

# WEEK-END SPECIALS

THURSDAY — FRIDAY — SATURDAY

Shop this week-end for many ideal gift items in the Men's Dept. Here are some smart new specials not advertised in our pre-Christmas sale such as, factory special in ladies' luggage, Kroy wool and nylon diamond hose, men's shirts, as well as repeat specials featured in our pre-Christmas sale.

100 Men's  
**DRESS SHIRTS**  
Reg. 4.95  
**3.49** each

Broken sizes of plain white and stripe dress shirts all first quality, taken from our regular stock—sizes are 14-14½-15-16-16½ only — Shop early for these shirts at this low price

**DIAMOND SOX**  
90% KROY WOOL —  
10% NYLON  
**1.59** Pair

Here is the ideal mixture in diamond sox, Kroy wool and nylon—Guaranteed not to shrink—Argyle diamond patterns in 6 color combinations—sizes 10½ to 12.



Men's  
**SPORT SHIRTS**

Repeat Special  
Reg. to 7.95

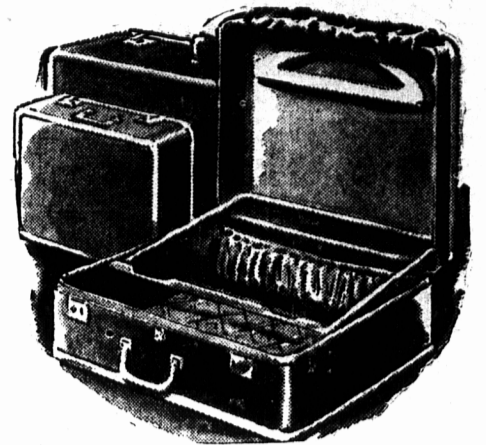
SPECIAL **3.95**

Save on your Christmas gifts—all first quality—famous brand names—solids—checks and fancy designs—sizes small, medium and large.

**MEN'S TIES**

Reg. 1.50 and 2.00

Choose from 500 smart 1.50 and 2.00 neckties—including panels—neat designs and all pure silk ties. (Sorry no gift boxes with these ties).  
**99c** ea.  
6 for 5.00



FACTORY SPECIALS

Ladies'

**TWIN SETS**

**32.95**  
2 Pieces

6 Sets Only —

Taper shaped Aerowood Construction by "McBrine" — wide, smooth top cowhide binding—brown and blue diagonal tweed with matching lining. Set consists of 18 inch overnight case and 21" Aeropack complete with two hangers.

Time Is Running Out -- Get Your New Suit or Overcoat On Our  
**26 WEEKS TO PAY PLAN**

MOORE & McLEOD Limited

**Men's Ankle Sox**  
Smart Colorful Patterns — Pair **77c**

**BACK IN HARNESS**  
WINNIPEG (CP) — After battling fires in the village of Brooklands for 25 years, the old red fire engine was put up on blocks in 1950. Now the fire engine has been sold to a drive-in theatre as an attraction for its outdoor amusement centre.

**PLEASANT VALLEY W. I.**  
Members and their husbands of Pleasant Valley Women's Institute met Nov. 10 in Birch Hill Tourist Home, Summerside. All enjoyed a delicious goose dinner, also birthday cake, in celebration of the 30th anniversary of their society.

report of the work of the Institute in the past 30 years. Many of the former members have moved to other communities, and some have been called to "higher service." Two minutes silence was observed in memory of those who worked and shared the pleasures and have passed on.

**HUNTER RIVER UNITED CHURCH W. M. S.**

The November meeting of the Auxiliary of the W.M.S. was held at the home of Mrs. L. W. Ripley and encored.

The meeting opened with singing the Institute Ode and closed with a sing-song. Miss Amy Howatt was pianist.

on Nov. 5. The president took charge and opened the meeting with the call to worship. Hymn, "All Praise To Our Redeeming Lord" was sung and scripture lesson was read by the members in turn followed by the circle of prayer and a reading from "Prayers of World Fellowship" by the president.

