

High Fashion even in Rainwear at SMALLMATT'S

MEN AND BOYS'—Street Floor



Boys' Navy Blue Gabardine Trench Coat. Satin lined, all around belt. Sizes 32 to 36, as illustrated.

18.95

Boys' Rubberized Coat with all around belt. Fawn color only. Sizes 24 to 36.

7.50



Naval Officers Burberry. Satin lining with rubberized inter-lining. Raglan sleeve. All around belt. Navy blue, in Men's sizes. A Croydon garment.

42.50

Air Force Officer's Burberry in Air Force Blue — same as above.

Army Officer's Style, double breasted, Raincoat. All around belt, leather buttons, satin lining. In fawn shade only. A Croydon garment — in men's sizes. As illustrated.

35.95

Officer's Style "all weather" raincoat, with detachable wool-tufted lining. A Guarantee Sports Garment — ideal for the cold wet weather. Styled exactly as illustrated. Men's sizes.

39.75

Men's slip-on rubberized coats, in fawn color only. Men's sizes.

7.50

Men's Pull-on Overboot

Men's lightweight rubber pull-on overboot 3.95

Men's lightweight rubber pull-on overboot, zipper closing 4.25



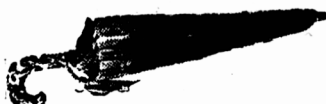
Rainwear for Children

Children's Plastic Rain Coats, with all around belt. Colors — Red, blue and clear plastic. Sizes 4 to 12 years.

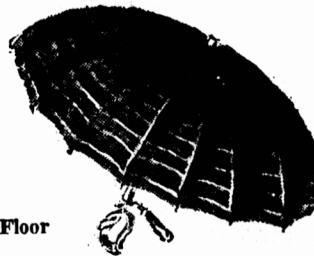
1.79

CHILDREN'S MEZZANINE Children's Oiled Slicker with matching Sou-Wester. Two patch pockets. Can be buttoned either side. Colors — red, yellow, blue and black. Sizes 2 to 8 years.

5.95



Umbrellas



- * Sturdy 10 rib frames
- * All rayon taffeta coverings
- * Matching handles and ferules

3.49

ACCESSORIES—Street Floor

Women's, Children's and Misses' Pull-on Overboot

Rubber pull-on boot type gaiter, shaped top. Black or Brown

Women's. All heels, sizes 4 to 9, including half sizes 2.85

Misses'. Sizes 13 to 3, no half sizes 2.25

Children's. Sizes 5 to 12, no half sizes 2.10

Women's Toe-Over



Varnished, light weight unlined toe-over. All rubber foot hold. Sizes 4 to 12, including half sizes.

1.35

Women's Rubber Gaiters



Varnished, lightweight boot-type rubber gaiter. Inside opening with concealed slide fastener. In black or brown. Sizes 4 to 9, including half sizes.

3.95

for the Ladies...

Raincoats in reversed satin or multicolor, detachable hoods, belted. Style garments in wine, green, brown, navy or black. Sizes 10 to 20.

24.75

Better Quality satin and Multicolor, detachable hoods, belted. Style garments in wine, green, brown, navy or black. Sizes 10 to 20.

39.75

Ladies' Burberry of Navy wool gabardine, a Croydon garment. Raglan sleeves and rubberized lining, tailored collar. The style garment of the year. Sizes 10 to 20.

45.00

Casual navy trenchcoat, in rayon and gabardine. Sizes 10 to 20. Also obtainable in dark brown. A Rain Master Garment.

24.75

Casual navy trenchcoat of wool gabardine. Sizes 10 to 20. Also obtainable in dark brown. A Rain Master Garment.

35.00

BOOT & SHOE—Street Floor

LADIES' WEAR—Upper Floor

WESTERN GUARDIAN

—GENERAL INSURANCE. Ralph G. Mutart, Summerside.

—THERE IS a shortage of Timothy and Clover Seed in Canada. Get your supply from Brace's.

—SALE OF used clothing. Remember the Okto spring sale in the Town Hall Saturday, April 22nd at 2.30 p.m.

—THE POSTPONED Home and School Supper will be held in United Church basement, Kensington, on Thursday, April 20th, beginning 4.30 P. M. Adults 60c. Children 40c.

