

Easter Hit Parade



CORONATION INDIVIDUAL PERMANENT WAVES

A soft, lustrous wave that will complete your Coronation ensemble.

BE IN STEP WITH THE TIMES and have a "Coronation" Wave

PHONE 1329

GULLISON'S Elite Beauty Salon

Easter Shoes



Our women's Easter Shoes are well chosen Styles of the latest models and best quality Brogues, Ties, Sandals and Pumps. Prices from \$1.98 to \$6.00

Gaberdine Shoes

ARE VERY FASHIONABLE THIS SPRING.

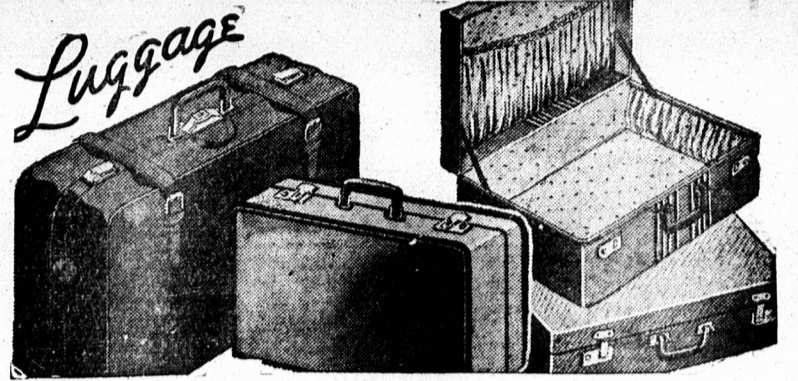
Call and see ours before you buy elsewhere. Carried in widths.



PURDIE-FERGUSON SHOE CO., LTD.

Sunnyside, Charlottetown

Luggage



For Week-End Trips—For Long Voyages For Business—For Visiting—For the Coronation

WE can provide you with the world's most modern luggage for Ladies and Gentlemen. Our stock is NEW, Our Prices are still LOW. WE invite TEACHERS and others interested to call and see the new styles and equipment.

S. L. HARDY and CO.

The Leather Store

Corner Queen & Kent Streets

Toiletries

For Complexion Beauty in the Easter Parade!

The dewy, day-through complexion beauty that is the ambition of every fashionable woman may be obtained through the use of Jamieson's toiletries. Complete stock of beauty aids and preparations await your choice at Jamieson's.

Toiletries By

"ELIZABETH ARDEN"
"VITA-RAY"
"HELENA RUBINSTEIN"

Exclusive to

JAMIESON'S
in Charlottetown

FLOWERS for EASTER



CUT FLOWERS, AND POTTED PLANTS for EASTER

Will be on Sale at the CONSERVATORY 18 Upper Prince Street and also at the METROPOLITAN STORES World-wide Delivery Service

Order early to avoid disappointment.

ESTATE OF

Mrs. John Williams

Member F. T. D. A.

EASTER 1937

THROUGH the cooperation of the reliable firms advertising in this "Parade" of timely values, you are provided with this convenient display of many interesting items of fashion.

WE know this will be appreciated, and suggest that this sheet be retained as a ready reference guide to your Easter shopping.

THESE firms extend to you best wishes for a

JOYOUS EASTER SEASON

The Smart Woman Will Wear...



Clothes like these that emphasize her best points... that combine youthful chic with sophistication... and most important... clothes that don't look "matronly."

COATS \$9.75 to \$37.50

DRESSES \$2.95 to \$12.75



R. P. SIMPSON



Color and Art Merged Upon Print Frocks

Animals Wild and Domestic France on New Spring Silks

The lengths to which the fashionists will go to attain some novel change with regard to style cannot but amaze the onlooker, we admire them for their ingenuity and daring and for the constant reflection of everyday and topical interest they imprint on the surface of madam's best new frock.

Anything from back cats to human faces and crouching tigers may peer from the surface of women's print frocks this spring.

