



It's EASTER TIME

at

Friedman's

DEPARTMENT STORES LIMITED



TIME TO DRESS UP and "BE PRETTY"

That's the theme song this spring! And Friedman's bring you lovely, feminine fashions for this "Be Pretty" season! Fashions you'll love on sight. Fashions appealingly young yet sophisticated—pretty in color—very figure-flattering in line. See the new suits and coats, the darling bonnets, the young frocks... see them to-day! Our prices are LOW, so dress up and "Be Pretty"!

SPRING SUITS \$10.95 up

Neat, figure-defining suits you'll rejoice in! Fitted cardigan and button-up suits, cape suits, moulded man tailoreds, furred costume suits... suits with crisp, young airs! Shetlands, worsteds, tweeds. All colors and sizes.

NEW COATS

\$10.95 to 39.50

Fitted & Collarless!
Slim & Boxy!

Choose the coat that flatters you most! Sleek collarless coats, reefers, slim box coats, tuxedo and dressy casual coats. Expertly tailored spongy woollens, twills shetlands. Crepe or taffeta linings. Black, navy, bright colors. All sizes.

"Be Pretty" Accessories

Plant a pretty posy on your suit lapel... carry a pretty bag, gay gloves... then presto, you're pretty as a picture! These pretty aids cost little!

- Flower-fresh Boutonnieres25c up
- New Cape Gloves, all colours\$1.25 up
- New Spring Bags, all colours \$1.00 up
- Fresh New Blouses \$1.95 up



Young "Be Pretty" FROCKS

That Emphasize your Femininity!

\$4.95 to \$19.50

Newest of the new "pretty" frocks! Crisp dark sheers with dainty trims, brief boleros, swirly-skirted crepes! Lovely jacket and cape sheers, vivid prints, Gibson Girl frocks... definitely the most romantic frocks you ever wore. Crepes, sheers, taffetas. Pastels, prints, new navy, black. All sizes.

MILLINERY

\$1.49 to \$3.95

Delightfully pretty Easter Bonnets! New poke bonnets, sailors, tip-tilted wattleaus, new wider brims... your choice is easy- Gaily trimmed straws, felts.

LADIES' SHOES

\$1.95 to \$6.00

As refreshing as the first breath of spring... the light and gay, new-styled, new-colored shoes! You'll adore their smartness, versatility and comfort. You'll be thrilled at the way they'll compliment your spring outfit. You'll really want several pairs to complete your wardrobe.



Satisfaction Guaranteed or Your Money Refunded



for the well dressed MAN...

SPRING SUITS
12.95 to 32.00

Swing into spring with a new Suit. You'll find no finer selection anywhere than at Friedman's. New styles in tweeds, homespuns, serges, and worsteds. Sport and conservative models.

NEW TOPCOATS
12.95 to 23.50

Every conceivable style feature is taken care of in this collection. Guards, balmacaans, polos, belted and plain types. You're sure to find yours here. All materials and wanted colors.

MEN'S SHOES
2.95 to 10.00

Balmorals, bluchers, brogues and moccasin toes in keeping with the season. Sturdily made of fine leather. A last for every type of foot. Step with comort in these new shoes.

- Shirts98c to \$2.50
- Hats\$1.39 to \$8.00
- Ties55c to \$1.00
- Socks25c to \$1.50

There's No Trick in being well dressed if you shop at

Friedman's