—ALL ENTRANTS to the Musical Festival wishing to perform at the concert Monday afternoon or evening should hand their names to Mrs. William Forbes before Friday of this week.

—BINGO, BINGO, BINGO. May Second, remember the date and keep it open for the Knights of Columbus Bingo, St. Paul's Hall, Tuesday, May 2nd.

Personals

—Mr. W. K. Llewellyn return to his home in Summerside on Tuesday evening after a winter spent in visiting relatives in Victoria, Vancouver, Toronto and Fredericton, N. B.

"CRY OF THE CITY" AT CAPITOL, SUMMERSIDE

—An unusual and excitingly vivid screen-drama is revealed with startling power through a new "news-realism" technique when "Cry of the City" opens today at the Capitol Theatre. This Twentieth Century-Fox film, highlighted by expert performances by Victor Mature and Richard Conte, and the force of Robert Siodmak's direction, stands as one of the most absorbing motion picture experiences of the year.

Set against the dramatic background of New York's side streets, "Cry of the City" is, briefly, the story of an escaped gangster's last desperate attempt to beat the law, unfolded in the taut and suspenseful battle-to-death between sly, ruthless Martin Rome and homicide detective Candella.

Scene after scene of tense intrigue, breath-stopping violence and action, and taut drama fill the screen as Rome rips a path towards freedom, wielding his personal charm with women—and his gun—as the situation demands. Ever-present is the persistent figure of Candella who, in his deadly game of cat-and-mouse, finally forces the inevitable conclusion in a climax of overwhelming suspense and action that will leave you limp with excitement.

SPEAK MANY TONGUES

India has approximately 255 languages, exclusive of dialects.

BUTTER MAKER WANTED

Wanted at once, Buttermaker for the Kensington Dairying Co-operative Association Ltd. Apply stating qualifications to W. L. Delaney, Manager.

SEED OATS

Booking Orders for Seed up till May 1st. Abegweit variety only. Cannot guarantee to accept orders after above date.

CRAPAUD CREAMERY COMPANY

Professional Cards

R. E. ELLIS
Fire - Auto - Casualty
INSURANCE
5 Summer St. Summerside
PHONE 2418

B. F. Hunter, R.O.
OPTOMETRIST
Complete Visual Analyses
Glasses Fitted
PHONE 3116
SMALLMAN'S BUILDING
Summerside, P.E.I.

T. Earle Hickey
Chartered Accountant
Canadian Bank of Commerce
Building
PHONE 2888
Summerside

E. E. Parkman,
Opt.D., R.O.
OPTOMETRIST
Eyes Examined
Glasses Fitted
Office Hours:
9 to 12; 1 to 5
and by appointment.
REGENT THEATRE BLDG.
Summer St., Summerside

Doctors Prove
PALMOLIVE
can bring you
NEW BEAUTY

✓ Softer, Smoother Skin
✓ Fewer Blemishes
✓ Clearer Complexion

and for loveliness all over
BATH SIZE PALMOLIVE

HEAR 'THE HAPPY GANG' • CBC NETWORK • MON. thru FRI.

Barbara Brent's BUYS AND WHYS
A WEEKLY INFORMATION SERVICE

MONTREAL, April 20th — Now what is it that people like most about chocolate? Its rich flavour? Its tempting colour? Its creamy smoothness? Probably all three when you come right down to it. And I'm so pleased to find that BAKER'S UNSWEETENED CHOCOLATE provides all three in any of my chocolate dishes. Baker's has that deep, dark deliciousness that makes chocolate the "most requested" flavour, for Baker's is all pure chocolate with nothing added, nothing taken away. Do try Baker's the next time you want to have a particularly grand frosting, or a superb chocolate cake. I know you'll enjoy Baker's richer flavour.

Here's A Delicious Answer To Your Youngster's Between-Meals Hunger! McCORMICK'S SUNWHEAT BISCUITS are not only a real flavour treat (children love their deliciously different flavour)...but they're so good for growing youngsters! You see, the Vitamin D content of SunWheat Biscuits has been increased by direct irradiation with ultra violet rays. Each SunWheat Biscuit actually contains 50 International Units of Vitamin D...and, in addition, calcium, phosphorus and other valuable food elements. Yes, SunWheat Biscuits are "made" for growing youngsters. They're a treat and a health food, too! That's why I say, whenever your children are hungry between meals, McCormick's SunWheat Biscuits are the perfect answer!

