

Little girls—leather shoes will soon be going steady

Little girls and leather shoes will be going steady this Easter, and the romance is expected to last all summer long. Youngsters have fallen in a big way for the great up styling of the latest children's shoe industries. Children's shoes reflect their elders' in line, look and material — including patent, suede, brushed and way leather textures.

A fashion window at the Easter egg hunt will be the leather shell pump in a bevy of blondest colors. Many are charmingly appliqued or decorated with tiny buttons or bows, other skimmers use punch-outs and cut-aways to striking effect. Straps, so popular with Mother, provide flat pumps in a variety of shapes.

Joining in the shell on Easter Sunday is the tie-ribbon sling sandal in lively colors and leathers. Here too the detailing is post and feminine, with the emphasis on cut-outs and bows.

SMART LOOK

In a variety of leather textures — grained, smooth, patent, brushed — tie shoes and slippers with a spring-like freshness show off such trim as kitten fringes, ghillie ties, decorative stitching. Some slippers are high-cut for a smart house look. Leather soles provide firm but resilient support for growing feet.

Like all females, the suburbaner enjoys a new fashion twist on an old favorite. This Easter the saddle shoe gains added attention with pastel or brightly colored soles of suede and patent leather over white smooth leather uppers. Red, yellow and pink patent leather, and peach and blue suede, are especially effective. When the little youngsters select their spring footwear, wise mothers bear in mind that all leather shoes possess a unique and important quality — the ability to mold to the

foot. Controlled elasticity, provided by the leather's natural suppleness, allows the shoe to bend and flex with the child's movements.

BOYS' FOOTWEAR

The lassos are not alone in following the fashion lead set by grown-ups toward restrained shoe styling. Lads will be marching right beside their Dads in slippers that put the aing into spring in the Easter parade wearing their own youthful versions of trim oxfords, brogues and boots. Shoes in lightweight smooth and grained leathers. The handsome leather moccasins in waxy or glove leathers continues to be a year-around winner with the young male. Constructed with leather upper and leather sole, the moc is rugged enough to withstand the most punishing treatment — including life with a typical Canadian boy.

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There's a show of bright colors, fresh styling and exciting fabrics in our gala Fashion Opening. Come and see all the newest for this spring.

IF IT'S NEW it's at NORMA'S

SUITS

The finest in spring styles are being shown by Norma's, a stunning collection of the finest in linens, mohairs and many other quality fabrics. In a glittering array of colors you won't want to miss. Priced from

\$19.98 to \$42.98



SWEATERS

The new fashion look for spring is here at Norma's, we have sweaters of all styles and colors. A wonderful collection of short and long sleeve styles with quality fabrics such as cotton knits, mohair and wools. Priced from

3.98 to 16.98



BLOUSES

The desire of every young miss for spring is a blouse of simple yet elegant design from Norma's. In long and short sleeve styles and moderately priced from

2.98 to 7.98



COATS

For that finishing touch to that spring wardrobe, try a chic spring coat from Norma's. We have all weather ensembles, wools, mohairs, tweeds and zines in all styles and colors. Designed for the woman of smartness, these coats are priced from

16.98 to 49.98



DRESSES

Of course Norma's carry a complete line of the very latest in spring styles in dresses. You'll want several of these to add that touch of light-hearted stylishness to your spring wardrobe. In a complete line of styles and colors including silks, linens, cottons and priced from

10.98 to 34.98



Ladies Spring Suits



In all wool double knits, 100% wool poodle knits in 2 and 3 piece styles. Colors of blue, beige, yellow, pink, mint green, grey, black, navy and white. Reg. and petite sizes 7-18.

Priced 16.95 to 39.95

Ladies Spring Dresses



Come and see our new stock of spring dresses arriving in a variety of materials of pure silk, crepe, crepes, linens, rayon, arnel and cottons. Styled in gored, slim, sheath and full skirts, with round, V-neck and square necklines. In plains, florals and checks. In a host of new spring shades. In regular and petite sizes 5-17, 8-20 and 14 1/2 to 24 1/2.

Priced from 8.98 to 25.00

Ladies Spring Coats



In all wool worsted, venetian crepes, brushed mohair and orlon and wool. Laminated for your around comfort, the superior foam laminates with multi-cell construction provides all weather insulation. In all wool, tweeds, plains and fancy weaves. In colors of blue, beige, gold, aqua, red, grey, yellow, green and rose. In sizes 5-20, 16 1/2 to 24 1/2, also in petite sizes for heights 5' 11" and under.

Priced From 19.95 to 39.95

"Boucle" Pullover Cardigan Sweaters by Broadway

Easy care hand washable sweaters in short sleeve crew neck, novelty S.S. pullovers and long sleeve button front cardigan. In colors of pink, white, blue, mint green and yellow. Sizes 14 to 30.

S.S. Pullover 4.98 ... Matching L.S. Cardigan 6.98
Novelty S.S. Pullover 5.98

"Boucle" Skirts

To match pullover and cardigan sweaters. Skirts are fully lined and are hand washable. In colors of pink, blue and yellow. Sizes 18 to 18.

Priced 10.95



Ladies Blouses

Of easy care cottons and no iron textures. In plains and prints. Short sleeve and long sleeve styles. In sizes 10 - 20, 38 - 44.

Priced from 2.98 to 4.98

Ladies Blouses By "Shamrock"

Of easy care little or no iron cottons. Man tailored for feminine fit. Sanforized in short sleeve, rollup sleeve and long sleeve styles. In colors of white, beige, blue, gold, black and brown. Sizes 10 to 20.

Priced from 2.98 to 3.98

If It's New It's at

norma's

160A Kent St.

Charlottetown



Your New Easter Bonnet

Ladies Hats

Compliment your new spring wardrobe with any one of our wide selection of new spring hats. Choose from stylish steaks, tulles and fabulous flowers in head boggie and hair fitted fashions.

4.98 to 9.98

SMALLMANS YOUR EASTER STORE