



Style! Dash! Youth!

—IN—

Hats of Quality for Easter

This week's arrivals, barely unpacked and the styles that Paris has accepted for the New Season. Little-priced—yet made of better materials than usual.

COLORS—Almond, Strawberry, Silver, Navy, Brown, Black and White-Black.

INDIVIDUALITY—New motifs, new materials, poses prettily used, laces artfully draped, ostrich plumes long and willowy, give these hats distinction.

Whatever the need, the assortment will make Easter shopping comparatively simple.

Spear Millinery Co.

177 UNION STREET



For Easter

A splendid display of the very latest Dresses, Suits and Coats for Spring and Summer wear, awaits you here.

Carefully designed to meet every requirement of the woman who enjoys being dressed in the newest style—priced to please the pocketbook of the thriftily inclined.

Ladies' Coats \$6.95 Up
Ladies' Suits \$15.95 Up
Ladies' Dresses \$5.95 Up

Kominsky Bros.

723 Main Street



Bakery Goods for Easter

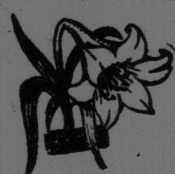
We present to you an unusual array of tasty Bakery Goods for Easter and, if you are figuring on entertaining guests that day, you had better place your order with us today. We know you will be more than pleased.

Hot Cross Buns a Specialty.

Farnham's Bakery

'Phone 889

13 Waterloo St.



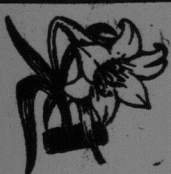
For Easter Breakfast

---Taylor's Ham

Is much more appetizing than ordinary ham, because it is **Sugar Cured**.

Try some for Easter and you will use it always. Obtained at all leading stores.

G. B. Taylor, -:- St. John



The Spirit of Easter

As bells made soundless, so would Easter Sunday be without flowers.

This is the day of all days when the home should be gladdened by the fragrance and color of flowers.

Leave your order early at:—

Shand's

"Say It With Flowers"

'Phone M. 1267 53 Germain St.



Jewelry

Easter, falling on the first day of April as it does, makes it a most appropriate time to make Gifts of Jewelry—especially, of Diamonds. That most brilliant of stones is symbolical of the month. Hence, the intense appreciation of a person receiving one, whether it be in a Ring, Necklace, Ear-rings, or some other piece of Jewelry. Come to us for your selection.

In brightening up your table for the Easter Season be sure to look over our Silverware Department. Latest patterns—moderate prices.

Poyas & Co.

12 King Square—Near Imperial



Your Easter Hat or Cap

Awaits you here. We have a wide variety of Hats and Caps, in the latest Spring styles, ready for your inspection.

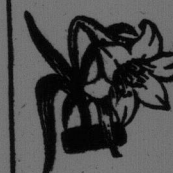
All the popular makes of Hats are represented on our racks—

Stetson
Brock
Crean
Guillette

Also a full stock of Caps in the newest fabrics by the best makers.

C. & E. Everett, Ltd.

27 Charlotte Street
"Hatters for 99 Years"



—and Your Easter Dessert—

Purity Ice Cream

A luscious, delicate finish to the Easter repast, a charming dainty to serve at Easter bridges and "At Homes," Purity Ice Cream is the

QUEEN OF FROZEN CONFECTIONS

Rich, fresh cream—velvety-smooth—the cool, sweet juices of ripe fruits, and

HEATHIZATION

—to make Purity doubly sure, make Purity Ice Cream the ruling favorite. But, order your supply early.

ASK ANY PURITY DEALER



Dainty French Perfumes

for Your Easter
Toilet

Subtle, alluring, faintly fragrant of Easter bloom are the odors from the laboratories of the famous

PIVRE

—known and preferred by social leaders the world over. In these we offer

EXTRA SPECIAL VALUES

in La Treffe, Azura and Pompeia. Also Pivre Talcum Powders to correspond.

9 Sydney Street

711 Main Street

Wassons



You May as
Well Have the
Best—
They Cost No
More

Buy

**Dorothy
Kingston
Chocolates**

Special Easter
Packages.

At All Good Candy Places



Easter Wearing Apparel

Create a favorable impression—
"Better Clothes at Moderate Prices"

Every feature which distinguishes good clothes will be found to the highest degree in our Spring Suits and Overcoats.

SHIRTS—COLLARS—TIES

Distinctive in appearance and wear. Splendid ranges and values.

HATS—CAPS

Newest Styles, Fabrics and Patterns
More Style—More Appearance—
More Value

Chas. Magnusson & Son

Retailers of

HIGH GRADE MEN'S WEAR

Dock Street, Near Market Square,
St. John, N. B.



Easter Greetings

Bring Easter joy to the kiddies with Candy Eggs and Rabbits. From the tiny, colored, soft center eggs up to the massive and elaborate chocolate variety, you will find plenty here to surprise and satisfy everyone.

Come and make an early selection. We carry also a full line of choice confectionery, with LAURIE SEEMORE chocolates fresh every Friday and Saturday.

Our light lunches and sandwiches are daily growing in popularity. We solicit your patronage.

"The Place Like Home."

Paradise Limited