

COTTON Time

AT SMALLMATT'S THE ISLAND'S GREATEST COTTON EVENT



ONCE AGAIN WE'VE BROUGHT YOU THE GREATEST, GRANDEST SELECTION OF NATIONALLY FAMOUS COTTON FROCKS - - - NEVER LOVELIER. SEE THIS SEASON'S SMARTEST, MOST COLORFUL STYLES.

FOR COOLNESS, CRISPNESS, AND COMPLIMENT CATCHING - - - THERE'S NOTHING QUITE LIKE COTTON.

FEATURING THE FAMOUS HELEN MORGAN FROCKS

Helen Morgan Frocks come in a wide selection of styles and colors. They are Lux tested for washability, always fresh and tubfast too. Sizes 12 to 52, and 14 1/2 to 24 1/2.

PRICE \$3.98

NATIONALLY ADVERTISED JULIANA COTTON FROCKS

We are offering you, your choice at \$3.98. You can afford to be extravagant with these light and gay hearted frocks, Lux tested for washability. Sizes 12 to 52, 14 1/2 to 16 1/2.

PRICE \$3.98

EXCLUSIVE WITH SMALLMAN'S FRANCES FAYE

Washable wonders to wear about the house—look your prettiest this Summer at home and all during your busy day time schedule in our bright cottons. Choose now from our big array.

PRICE \$4.98

TROPICANAS ALWAYS A POPULAR BUY

The wonderful dress in viscose, for afternoon or street wear. Many attractive prints. Sizes 16 1/2 to 24 1/2.

PRICE \$4.98

RUSS WATERMAN COTTONS

Season-starter Cottons: Just stepping onto the Spring stage and destined to star in your wardrobe all Summer — our bright new cottons.

PRICE \$6.95 to \$8.95

VICKY VAUGHAN COTTONS

Look to carefree living that's ahead of you in these Summer cottons, new drip dry fabrics require little care.

PRICE \$6.95 to \$9.95

TONI TODD COTTONS

All set to conquer hearts in a Toni Todd. Young-at-Heart Fashions with lithe lines and sophisticated airs make these cottons best sellers.

PRICE \$6.95 to \$9.95

JEWEL TOGS

Change partners for a whirl of fashion fun, and swing into carefree, casual living in our new playwear: Wonderful Washable Separates.

HENLEY ORIGINALS

See what Henley Originals have for you this Summer—Soft feminine Dresses in satin finish cottons, dressy styles to wear before or after five.



BERKLEY FASHIONS

It's time for a fashion check-up, Summer's pet for a go-everywhere dress in rich looking cotton. Berkeley fashions will perk up your Summer wardrobe.

PRICE \$8.95 to \$9.95

SUSAN ROSS ORIGINALS

Silked Cotton glows after-five: Exciting newcomer to the late day scene, silk and cotton in lovely frocks.

LA ROTH LINENS

Fashion looks to a color — bright Summer — with flattering Flower Fresh Linens in trim, tailored styles.

SMALLMATT'S

EVERY SALESLADY IS WEARING BEAUTIFUL
COTTONS SELECTED FROM OUR SUMMER COLLECTION

TOP
FLOOR