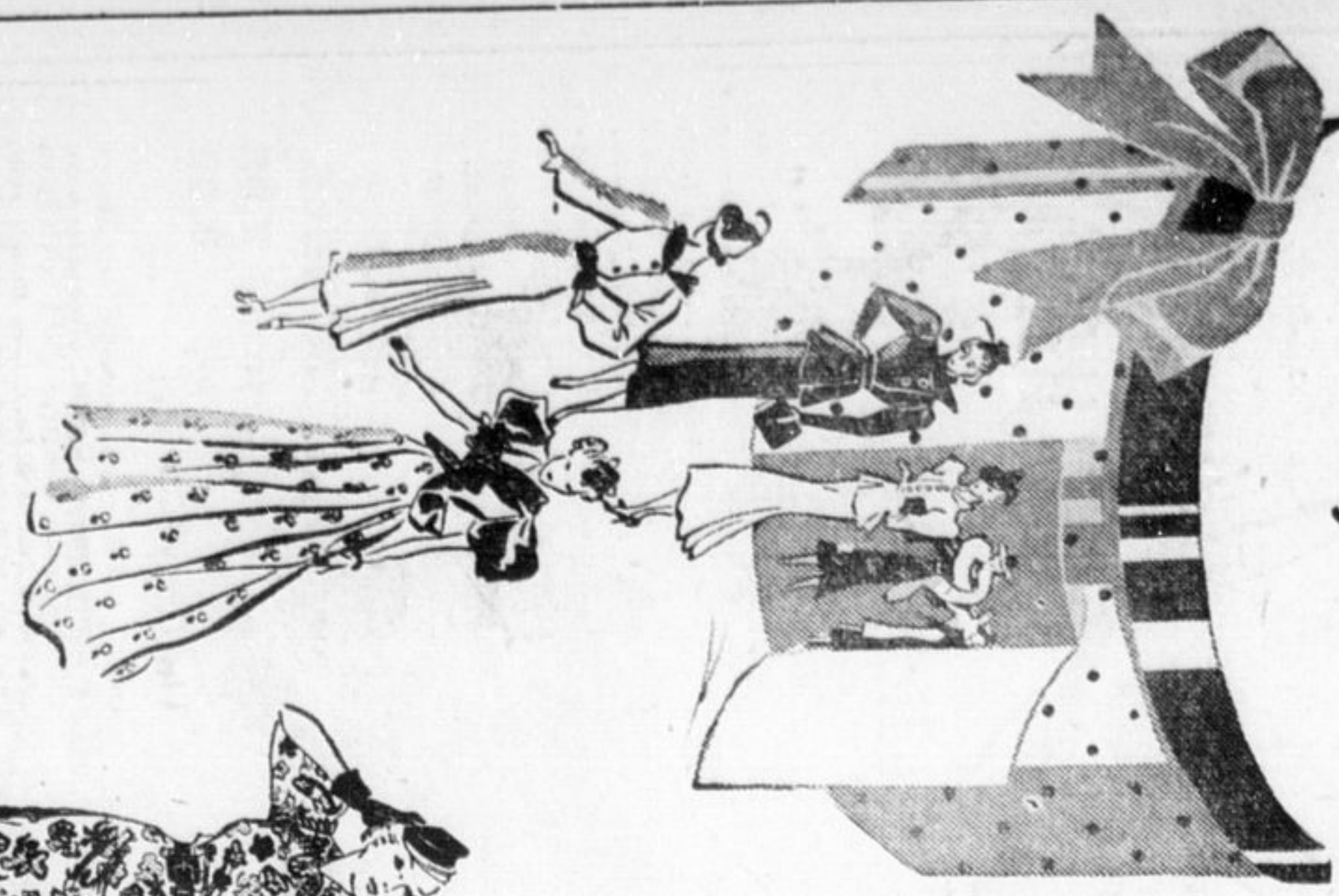


for an
"Out of the Band Box" Look

Your Easter
HAT

is Here 1.95 to 4.95

Spring SHOES
1.95 to 7.50



New
SPRING
DRESSES
6.95 to 19.50

Spring Suits
15.00 to 35.00

Sizes For All



New Spring Coats
12.95 to 45.00

You've undoubtedly made up your mind what type Coat you want for Spring. Rest assured you'll find it here! Fitted Reefer, Boy Swaggers and Casual Furled Coats are all so smart, young and dashing. You'll love every one of them. Furmets, Hecies, Imported tweeds, new wools and high-gain hatters. Sizes for Women, Misses and Hair sizes.

