

FLOODS CAUSE BLACKOUT
DURBAN, South Africa. (AP)—
more than 14 inches of rain have

fallen in East London during the
last 48 hours causing severe flood-
ing and extensive damage to prop-
erty. No loss of life is reported.

The city is isolated except for tele-
graphic communication and there
is a blackout due to flooding of the
power station.

New Instant Coffee Sparks Revolution in Breakfast Habits

Changeover Comes Fast as
Women Abandon Coffee Pots
and Messy Grounds for
Matchless Speed and Satis-
faction of Chase & Sanborn's
New "Instant"

You just can't deny it! When the
coffee pot disappears from in-
numerable breakfast tables across
the land, some sort of revolution
has hit the Canadian breakfast
scene.

And it's happening! In a fast-
growing number of homes in every
community the breakfast coffee
isn't brewed, perked, strained or
dripped any more—

Coffee's made—glorious, fragrant
and zesty—the moment hot
water hits a spoonful of wonder-
ful new Instant Chase & Sanborn
Coffee!

Any woman would be glad to say
farewell to stained coffee pots and
sloppy grounds. But it has to be
an "instant" of exceptional merit
to change her allegiance. For
breakfast coffee, particularly.

Now Process Perfected

If anybody could produce such
an "instant", it would be Chase
& Sanborn, with its unrivalled
background of nearly 100 years
as the nation's leading coffee
house. Not until Chase & Sanborn
scientists had devised a
revolutionary new process was it
possible to perfect this delicious
new form of breakfast coffee.

This marvellous process extracts
the flavor, color, aroma, and all
the deepdown goodness of the
finest selected coffee beans. There
you have your morning coffee—
in rich, coffee-colored granules—
100% real coffee! Nothing what-
ever to do but add hot water and
enjoy its flavor and its heart-
stirring lift.

Big Savings, Too

And with new Instant Chase &
Sanborn you not only economize
on time and work. You save
money—up to 40¢ a pound on
your coffee bills. No wonder it's
being served in more and more
homes every day.



They're not
just talkin'
**THIS
REALLY IS
REAL
COFFEE!**

Yes, this instant coffee
is a far cry from the
weak, disappointing coffee
substitutes. It's potent, full-
flavored, 100% real coffee!

But there's only one way to
prove it. Get a jar of New
Instant Chase & Sanborn. Taste
that freshly ground coffee
flavor—so good you'll make
it your regular coffee!



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

THE CENTRAL GUARDIAN

MALLOY & BROCK HATS
selling below cost at Jack Gam-
eron's Sale.

PULP—Buying daily at our
Souris and Georgetown Yards.
Quigley & Son, St. Peters.

LADIES' AUXILIARY Canadian
Legion B.E.S.L. regular monthly
meeting at Legion Home, Friday,
Oct. 30th, 7:30 p.m.

HAMPSHIRE United Church
evening service Sunday, Nov. 1st
at 7:30 p.m. conducted by Robert
Crooks, student for the ministry,
Charlottetown. Special musical
numbers.

IN HOSPITAL—Mrs. June E.
Murphy, daughter of Mr. and Mrs.
S. C. Ross is in hospital in Bos-
ton suffering from second degree
burns received in her home when
a coffee percolator exploded. The
injured lady is expected to visit
her parents here while on sick
leave before resuming work.

LEAVING FOR JAPAN—Mrs.
Jack C. Dornis, Roxbury, Mass.,
the former Doreen Ross, daughter
of Mr. and Mrs. Sheldon C. Ross,
Charlottetown, leaves shortly for
Okinawa, Japan to join her hus-
band, who is on duty there as a
Lieutenant of United States In-
fantry. Mrs. Dornis expects to be
in Japan for three years.

SERVING WITH SIGNALS—Pte.
Daniel Gary MacLean, Victoria,
was enrolled for a period of seven
years under the soldier apprentice
plan, and was allocated to Royal
Canadian Signals. He is a son of Mr.
K. M. MacLean, secretary of the
Victoria Branch, Canadian Legion,
and a veteran of the First World
War in which he was decorated
with the Military Medal for bravery.

