

Spring is in the Air!

We are looking for the greatest Easter ever, and in anticipation we invite inspection of an unusual display of smart modes.

Hats-Hats-Hats

The Spear Millinery Co.

106 King Street 177 Union Street

It Pays To Shop in Union St.



Fashions

In Spring Apparel. COATS-



New Skirt is Longer

--- and incidentally Easter Time

Isn't it a wonderful word? Why months and months ago we looked ahead to your interest in those dainty and essential items which so many years' experience has taught us careful womenfolk delight inand here they are. That is we're telling you of them. But this does not give you the tiniest idea how happy you will be when you actually see them.

There's a Certain **Romance About Furniture**

Using this word "story" in the sense of true romance many pleasant stories grow out of experiences in a Furniture Store like ours.

Here new homes are being furnished in a more pictorial way than the blushing bride has ever dared to dream. And here also are old homes having unfilled desires realized.

By pursuing a modern merchandising policy and spending more than ordinary caution in the selections of furniture we are enabled to give to our patrons btter furniture than could be otherwise possible under a more lax system.

Just at present our moors contain a most happy and diversified array of timely furniture and a cordial invitation to visit is extended to all-both present homekeepers and prospective.

Absolutely no obligation entailed—naturally.

Why Not Let A Vacuum Cleaner Do Your Spring House Cleaning?

By the way here Spring is once again upon us and the women-folk know at once what that means. Why not be modern and let the "harnessed lightning" do your housecleaning for you? You will find in this store a wide variety of Electric Vacuum Cleaners, and at an equally wide price range.

A. Ernest Everett

THE HOUSE FURNISHER

91 Charlotte Street

Yes, Tailored Coats For Street and Easter Sunday

morning are here. Coats like the illustration, so smart, dainty, youthful.

Some English garments. Some from New York.



Priced fairly \$35.00 and up to \$95.00.

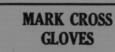
UMBRELLAS

in the daintiest colors.

Have you seen the new plum shade?

\$6.00 to \$21.00





We cannot keep the selection complete-though we do try.



You will be repaid

"BETTY WALES"

The delightful dressmaker is truly represented here this

Do see these pretty frocks.

That wish can be satisfied

All these beautiful, therefore desirable bits of feminine

MAGEE'S Specialty Shop in St. John



FINE SILK

from London of course. \$3.50 to \$8.00



Y ST., City

Universal.

Bench

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and Bearings.

Supplies .

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