It's Spring

FASHION WEEK

Friedman's
DEPARTMENT STORES LIMITED

The Style Centre of the North

Spring is just around the corner... so get a fresh start for this glorious season at Friedman's. Fashions have never been lovelier... more picturesque for this romantic Spring! Dress for yourself, to please yourself, and find flattering fashions here! Starting with your newest hankie... we're ready to deck you out in fashions that spell Springtime fresh-

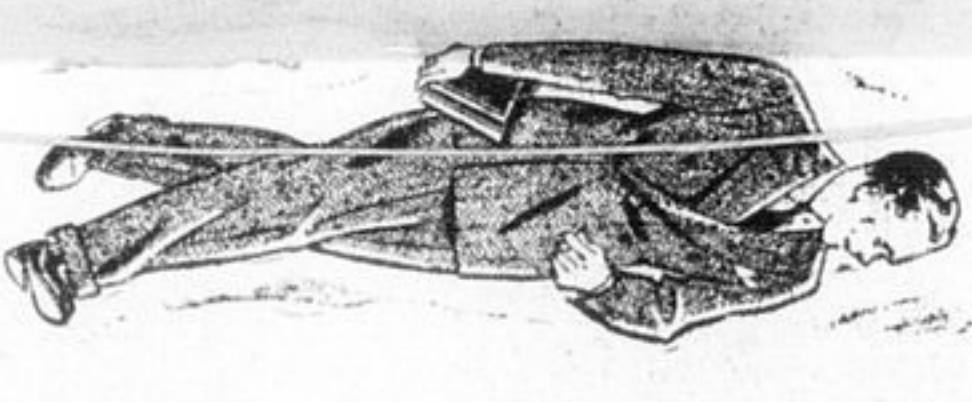
ness. See the new prints... the crisp dark sheers... furled and unfurled dress-maker suits... the softest mannish tail-lents... the latest in coats and the newest in bonnets. Coronation colours... in a word, for fashions that click... whether it be men's, women's or children's... it's Friedman's.

Smart Clothes for Young Moderns

Girls' Spring COATS and SUITS
6.95 to 19.50



Just Like Big Sisters
Imitators... that's what 7 to 14-year-olds are... they want clothes just like Big Sisters! For them we have selected the newest styles, but simplified them in keeping with good taste and smart.



Boys' New Spring SUITS and TOP COATS
5.95 to 22.00
All Suits have 2 half-pants. We have the latest assortment of Boys' Suits and Top Coats you've ever seen in one store, in a great variety of patterns, shades and styles in sizes from 22 to 36.

