

what to wear for Summer living



Your look for play or leisure --- deceptively casual, with a special air of good fashion planning. You'll achieve the look easily when you choose from our summer-perfect array of Cole of California Swimsuits and Sundresses. These are just right for vacation time --- do hurry in and make your selections.

"Cole" SWIMSUIT

Look lovely at the beach this summer in this long torso, full skirted swimsuit with built in "Inner Strategy" and ribbon piping at bustline. Made of cotton satin in red and white print.

12.⁹⁵

"Cole" SWIMSUIT

Skirted swimsuit with stand-up cuff bra. "Inner Strategy" bra built in. Shantung print cotton satin. Tested for swimability therefore will not fade. Has the finest of workmanship.

12.⁹⁵

• MATCHING BEACH COAT 12.95

"Cole" SWIMSUIT

Beautiful printed cotton satin makes this lovely sheath swimsuit with torso shirring and stand-up cuff bra. Has Cole's exclusive "Inner Strategy" bra for the perfect fashion right bustline. Sizes 10-16. Blue or gold.

12.⁹⁵



SUNDRESSES by "Cole"

This Cole of California Sundress is made of Everglaze cotton satin. Has stand-up cuff at bra, princess lines with elasticized shirring at back.

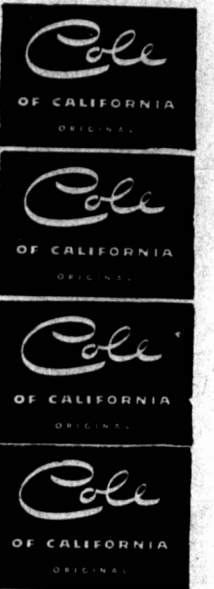
Matching bolero. White floral print.

25.⁰⁰

This lovely princess styled sundress has a round neck with velvet bow trim and is made

of beautiful everglaze tie-silk print. Brown. Size 16.

25.⁰⁰



Terry BEACH TOWELS



PRINTED TOWELS

Now is the time to get ready for the beach with one of our large, bright absorbent beach towels. Made of good quality closely looped cotton terry. Size 36 x 54.

2.49

EACH

STRIPED TOWELS

Extra large striped terry beach towels made from medium weight absorbent cotton terry. Multi-colored striped, firmly hemmed ends. Size 30 x 60.

1.69

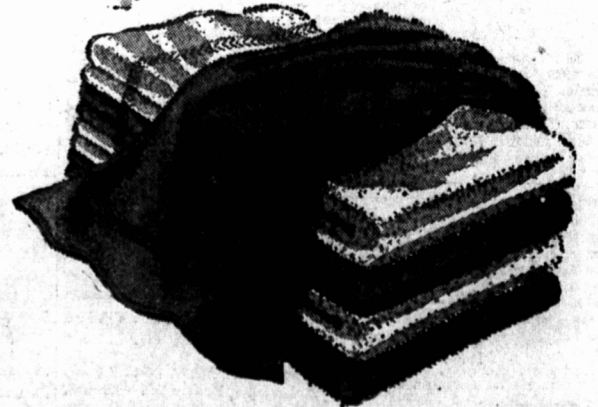
EACH

TERRY TOWELING

Terry toweling by the yard, suitable for beach towels, bathroom curtains and other household uses. Comes in a medium weight closely looped cotton terry with assorted color coin spots, 36" width.

1.79

YARD



YOU'LL BE GLAD TO KNOW... NOT ALL LUGGAGE IS EXPENSIVE!



24 inch 8.98
26 inch 9.98
28 inch 10.98

EXPANDER

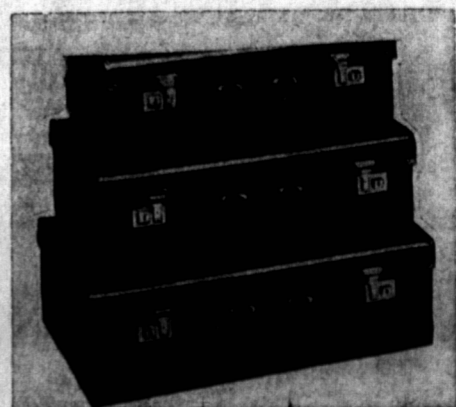
Have you seen the new Expander Set? A new set of economy expander rounded sewn style with buffer edge protective bindings. The same high quality locks and hinges, unbreakable handle. Tan pig grain.



LADIES' LUGGAGE

Highly styled ladies luggage. Finish fitting tapered cases in new attractive colours and patterns with extra wide contrasting bindings. The very best fibre and steel frame construction. Fully lined in bright art silk and shirred pockets.

Overnite 18" 8.98
Weekend 21" 10.95
Pullman 24" 12.95
Train Case 8.98



ECONOMY LUGGAGE

Swedish fibre suitcases, all sewn with rounded corners and fitted with steel frame and buffer edge protective bindings. Good quality hardware unbreakable handle, attractive tweed print lining. Smooth brown or London tan.

22" x 13" x 7" 5.98
24" x 14½" x 8" 6.98
26" x 16" x 8½" 7.98

• FURNITURE . . . BOTH STORES

IS KING FOR A DAY... JUNE 16th