Too Little Time is a poor alibi for not giving the family the kind of breakfast they deserve and need! It takes so little time to prepare one of the most delicious morning treats I know...a "CREAM OF WHEAT" breakfast! You see, 5 Minute "Cream of Wheat" cooks to satin-smooth deliciousness in just five minutes of boiling...and it takes just seconds more to sprinkle with raisins or brown sugar! This is a breakfast dish to start the day right—for it's not only good—it's good for you! For 5 Minute "Cream of Wheat" provides Iron, Calcium and Phosphorus for diets deficient in these elements. So ask for "Cream of Wheat" next time you go shopping and begin the day with a good breakfast!

Healthy Young Feet are happy young feet! So next time Mary or John needs a new pair of shoes—remember to look for the NEOLITE mark on the soles of the shoes you buy! It's available in all children's better shoes—and well worth asking for! For Neolite is heat-resistant, which means when pavements are wet—feet stay dry! Neolite does not cause foot burning—perspiration—foot odours or itchy feet. It's more flexible than leather—easier on children's busy, young feet. (Doesn't mark floors, either!) And, with the same amount of wear 'n' tear—Neolite outwears leather over 2 to 3! No wonder a nice saving in shoe repairs shows up in the family budget—when you insist on Neolite!

Pleased With My New Discovery? I certainly am! I've discovered a home permanent that's actually kind to my hair! The Richard Hudnut that makes all the difference...a Home Permanent Waving Lotion that leaves your hair in perfect condition! This Waving Lotion was tested by independent research experts, and they've proved that it's actually 25% more effective! That means smoother, prettier curls that are springier and stronger. That's why I urge you to make your next home permanent a RICHARD HUDNUT HOME PERMANENT...and, as a perfect prelude—begin your "perm" with a Richard Hudnut Egg Creme Shampoo!

"Wal It Ever Hot!" is a teen-age description of most of our kitchens last summer. Let's not hope so, but this summer might be just as bad. Well, if that's the case, let's get yourself a FRIGIDAIRE ELECTRIC RANGE equipped with the Cook-Master Clock Control. Then you'll be able to slip a whole meal into the oven and beat it for the cool outdoors. The CookMaster will turn on the oven and turn it off at the times you set. "Is that some thing?" as the kids say. Yet it's only one of the marvelous features of the Frigidaire Electric Range that's waiting for your "ohs" and "ahs" at your Frigidaire dealer's. Better stop in soon.

Baby's Not Half The Size of his high-chair...but, —oh, my!—what an appetite! Best way I know to satisfy his tummy's special needs is to make baby-meals nourishing and good with HEINZ BABY FOODS! These famous foods are backed by the Heinz reputation for quality. They're just right for your baby! Meat products, soups, cereals, vegetables and desserts, cooked to baby-ready digestibility in Heinz gleaming kitchens! And they're so easy for you to prepare! Ask your dealer for Heinz Baby Foods in the convenient 5 ounce tin that's vacuum-sealed to assure flavour freshness!

I've Often Admired the perfect poise of a charming wife I know. She says she's been much happier in her marriage since she discovered this new, modern method of feminine hygiene. She says ZONITORS are so dainty and convenient to use—and so effective. Zonitors are graceful, stainless, snow-white vaginal suppositories—powerfully germicidal, yet absolutely safe to delicate tissues. Ask for Zonitors at your drugstore tomorrow...and, for frank facts on the important subject of feminine hygiene, simply write to me—Barbara Brent, 1411 Crescent St., Montreal, P.Q. I'll send you a free booklet in a plain wrapper.

KNOWLESLEY, Lancashire, England—(CP) — The Earl of Derby, who owns this village is considering selling it because heavy taxation makes it unprofitable to install modern sanitation.

IPSWICH, England—(CP) — An official of the Royal Society for the Prevention of Cruelty to Animals saw a swan limping and decided to give it treatment. He said it had the gout.