Mrs. L. Carey was in charge of the study, book "Where'er the Sun"; her assistants were Mrs. Cousins and Mrs. Bernard.

Fourteen members and one visitor were present; 43 social calls and eight books read were reported.

The December meeting will be at the home of Mrs. J. E. Andrews. Roll call, letter D.

Lunch committee for December: Mrs. Sherren, Mrs. MacLeod and Mrs. George Smith. The meeting closed with the Lord's Prayer.

**"Custom-made" Coffee New Breakfast Vogue**

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



**THIS REALLY IS MY COFFEE!**



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! 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. Goodbye to the old one-pot handicap!

**Farewell to Grounds**

For the housewife, Instant Chase & Sanborn means the end of that dreadful 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. Budgeters 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.

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!

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

**FREE PYREX BOWL**



**NOTHING TO SEND FOR!**  
A pastel-blue Pyrex Bowl is now packed inside every Giant Size package of Princess Soap Flakes. This smart utility bowl is guaranteed heat-resistant. Collect a complete set.

Bowl offered free so you'll try Princess—the pure soap flakes that wash your clothes fluffy-white, yet are so mild they can actually be used in a baby's bath!

Today, get the Giant Size Princess Flakes with the free Pyrex Bowl inside.

**Barbour's ACADIA BAKING POWDER**

PHONE 8585 We Deliver Free

**P.J.'s**

PHONE 8586 We Deliver C. O. D.

1-2 Lb. Pkgs.  
**BACON, 1 lb. .... 75c**  
**SAUSAGES, 2 lbs. .. 55c**  
**PREMIUM HAM, Reg. 89c. Special, 1b. 75c**  
**HAMBURG, 1b. .... 29c**  
**BOLOGNA, 1b. .... 29c**  
**SPECIAL! Choice ROAST BEEF, 1b. .... 39c**



1 Giant VEL or 1 Giant FAB and 1 AJAX All For 75c

**SPECIAL! Peameal BACON Lb. 71c**  
Choice Tomato JUICE, 20 oz., 2 for .. 25c

**CHEESE, 1 lb. roll ... 47c**

**10 LBS. SUGAR**  
White or Brown  
**83c**

**PEACHES, 2-20 oz. tins 45c**

**SPECIALS ON JAMS**  
**STRAWBERRY, 24 oz. 45c**  
**RASPBERRY, 24 oz. . 42c**  
**MARMALADE, 2-24 oz. bottles .... 69c**

Broken Pekoe TEA, 1 lb. .... 69c

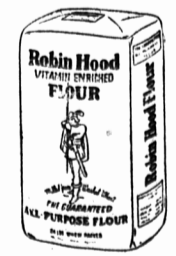
**SPECIALS ON PEELS**  
**MIXED PEEL, 8 oz. ... 18c**  
**CITRON PEEL, 8 oz. ... 22c**  
**CHERRIES, 8 oz. .... 27c**  
**MIXED FRUITS, 8 oz. . 27c**

Qt. Container **MOLASSES** ..... 35c  
**LARGE JAVEX** ..... 29c

Kraft **CHEESE, 1-2 lb. pkg. . 31c**  
Christie's **GRAHAM WAFERS** .. 29c

**FOR CHRISTMAS CAKES**

**FRESH DATES, 2 lbs. . 29c**  
Seedless  
**RAISINS, 2 lbs. .... 35c**  
Bulk Seeded  
**RAISINS, 2 lbs. .... 49c**



24 lb. bag  
**1.79**

Perfection **MILK, 6 for** ..... 83c  
String  
**BEANS, 20 oz., 2 for** .. 37c  
Golden Cream  
**CORN, 20 oz., 2 for** . 29c  
Campbell's Tomato  
**SOUP, 2 for** ..... 25c  
P. & G.  
**SOAP, Special, 4 bars** 25c

Corner Kent & Prince Streets **P. J. MacDonald** We Deliver C. O. D.