

**A complete selection
of shoes by Friedman
at these fine stores!**

CALIFORNIA

ARCATA	Brizards, Inc.
ATWATER	Woodbury's Dept. Store
CHICO	Endicott Shoe Store
CHOWCHILLA	The Toggery
DIXON	Strauman's
ELK GROVE	Elk Grove Dept. Store
FOLSOM	Handley's Shoes
HEALDSBURG	Fraser Shoes
KING CITY	Daley's Bootery
LAKEPORT	Dimeo's Shoes
MADERA	Sav-On-Shoes
NORTH SACRAMENTO	Glenn's Quality Shoes
PETALUMA	Southwicks Shoe Store
PORTOLA	Ayoub's
RIO VISTA	Weber's Dept. Store
ROSEVILLE	Roy's Shoes
SACRAMENTO	4373 Arden Way
Arden Bootery	1408 4th St.
Frank's Shoes	1701 Arden Way
Hales	
Earl Moors Footwear	5725 Stockton Blvd.
SALINAS	Daley's Bootery
UKIAH	Peters Dept. Store
VACAVILLE	Strauman's Store
VALLEJO	Levee's

IDAHO

AMERICAN FALLS	Van Engelen
BLACKFOOT	Hutch's Shoe Store
BOISE	Bosko's Super Store
HOMEDALE	Moritt Stores
JEROME	Tingwalls, Inc.
MARSING	Moritt Stores
MOSCOW	Larry's Shoe Co.
OROFINO	Watkins
TWIN FALLS	Van Engelen's Dept. Store
WEISER	The Merc.
WENDELL	Wendell Dept. Store
WILDER	Moritt Stores

NEVADA

ELKO	Uptown Shoes & Clothing
ELY	Gottfredson's
LAS VEGAS	Vegas Village Shoe Store
McGILL	Goodman Tidball Co.

OREGON

FLORENCE	Alexander's Dept. Store
HERMISTON	Burnham's Dept. Store
McMINNVILLE	Redmond's Shoes
NEWPORT	Alexander's Dept. Store
NYSSA	The Merc.
REEDSPORT	Dunn's Outfitting Co.
SALEM	Hewett's Shoes
SPRINGFIELD	Alexander's Dept. Store
STAYTON	B & R Dept. Store

WASHINGTON

ANACORTES	Anderson's Family Shoe Store
CASHMERE	Schneider's Dept. Store
DAYTON	Walt's Dept. Store
EAST WENATCHEE	Schneider's Dept. Store
ELLENSBURG	Mundy's Family Shoe Store
GRAND COULEE	Brown's Store
LYNDEN	The New Crescent, Inc.
MOSES LAKE	The Shoe Box
RICHLAND	Inland Empire Shoe Corp.
TONASKET	Ed Scholz Apparel, Inc.

half the fun
of having feet...

is showing off your
Easter shoes by

Friedman

Family of fine shoes

Swinging along, arm-in-arm on Easter, your whole family steps livelier in shoes by Friedman. You'll enjoy their light-hearted styling, made for families who like their fun *together*. You'll parade in comfort, too, because your Friedman shoeman specializes in family fitting. For more sheer pleasure, more for your money... choose shoes by Friedman.

GEMS

SHOES FOR TEENS

Shown: "High Spot," clever multi-color saddle on bone or malt leather. Also in all black. \$4.95 to \$7.95*

*Some styles higher

GRACE WALKER

SHOES FOR WOMEN

Shown: "Implan," pump of shiny patent, in white, blue, scarlet, tropaz, bone or black. \$8.95 to \$12.95*

1 DuPont's high-brilliance olefinic material

JOHN C. ROBERTS

SHOES FOR MEN

Shown: "Luna," with handsome low-running stitching. In fine-grain black luxury leather. \$10.95 to \$19.95*

RED GOOSE

SHOES FOR BOYS & GIRLS

Shown: "Millicent," dressed up with a bow. Black patent, white or maple smooth leather. \$4.95 to \$7.95*

(According to size & style)



FRIEDMAN FAMILY OF FINE SHOES BY International WORLD'S LARGEST SHOEMAKER

To give you your best buy in shoes, we use both leather and the latest developments in fiber and plastic products, textiles and metals. The term "leather" in this ad describes the uppers only.