

# COTTON TIME

AT **SMALLMAN'S**

THE GREATEST, GRANDEST SHOWING OF NATIONALLY FAMOUS COTTON FROCKS THE ISLAND HAS EVER SEEN!



**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**

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A limitless number of appealing patterns for wear around the house—shopping or visiting . . . guaranteed washable. Sizes 12-20, 14 1/2-24 1/2, 38-44—

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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—

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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 - plain broadcloth - ruf 'n' tumble. Full size range—

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(As seen in "Seventeen" Magazine). Styled by famous American designers—here's the '54 crop of prettiest cottons in a colorful jamboree of fabulous fabrics—featuring new necklines—full skirts—cinchbelts—up-and-down collars. Sizes 9-15.

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Full, flattering circle of tub-happy cottons in the prettiest of prints and plain shades—here's a must in your wardrobe of separates—well finished with banded waist and zipper closings. Sizes 12-18—

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Designed for easy living—cool afternoon dresses to 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—

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Fifth Avenue styles at One Fourth the price you would expect to pay.—These better dresses are charmingly fashioned in fabrics with the look and feel of beauty—cleverly detailed for dressy, tailored or casual wear—styled in low cut or collar type, gathered, full or pleated skirts—newest sleeve length, featured in butcher linen, everglazed cotton, shanfur and many others. Full size range—

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

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Blouses to add zest to your separate wardrobe, here are distinctively different charmers in white and pastel shades—designed with cap sleeves, set-in sleeves or sleeveless—all washable—Sizes 12-20—

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Linen skirts fashioned in slim sheath or soft flare—navy and pastel shades. . . Sizes 12-20—

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