THE STANDARD, ST. JOHN, N. B., SATURDAY, APKIL 12, 119.

# ring Styles in Silhouette and Fabrics

across it. Others have a new with of shawl collar which forms pockets be of h

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## Easter Apparel From Our Women's Shop

A new fashion season, ushered in with the full glory of our first peace-time Spring, is before us. The world-mood is reflected in its modes and gaiety, tempered always by good taste is the keynote sounded.

#### SPRING COATS

Beautiful All-Wool Velo 12h popular shades as own and others. Fawn Covert Clo Coats and Donegal Tweeds are always in demand as well as Navy Poplins, Serges and Cheviots. \$17.85 upwards.

**Spring Footwear** 

This is the time for NEW SHOES. What a relief it is to throw off the old rubbers and step into a brand new pair of shoes. Why wait until Easter to don your new Spring Shoes?

The different stores are now in full blossom of early Spring fashion; everywhere is newness, and newness and beauty is the part this store is to take in the season's shoe showing.

We are sole agents for the INVICTUS and EMPRESS SHOES.

**GRAY'S SHOE STORE** 

397 Main St.

EATON'S

FOOTWEAR

d by

DISPLAY

EASTER

WOMEN'S SHOES

ST. JOHN BRANCH 205 Union St., Opera House Block

Your Money Back if you a

It is interesting to note that the wor boots can gratify her fancy and be in ing to Dame Fashion smartly made colors and combinations and whites y

tensively, while the woman wh wear them also, knowing that

wn Kid and White

es and Colorings. Tooke-Arrow. Silk. All shades. 25c to \$1.50 lew Shades, \$2.50, \$3.50, \$4.00 to

g Men and Older rom \$22.00, \$35.00 rom \$15.00 to \$40.

STREET

ter Display

oy's Clothing

eys at \$24.00, \$28.00 and \$30.00 teds from \$15.00 to \$35.00. m and new Young Men's Models.

nd High Priced Lines. Leather ubber heels, etc. Prices, \$4.50

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lock

our New

his Store

Prices \$1.00 to \$3.50. hers. oft-Cuff Links, Armiets, Garters,

PARTMENT

ft cuffs etc

Our Stock is complete. \$4.00 to \$18.00 lue. Prices, \$5.50 to \$8.25.

N EVENINGS. **JSSON & SON** 

St. John, N. B.

#### CAPES AND DOLMANS

Elegant interpretations of the Cape and Dolman Fashions are expressed in Wool Tricotine, Men's Wear Serge, fine Gabardine and novelties in Navy and rare colorings. \$30.00 upwards.

### SUITS

ΟΑΚ ΗΑ

Unusual models of refinement, emphasizing interpretations of the blouse back, box coat, tailor-made, the fitted and waistcoat modes for Spring; pin tucks, the newest style note, are used in many very unusual ways. The materials are Poiret Twill, Wool Tricotine, Gabardine, Ven's Wear Serge. Prices \$32.50 upwards.

Scovil Bros., Ltd.

KING STREET