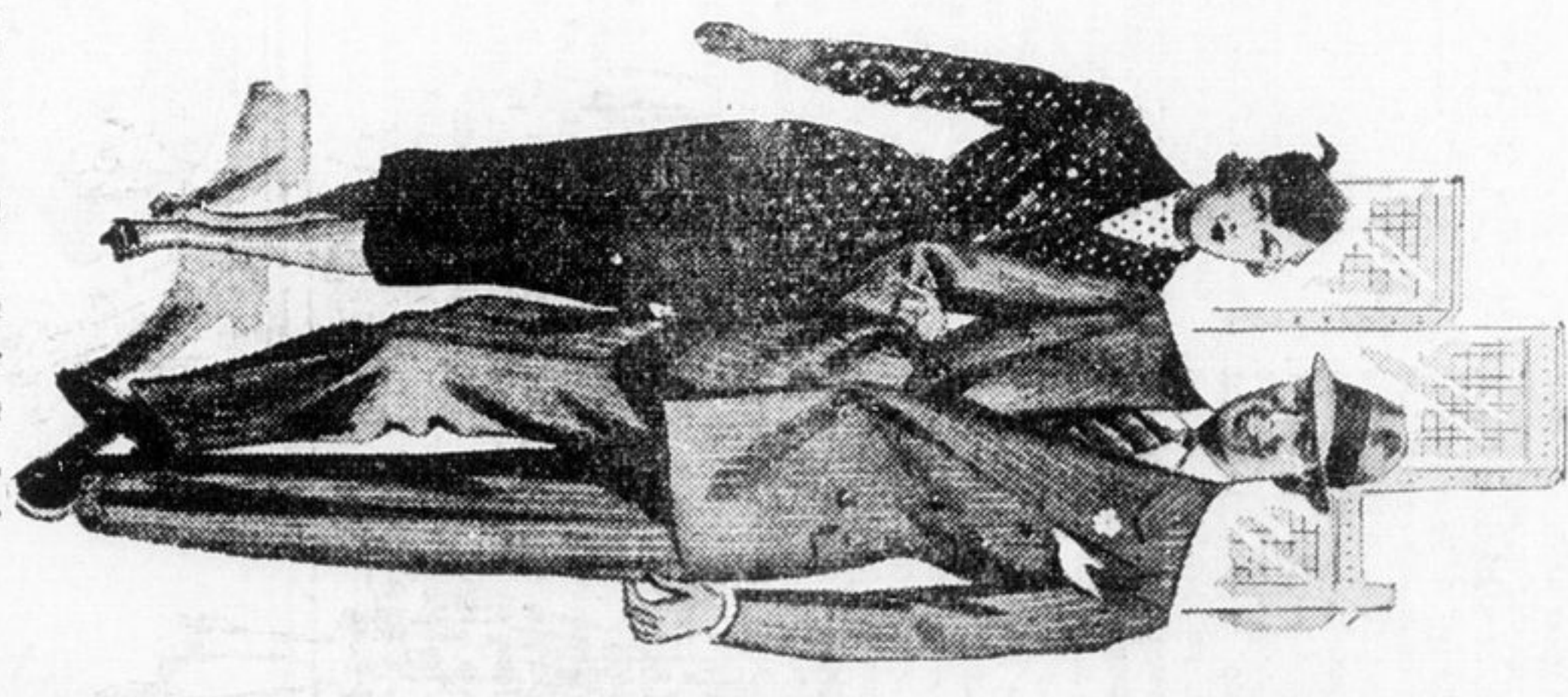
- Girls' Dresses..... 95c to \$2.95
- Girls' Sweaters..... 95c to \$1.95
- Girls' Hats..... 95c to \$1.95
- Girls' Shoes..... 98c to \$2.95

- Children's Coats
4.95 to 12.50
Size 10 1/2 Years
In the smartest of newest styles.
Hats and shoes to match.

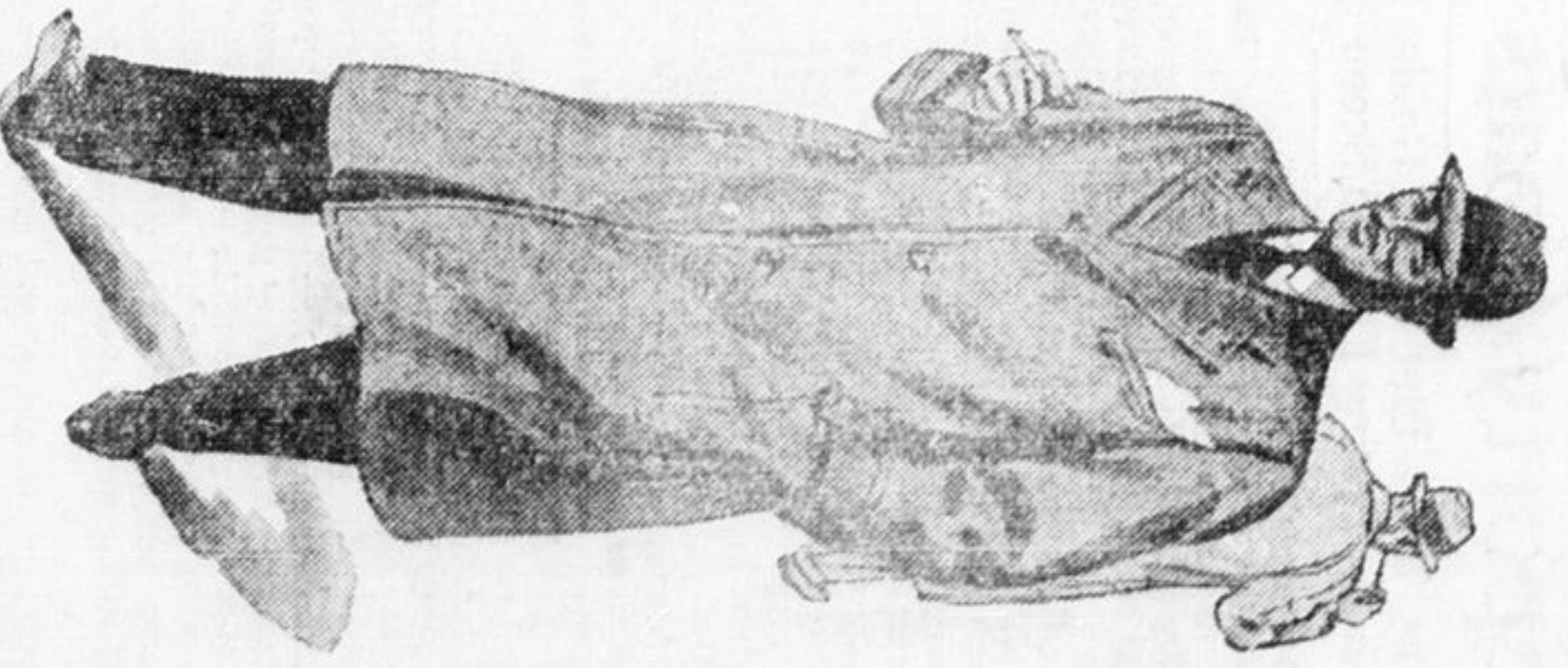
- Boys' Sweaters..... 95c to \$2.25
- Boys' Shirts..... 59c to \$1.25
- Boys' Golf Hose..... 39c to 55c
- Boys' Shoes..... \$1.69 to \$3.95