ARMY RECRUITS—A group of
nine recruits including two veter-
ans of the Second World War left
here by Maritime Central Airways
for Number One Personnel Depot,
Halifax, for enrolment in the Cana-
dian Army Active Force. They are
V. A. Muirhead, Summerside;
T. E. Argenta, Richmond; R. S.
Miller, Victoria; R. J. Heron, White
Sands; P. G. Jones and J. J. Cle-
ments, Elmisdale; E. J. Buote, W. F.
Saurier and H. J. Blaquiere, North
Rustico. The veterans are V. A.
Muirhead and R. J. Heron.

DON'T MISS St. James Salad
Tea today.

SUITS tailored-to-measure \$39.00
up. J. P. MacPherson & Son.

KEROSENE, Electric and Pro-
pane Gas Refrigerators. Bryenton
and MacKay.

"WE TREAT THE SICK WELL."
Giggey's Pharmacy, next Stewart's
Bakery.

VISIT HI-STYLE Millinery,
163½ Gt. George St. Special val-
ues for Thursday, Friday and Sat-
urday. Every style Hi-Style.

Personals
Mrs. Joseph Shackley of Pitts-
burgh, Pa., and Mrs. Gertrude
Sprout of Abington, Mass., have
returned to their home after spend-
ing an enjoyable six weeks with
relatives and friends on the Is-
land.

HUNTER RIVER W. M. S.
Mrs. Ira Rackham entertained
the members of the Hunter River
United Church W. M. S. at her
home on Oct. 1. The vice-presi-
dent took charge of the meeting.
The theme was "The Church—A
Unique Fellowship." The 12th
chapter of Romans was read fol-
lowed by the circle of prayer.

Mrs. LePage was in charge of
the study book, "New Ways For
New Days". Her assistants were:
Mrs. Bowman, Mrs. Seaman and
Mrs. MacLeod.
14 members were present. Mrs.
Bernard asked to be relieved of
her office as Mission Band Lead-
er. There were 24 social calls
made and two books read. Mrs.
Ripley invited the members to
her home for the November meet-
ing when roll call will be the let-
ter "N". All mite boxes are to be
passed in at this meeting. Mrs.
Lloyd Carew will be in charge of
the study book, with Mrs. Ber-
nard and Mrs. Cousins assisting.
Lunch committee is Mrs. Seaman,
Mrs. Cousins and Mrs. Bernard.
Collection \$2.65; thankoffering

DEPENDABLE

LIGHT
THE SOLEX COMPANY

Special Sale
FINEST QUALITY
PLATE CORNED BEEF
at only
35 Cts. Per Lb.
Buy With Confidence at
J. M.'s MEATS
Market Building
DIAL 5535

The Crystal That "Hears"

NEW YORK (Special) Transis-
tors, tiny specks of germanium
crystal, are now used in the revolu-
tionary Sonotone "Ten-Ten" hear-
ing aid. To date, 80% reduction
has been reported in battery costs.
Readers desiring a free infor-
mative booklet should write Sonotone
Company, 229 Yonge Street, Tor-
onto.

SUNDERLAND, England. (CP-
A new secondary school for 1,000
boys and girls built in this York-
shire city cost \$425,000. The one-
storey school is surrounded by 37
acres accommodating three soccer
fields, a cricket pitch, rugby field
and four hockey fields, netball and
tennis courts and a 44-yard run-
ning track.
\$11.85 and apron fund \$16.46.
Meeting closed with the Lord's
Prayer.

Adjustables
NYLONS

for BABY'S TUMMY UPSETS

Give Baby's Own Tablets.
Sweet, simple little tablets.
Used for over 60 years
to quickly help relieve
minor digestive upsets,
gas, constipation and
irregularity at feeding
time. No "sleepy" stuff—
no dulling effect. Get a
package today at your druggist.

BABY'S OWN TABLETS

CLEAR UP YOUR SKIN
FAST! Pimples, eczema,
rash, blackheads,
quickly relieved with
fragrant, scientifically
medicated Cuticura
Soap and Ointment.
Highly recommended.
Try it! **CUTICURA**

SALE

Another Carload Of Famous BELANGER RANGES

JUST ARRIVED

**COAL, WOOD, OIL, PROPANE GAS AND ELECTRIC
ALSO COMBINATION OIL & GAS, OIL & COAL, Etc.
OR ANY COMBINATION YOU MAY REQUIRE**

We take all sizes and types of stoves in trade on these beautiful Belanger
Ranges that are made of the finest materials that can be had.

