

Smallman's SPRING OPENING EVENT

FOR THE WHOLE FAMILY

Don't Let Easter's Early Arrival This Year
Take You By Surprise.....SHOP EARLY



HER EASTER SUIT

The backbone of your Spring wardrobe is your suit. Smartly slim in silhouette . . . appealing, yet long wearing of fabric . . . in a color that's a perfect reflection of Spring '51 fashions. Here now for your selection at a comfortable budget price.

EASTER LINGERIE

A huge collection in the most precious Lingerie you've seen in seasons and seasons. Fashion-slim slips to suit your new Easter outfit and Panties in many fabrics, including the popular Nylon.

HER EASTER COAT

Jaunty styles that vary from pert above-the-waist lengths to full length styles. Your favorite Spring fabrics, styles and colors.



WE OUTFIT THEM ALL

EASTER is for the tots and teen-agers, too. Bring them along when you come to shop.



EASTER

GOES TO YOUR HEAD



Pert little hats that sit "straight on"—so perfectly attune to fashion, Spring '51. In a cheerful new season array of crisp straws . . . delightfully feminine trims and most flattering colors.

HIS EASTER SUIT

Enter the new Season with a sound, good-looking air . . . effected by a suit selected from our top quality Spring stock. Choose from new and comfortable Worsteds, Serges, and Gabardines in distinctive solids and stripes. We've sizes to fit all men . . . tall, shorts, and mediums; all by renowned makers. Easily priced.



HIS EASTER SHIRT



Dressy all-white Broadcloth, finished with a light sheen that distinguishes good shirts. Sanforized to resist shrinking; fused collars that require no starching; finished with double yoke, breast pockets and button band cuffs. Sizes 14-17.

Price \$3.95 to \$6.95

EASTER TIES

As colorful and fresh as Easter eggs, a wide variety of fabrics and shades to choose from.

HER EASTER DRESS

Look your loveliest in fashions that are fresh and new. You'll find just the style you like in our exciting Spring collection of Dresses, featuring the latest and the loveliest styles of the Season. They are smarter than ever before in style and flattery. Choose from a wide variety of colors and fabrics in your favorite Print or Plain, shades of Skipper Blue, Flame Red, Dusty Pink, Honey Beige, Navy, or Black.



EASTER GREETING CARDS

Cards to suit every member of the family as well as your friends and relatives. We have a special assortment for the kiddies. Come to Smallman's and see our extensive display, valued from . . . 5c to \$1.00

BOXED EASTER CARDS

If you require a quantity of cards, why not try our conveniently boxed cards. 12 colorful cards for . . . \$1.00

Smallman's
SUMMERSIDE