Animals from the jungle, the barnyard and the circus parade prance on new spring silks. There are masks of human faces in delicate outline, framed by flowers and feathery foliage, printed on sophisticated evening gowns.

Red and black elephants, with howdahs on their backs, disport themselves among blue, green and yellow flowers on a new afternoon dress.

In addition to the usual neat geometrical prints and small floral patterns, there is a riot of life-size African daisies, red rooster heads, peasant figures and punctuation marks on new spring silks.

Embroidery Accents

Visualize, if you can, splashes of white on dark greens, in the form of lingerie trims, lots of elegant embroidery, and dainty lingerie fabrics used in boleros or little fitted jackets over these dark gowns.

Lower Necklines

This type of dress especially makes way for the lowered neckline, whether it be squared or dropped to extend from shoulder to shoulder, although modestly high in back, this modesty in design being carried still further in cute puff sleeves. These sleeve types and the covered shoulder theme, are also seen in the elegant type of gown which honors the Coronation soon to take place.

TAIT'S FLOWERS

are the Loveliest EASTER GIFTS

POTTED PLANTS and CUT FLOWERS PHONE 269

JAMES TAIT

37 VILLA AVENUE

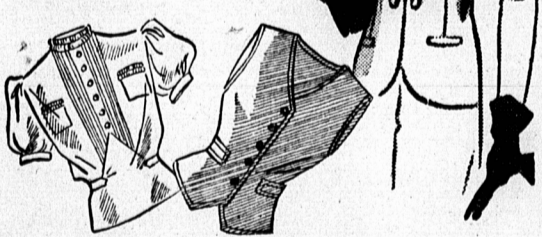
FLORIST

Member Florist's Telegraph Delivery Association.



BLOUSES to Suit 89c to \$2.95

Blouses follow SUIT... and a good deal smaller... er your suit will be with lots of blouses for quick changes. Delightfully frilly and strictly tailored types. Misses and women's sizes.



THE GLORIA



Costume Gloves Important In Spring Mode

Gloves will have an even greater importance this spring. First given fashion significance with color last year, they have gone on to a highly developed consciousness of styling. Color is definitely established. The emphasis on style in what are aptly called "costume gloves" is the most interesting highlight of the coming season. From the high fashion point of view, the costume glove is scheduled to put the ubiquitous classic pull-on somewhat in the shade.

These gloves are in no way like the novelty gloves of several seasons ago. They are trimmed with taste. Their original, smart and discreet treatment places them in the category of couturier gloves. The "two-faced" glove combining two leathers will be very smart. The kinds of leathers determining the type of glove. Glace kid and suede, for instance, as dress leathers, are fashioned into afternoon gloves. For sports, travel and street wear, sturdier leathers are used. Smooth leathers wear so much better than sueded leathers, that these gloves are eminently practical as well as chic.

The MISSES HOLMES & BRADLEY Have the smartest fashions in years for the Junior Miss matching a young Spring mood, yet timed to a small Spring budget.

EASTER DISPLAY

Choice COATS and SUITS

Season's newest styles and cloths

Sizes 7 to 14x

3 piece Coat Sets in soft shades of English Basket Cloths and Brushed Wool Tweeds for the Tiny Tots.

"THE STORE OF CHILD FASHIONS"

152 Queen Street

Phone 92

Add that extra touch to your new Spring outfit with a luxurious

Fur Neckpiece

A flattering soft, silky, Kolinsky... grey or brown squirrel—fitch, red or silver fox, etc., etc.

Buy your next winter's FUR COAT now at a tremendous saving on our special LAY AWAY PLAN. Ask us about it.

Island Furriers

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HOSIERY

Full Fashioned First Quality

75c to \$1.50



JUST ARRIVED DRESSES and BLOUSES New Spring Showing Also HATS, GLOVES, UMBRELLAS.

FULL RANGE OF BOUCLE De LAINE, and YARNS

THE SMART SHOPPE

MARGARET DOUGAN

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