bible and a purse of money. Mrs. Walter Dixon presented her with a purse of money from the East Baltic Women's Institute in which she was a valued member. Marina thanked one and all for their gifts. The remainder of the evening was pleasantly spent in games and music.

On November 13 in the Town Hall at Souris, a National Film Council Board meeting was held, with a large attendance from various districts and Souris, as well as Messrs. Martin and McInnis of the Film Board office, Charlottetown. All seemed pleased in the way the films were handled and all that had seen them in schools and many other organizations were satisfied with the variety shown.

A lecture which was given by Mr. W. S. Shaw, Charlottetown on November 12 was generally enjoyed by a large crowd of enthusiastic listeners in the Kingsboro Community Hall. Mrs. Shaw was also introduced and she spoke on the world like for all to get together and conduct a class. She also spoke on the music festival and the need of good musical talent. A vote of thanks was extended Mr. and Mrs. Shaw by Rev. D. McClure. A film was shown and the ladies served lunch. The proceeds which go toward Red Point Community Rink amounted to \$58.00. Mr. Fred Rose was chairman for the evening.

MOUNT HERBERT W. I.

The organization meeting of the Mount Herbert Women's Institute was held at the Protestant Orphanage on November 20. Miss Mary Robin gave a brief talk on the history of Women's Institutes. She also spoke about materials available to branches from the Charlottetown centre. This was followed by the election of officers. Elected were as follows: president, Mrs. Russell Driscoll; vice-president, Mrs. Ralph Raynor; secretary-treasurer, Miss June Derby.

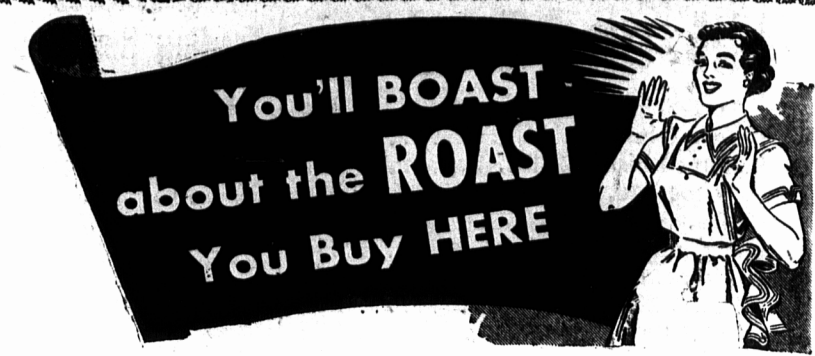
Mrs. Driscoll took charge of the meeting. A program committee consisting of Mrs. David Mutch, Mrs. Vernon Norman and Mrs. Walter Wood was elected. Elected for the school committee were Mrs. Russell Farquharson and Mrs. Ralph Raynor. It was decided to hold the first meeting on the second Friday of December. Following meetings are to be held on the third Friday of the month. The hostess is to serve lunch at the meetings. Roll call for next meeting is to

Dorothy Dix's Column

Continued from page 3

age, and I think you can thank God for his fine qualities of scholarship, his discrimination in choosing friends, and the fact that he is content with his home life. Youngsters go through phases such as listening to special types of music and certain reading that invariably shock and disturb their parents. However, these phases pass. An intelligent boy will soon tire of cheap music and books. Your son's preference in music, however, is scarcely reprehensible. Hillbilly music is as close as we come to a folklore in song, and is receiving the serious interest of many music lovers. I suggest for four further consideration, a fine book by Dr. J. R. Gallagher, "Understanding Your Son's Adolescence" you will find much that is enlightening, and some surprising information therein. The complexity of young men has not received nearly the attention it deserves—there are, for instance, many more books written about teen-age girls than teen-age boys. A better understanding of your son will banish most of the doubts you have about him.

DEAR MISS DIX: My daughter is starting to go steady with a nice boy. I would like to know when is the proper time to meet boy's parents, and which family makes the first move? MRS. W. A. This is a problem more of friendliness and common sense than of strict etiquette. You don't make a formality of a daughter's "going steady." Why not ask the boy's people in for tea or supper some Sunday evening? I'm sure they are as anxious to know you as you are to meet them. The parents of young people are always interested in knowing the families of their children's friends.



You'll BOAST
about the ROAST
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ANNIVERSARY SALE MEAT SPECIALS

MEAT IS ADVANCING IN PRICE! THIS MAY BE THE LAST CHANCE TO BUY GOOD MEAT AT THESE RIDICULOUSLY LOW PRICES. STOCK UP NOW AND YOU CAN SAVE ALMOST ENOUGH ON YOUR MEAT BILLS TO BUY ONE OF OUR FAMOUS CHRISTMAS GOLD SEAL TURKEYS.

