

# COTTON

# Time

## AT SMALLMATE'S

**ONCE AGAIN WE'VE BROUGHT YOU THE GREATEST, GRANDEST SELECTION OF NATIONALLY FAMOUS COTTON FROCKS... NEVER LOVELIER!**



### FEATURING THE FAMOUS "HELEN MORGAN FROCKS"

The spice of style — plus value in this grand assortment. Newest designs, stripes, floral and novelty patterns. All washable . . . sizes 12-20; 14 1/2 - 24 1/2 . . . 38-44.

**ONLY 2.98**

### NATIONALLY ADVERTISED "JULIANA" COTTON DRESSES

A limitless number of appealing patterns for wear around the house, shopping or visiting. Guaranteed washable . . . sizes 12-21; 14 1/2 - 24 1/2; 38-52.

**ONLY 3.98**

### EXCLUSIVE WITH SMALLMAN'S "FRANCES FAYE"

New styles—new designs—but the same popular price! Neatly spun cotton fabrics—finest workmanship. Styles include scooped and "little boy" necklines, gathered skirts. Sizes 12-18.

**ONLY 4.98**

### "AUDREY LANE" COTTONS

Manufactured by Canada's top house for cottons—expertly designed with fashion-wide detailing in washable fabrics such as polished cotton, chambray, pique, cracked ice. Full range of sizes.

**5.95 - 6.95 - 7.95**

### "VICKY VAUGHN" COTTONS

(As seen in "Seventeen" Magazine) Styled by famous American designers—here's the '55 crop of prettiest cottons in a colorful jamboree of fabulous fabrics. Featuring new necklines, full skirts, up-and-down collars. Sizes 9-17.

**8.95 and 9.95**

### "TONI TODD" COTTONS

(As seen in "Glamour" Magazine) Cotton charmers that will give you a fresh approach to summer living—eye-catching styles, beautifully finished with touches of frosty white piping. Sizes 12-20.

**8.95 and 9.95**

### "BERKELEY JUNIORS"

Adorably styled for sheer comfort and designed to reach the very heights of fashion. Bright sunshine colors—will stay fresh after many washings. Sizes 10-20.

**7.95 - 8.95 - 9.95**

### "WONDER SILKS"

Created for easy living, these cool, afternoon dresses will give that style-right flare to your summer wardrobe. Oodles of patterns and colors to choose from. Sizes 12-20; 16 1/2 - 24 1/2.

**8.95**

### "PUN-CHEE PRINTS"

Wonder prints of Acetate and Cotton. Small prints in delightful pastel shades all smartly styled for afternoon wear. Completely washable. Sizes 12-20; 16 1/2 - 24 1/2.

**8.95**

### "COTTON SKIRTS"

Full flattering circle of tub-happy cottons in the prettiest of prints and plain shades. Here's a MUST in your wardrobe of separates. These skirts are well finished with banded waist and zipper closing. Sizes 12-18.

**2.98 to 7.95**

### "COTTON BLOUSES"

Carefree casual blouses in crisp-as-celery fabrics. So fresh—So flatterin'—So washable . . . and, hand picked to bring you charming styling and light-hearted wearability in wide choice of pretty shades. Sizes 12-20.

**1.98 to 3.98**

### "DRAPERY SKIRTS"

The "HIT" of the season! Skirts designed of drapery material that need no extra help from a crinoline to make them bouffant. Choose from exotic modern prints. Sizes 10-16.

**8.95**

**TOP FLOOR**

# SMALLMATE'S

**TOP FLOOR**

**EVERY SALESCLERK (FEMALE - THAT IS) IS WEARING BEAUTIFUL COTTONS SELECTED FROM OUR SPRING AND SUMMER COLLECTION**