Headquarters for Children's Wear.

Get into New Spring Clothes for EASTER SUNDAY
March 28
Suits and Top Coats

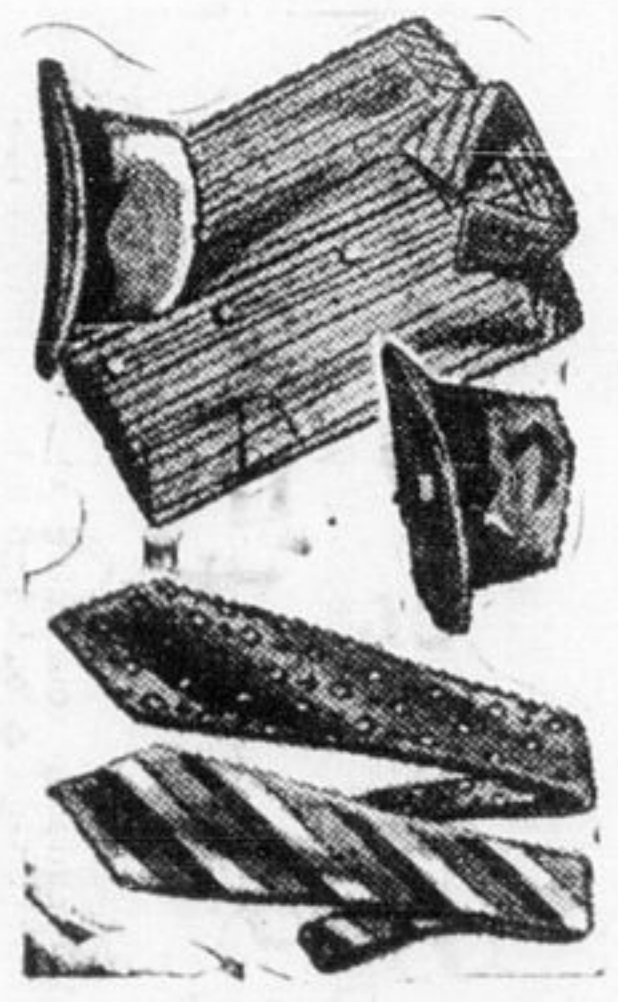


The Guards Model
Above, is the single-breasted version of the Guards model topcoat. We also have it in the double-breasted. Both coats have the smart half belt back that makes your waist seem broader, your waist slimmer!