WE CAN'T REPEAT AT THESE PRICES

BY THE PIECE ONLY

BACON 59¢
SLICED, LB. — 69¢

ROAST 35¢

RIB **RUMP**

SPECIAL ROUND STEAK Per Lb. 43c	FRESH HAMBURG STEAK Per Lb. 23c	T-BONE or SIRLOIN STEAK Per Lb. 47c
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COUNTRY STYLE SAUSAGES Per Lb. 28c	ALL VARIETIES FISH Specially Priced	HIGH QUALITY BOLOGNA Per Lb. 27c
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Brisket, lb. 19c	Shoulder Roast, lb. 27c	Blade Roast, lb. . . 27c	Short Rib Roast, lb. 27c
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REMEMBER! NO PHONE ORDERS ON SALE DAYS. SALE STARTS MONDAY, NOV. 30th AND CONTINUES TO WEDNESDAY, DEC. 9

YOUR CO-OP STORE

ON SALE AT
CO-OP SUPER MARKET, CH'TOWN, MORELL, VERNON RIVER

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—no messy—easy to use. For chest colds, sore throat, bronchitis, neuralgia, lumbago, sciatica and minor rheumatic pains.

THERMOGENE MEDICATED WOOL

COMPLETE VISUAL REFRACTION AND ANALYSIS
G. F. HUTCHESON & SON
Optometrists
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SHIRTS LAUNDERED TO PERFECTION
RITE-WAY CLEANERS
DIAL 7387

ARGENTINA BUTS MILL
BUENOS AIRES, (AP)—Argentina announced Wednesday the purchase of a steel mill owned by Communist Czechoslovakia but held in the United States under government embargo. Argentina, which badly needs steel, agreed to take the mill in part payment of a debt owed her by the Czechs.

QUELL OUTBREAKS
CALCUTTA, (Reuters)—Chinese Communist troops are moving towards the Tibet-Assam border apparently to quell anti-Communist disturbances in the east Tibet province of Kham, reports reaching here said Wednesday. The reports said there was trouble after Communist military authorities ordered private citizens to surrender their arms.

SENSATIONAL NEW "INSTANT" STARTS BREAKFAST VOGUE FOR "CUSTOM-MADE" COFFEE

Marvellous 100% Real Coffee Made
"Strong, Medium or Mild"
Right in the Cup

At breakfast you could always get your toast light or dark—your bacon medium or well-done—your eggs 2, 3 or 4-minute boiled. But your coffee? Well, you just got coffee!

The coffee might be too strong for you—it tasted bitter. Or too mild for you—it tasted weak. But if you were in the minority—too bad! After all, one pot of coffee can't satisfy everybody's taste.

But then came the revolution—the "Coffee Revolution"! Now the most forgotten "little man" can get just the cup of coffee he likes! (No matter if the mother-in-law can't stand such strong coffee. Or if Cousin Joe from New Jeh-sey demands it "blacker than your hat!")

Seriously, though, it's the women who make the coffee who brought on the revolution! It was they who discovered the wonderful new Instant Chase & Sanborn, and started serving it for breakfast.

First of all, here's 100% real coffee that really tastes like it. Chase & Sanborn scientists saw to that! They took on the job of producing an "instant" worthy of Chase & Sanborn's 100-year-old coffee reputation. They never relaxed till they had succeeded in extracting from the finest coffee beans the color and texture—the rich robust flavor and aroma of freshly ground coffee.

Next, housewives decided that this definitely superior "instant" plainly belongs whenever and wherever coffee is served. And then, everybody caught on to the other important benefit. Cups of Instant Chase & Sanborn can be "custom-made" to each person's taste. Good-bye to the old one-pot handicap!



THIS REALLY IS MY COFFEE!



New Instant Chase & Sanborn is 100% real coffee—and tastes like it. Rousing, rich-flavored coffee—ready with its magical lift the moment you add the hot water.

It's your kind of coffee—made by people with nearly 100 years of coffee experience.

One sip and you'll agree—it's so good you'll make it your regular coffee!



New It's "How do you like your COFFEE?" Made just the right strength for each individual taste, "custom-made" cups of new Instant Chase & Sanborn are fast becoming a breakfast vogue among Canadian families.

Farewell to Grounds
For the housewife, Instant Chase & Sanborn means the end of that doleful after-meal chore of scouring a stained coffee pot and disposing of coffee grounds. Here is the modern, dainty, trouble-free way of serving fine coffee.

Big Savings, Too
Budgeteers are excited about the savings on Instant Chase & Sanborn too. The regular size jar makes about the same number of cups as a pound of regular ground coffee. Yet it sells up to 40% less than a pound of regular coffee.

Now!..the Flavor and Aroma of Freshly Ground Coffee Instantly!