PRICED AS LOW AS \$127.50

You make no mistake when you buy Belanger.

Also in stock in limited quantities: Belanger hot air furnaces for coal
and wood. Lots of really cheap heat, this is the finest value for heating
any home that you can buy. Quick heat at reasonable cost.

See Us Today For New & Used Stoves and Ranges

LOW TIME PAYMENTS **ORDER TODAY**

Bryenton & MacKay Co.

187 Gt. George St.

Be Sure to Visit Our TOY FAIR—Lay-A-Way Now for Christmas!

Prize Doll Drawing

Every day while this great sale lasts TWO beautiful
"Dolls of the Nations" will be drawn for at the end
of the day's business. All you have to do to become
a possible winner of one of these lovely dolls is to visit
our store and fill in an entry blank provided at the
check-out counter. A lasting, memento of our "Sec-
ond Anniversary Sale".



OAKLEAF (Choice)
TOMATOES
Big 28 Oz. Tins
19c
FRANFORT
CORN
20 oz. Tin
2 Tins 29c

Birthday COOPERATION

**SALE OPENS
THURS. - OCT. 29**

PIERCE'S

On this our Second Anniversary we once again express our appreciation for the generous patronage accorded us during the past year. It is our aim and endeavour to continue to improve our present policy of "Quality" Groceries at the most reasonable prices available anywhere.

**PERFECTION OR CARNATION
MILK**
6 TINS 85c
ICING SUGAR
2 PKGS. 23c

**ROBIN HOOD
FLOUR**
24 LB. BAG
1.75

EXTRA SPECIAL!
SEABREEZE MIXTURE
1 Lb. Box 69c
HALLOWE'EN KISSES
1 Lb. Bag 39c

CANADA PACKERS MEATS.

Maple Leaf Smoked Shankless
PICNICS, lb. 55c
Canada Packers
BULK SAUSAGE, lb. 28c
Fresh Roasting
PORK, lb. 48c
Maple Leaf
COTTAGE ROLLS, lb. 69c
Maple Leaf
BOLOGNA, lb. 29c
Maple Leaf (Half or Whole)
REGULAR HAM, lb. 75c
CAPONS, DUCKS, FOWL

FRESH SAIR
BULK DATES 5 LBS. 73c

WHITE GRANULATED
SUGAR 10 LBS. 85c

SNOWFLAKE
SHORTENING 4 LBS. 99c

The whole family goes for PIERCE'S QUALITY GROCERIES

All Flavors
JELL-O, 6 for 57c
Kraft
DINNER, 2 pkgs. 29c
Shinola
FLOOR WAX, tin 39c

PICKLES
JAR 38c

WESTON'S
Chocolate Marshmallow
COOKIES
LB. 39c

KRAFT VELVEETA
CHEESE
1/2 LB. 29c

FOR TOP QUALITY FOODS YOU JUST CAN'T BEAT PIERCE'S

SUNKIST (LARGE SIZE)
ORANGES, 2 doz. 69c
TOKAY
GRAPES, 2 lbs. 29c
NEW ISLAND
CARROTS, 3 lbs. 14c
GOOD QUALITY
APPLES (Eating), 5 lb. bag ... 49c
SWEET
POTATOES, 2 lbs. 29c

REMEMBER!
You Save Money
When You Shop At

SILVER SEAL (PURE)
BLACK PEPPER, 1/4 lb. 75c
ROBIN HOOD
ROLLED OATS, 5 lb. bag 45c
CLARK'S (Fancy)
TOMATO JUICE, 48 oz. 33c
CAMPBELL'S
TOMATO SOUP, 2 tins 25c
REGULAR SIZE
KLEENEX, 2 pkgs. 39c

Pierce's
GREAT GEORGE STREET,
CHARLOTTETOWN, P.E.I.
DIAL 5524-5525

**CASH and
CARRY**
DELIVERY SERVICE