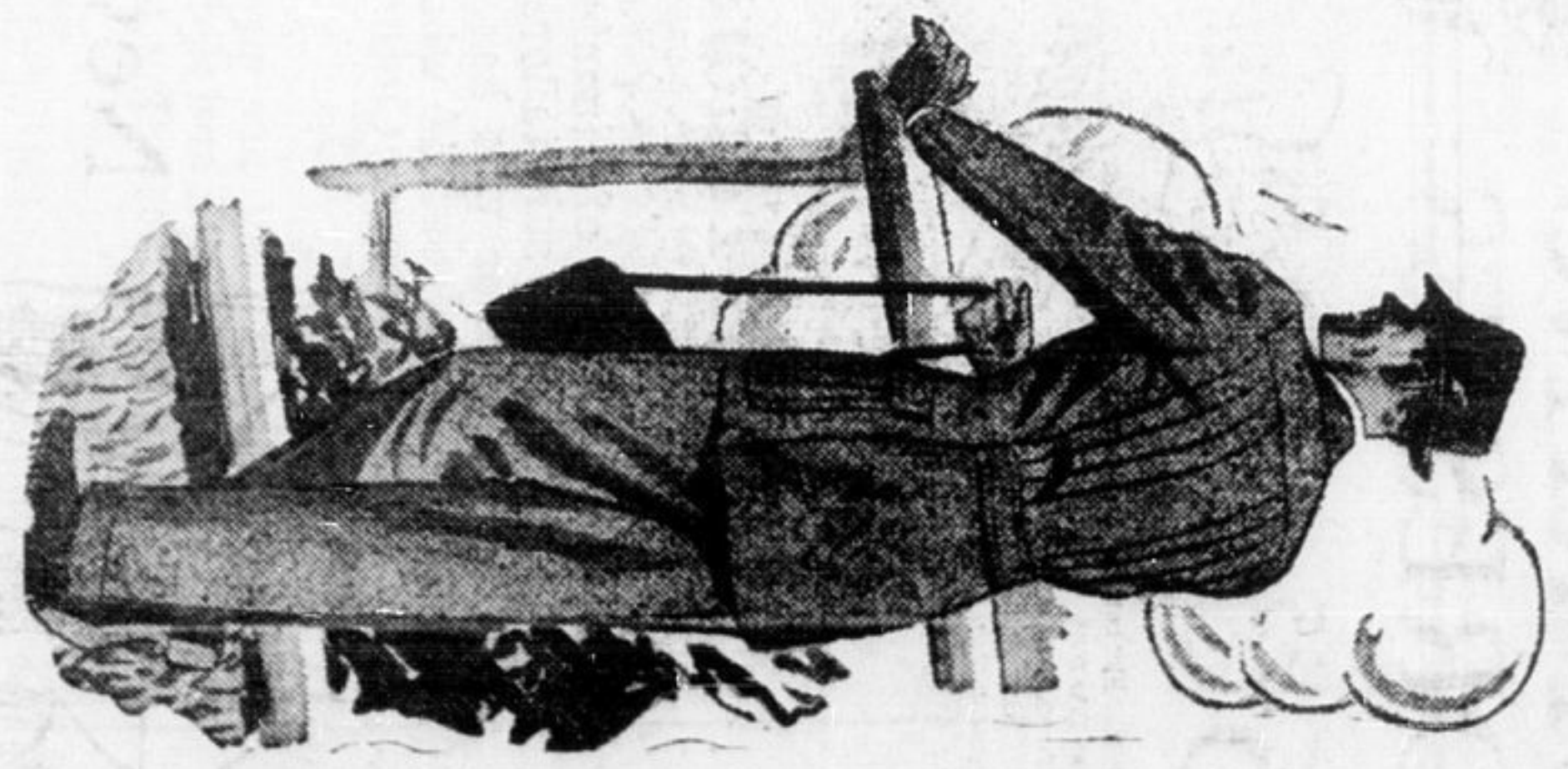


The Leading Suit Style!
Above, is the Duke of Kent double-breasted. Its success in little more than one season has been truly remarkable. We feel quite sure that you'll like the Kent even more this Spring. In fact, you'll certainly find one you do like in the collection. Look them all over before deciding!

Only One of Many—
The Panel Back sports suit, shown at the right, is only one of the many models featured at Friedman's. If you don't care for this particular model, you'll certainly find one you do like in the collection. Look them all over before deciding!



New Spring Shirts..... \$1.00 to \$3.50
New Spring Hats..... \$1.95 to \$5.00
New Spring Ties..... 50c to \$1.00



Smart New SPRING SHOES
2.95 to 10.00
All the Newest Styles
Black or Brown

IN TIMMINS IT'S Friedman's FOR HIGH FASHION

