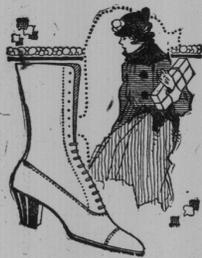


DISTINCTION!



That look of distinction—of individuality which always marks quality apparel is one of the most striking features of our

**Beautiful Oxfords
Dainty Pumps
New Gray and
New Tan
High Tops**

Your spring footwear is this season more charming and dainty than ever before. There is a note of simplicity through all the designs that adds more than one would imagine to the charm of a dainty frock.

OUR SLOGAN—"SERVICE AND QUALITY"

Waterbury & Rising, Limited
61 KING ST. 212 UNION ST. 677 MAIN ST.

**TRY Drummond
SCREENED Coal**

The best Soft Coal substitute for Anthracite in a furnace. Let us explain to you how to use this coal. You can soon get the "hang" of it, and it's cheaper—\$10 a ton dumped.

CONSUMER COAL COMPANY, LIMITED



**This New
Hosiery Fits
Perfectly**

Mercury Hosiery is fashioned differently from others. The ankles are narrowed and fit without a wrinkle. The toes and heels are perfectly turned. The calves are full fashioned. The tops are widened, therefore more comfortable than any others. It is seamless from toe to top.

While it is only a little more than a year since we started knitting this new Mercury Fashioned Seamless Hosiery it has achieved a wonderful success. Women who have worn one pair invariably purchase more Mercury Hosiery. Such sightly, shapely hosiery has not hitherto been obtainable even in the finest imported lines now off the Canadian market on account of war conditions.

Cashmeres in black, white, grays and browns. Cottons, Mercerized Lises, Pure Silks, in all fashionable shades.

Mercury Mills, Ltd., Hamilton, Canada.

**Mercury
Hosiery**

For Ladies and Men.

Also Underwear for Men, Women and Children.

DRILLING FOR GAS

Interviewing M. Lodge in regard to gas prospects, the Moncton Times was informed that the New Brunswick Gas & Oilfields, Ltd., have now started on their season's drilling programme. They will have on the field three drilling crews. It is their purpose to develop further the present known gas area and also to test new districts for further extensions of the gas field.

**Lemon Juice Softens and
Whitens Rough, Red Hands**

Women can make a quarter pint of wonderful lemon beauty cream for few cents. Nothing so good!

To soften, smoothen, and whiten the face, neck, arms, and particularly the hands when chafed, red or rough there is nothing better than lemon juice, but pure lemon juice is too highly acid and often irritating. A splendid lotion is prepared in a moment by squeezing the juice of two fresh lemons into a bottle containing three ounces of orchard white. Be sure to strain the lemon juice through a cloth so no pulp gets into the bottle, then this creamy lotion will stay sweetly fragrant and fresh for months. Any grocer will supply the lemons and any druggist or toilet counter will sell you three ounces of orchard white for a few cents. This is the best lotion you could use. Massage it daily into the face, neck, arms and hands and see for yourself. It helps remove tan, sallowness, and freckles, and every girl knows that lemons are used to bleach and whiten the skin.



At

Bassen's
14-16-18 Charlotte Street

**The Store of
Economy**
Our Prices Will Guide You
To Ladies' Interest

\$20.00 and \$30.00 Ladies' Suits
For \$9.98 to \$12.48

Ladies' Sport Coats, \$4.98 to \$9.98

Ladies' Fancy and Dress Sweaters—Wool and Silk, \$3.50 to \$7.75

Ladies' Rubber and Light Raincoats, \$3.98 to \$9.98

Ladies' Dress Skirts—Blue or Black, \$2.48 to \$3.98

Ladies' White Wash Skirts, 98c. to \$1.98

A wonderful supply of Ladies' Velle Waists, \$1.00 to \$1.49

Silk Waists, 1.35 to \$2.50

A large stock of Ladies' Middies in several different styles, \$1.00 to \$2.98

Children's Middies, 59c. to \$1.25

Great variety of Children's and Misses' Dresses, From 35c. to \$1.75

Children's Print Pinafores, 39c. each

Children's Chambray Rompers, 35c. to 85c.

Children's Wash Suits, 49c. to \$1.49

Ladies' Nobby House Dresses, Sizes up to 50, \$1.00 to \$1.75

Ladies' Corsets—E. T. and D. & A., different makes, 50c. to \$1.75

Ladies' Underwear, Underskirts, etc., at unchanged prices.

Ladies' Cotton, Silk and Lisle Hose, from 15c. to 85c.

Children's Cotton Hose, from 20c. up

Children's Shepherd Plaid Coats at Old Prices.

For Babies' Outfitting we have the goods for you. Our Coats and Bonnets are made to suit you.

Don't forget, your hardest problem is your FOOTWEAR, and you can have it easy at our store. Our Boots and Shoes are reasonable and good to wear.

Remember we have 100 dozen Window Blinds, Shades, green and light yellow, plain and insertion, 75c. to \$1.10

Curtain Scrims in white and ecru, plain and bordered, 15c. to 20c. a yard

Nottingham Lace Curtains, from 49c. to \$2.35 pair

Our stock is complete in Dress Goods and Wash Goods, in Cottons and Gingham, practically in every necessity for home sewing.

Come and do all your shopping. You can always get more value for less money.

Don't forget our Men's and Boys' Clothing Department. Our stock is heavy in Men's and Boys' Suits and Furnishings of all kinds.

Our Men's and Boys' Boots and Shoes are good to wear and good fitting, and our prices are always lower.

Come and do all your shopping. The store of economy is

Bassen's
14-16-18 Charlotte St.
No Branches

Manchester Robertson Allison, Limited

Stores Open at 8.30—Close at 6 o'clock Daily, Saturdays 10 p.m.

Knitting Yarn

In white, grey and khaki, another lot of the most desirable Knitting Yarn for Men's Soft Socks and for Jerseys and Jackets just received in

YARN DEPT.

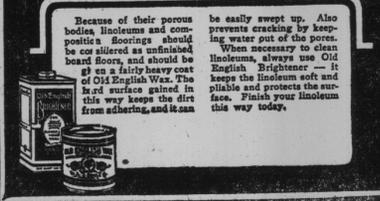
Pure Irish Linen Damask Huck

We have a special purchase of the above in the following favorite designs: Chrysanthemums, Shamrock, American Beauty Rose, Satin Stripe, Ivy Stripe, Single and Double Satin Stripes without figure, and Fleur-de-Lis. All 25 inches wide \$1.10 yard

LINEN ROOM

House-cleaning and moving naturally interrupts the household system of regularity.

A linoleum on the floor is only half ready for use



Because their porous bodies linoleums and composition floorings should be polished as unfinished board floors, and should be given a fairly heavy coat of Old English Wax. The hard surface gained in this way keeps the dirt from adhering, and it can be easily swept up. Also prevents cracking by keeping water out of the pores. When necessary to clean linoleums, always use Old English Brightener—it keeps the linoleum soft and pliable and protects the surface. Finish your linoleum this way today.

The "Ohio-Tuec" Electric Cleaner

Some Day You'll Buy An ELECTRIC CLEANER

Home sanitation and convenience demand it. Electric Cleaners are not a luxury, but an absolute necessity. Why not buy NOW? You will pay half the price of these machine lifting, cleaning and re-laying a house-full of carpets.

We carry absolutely the best on the market. The "Ohio-Tuec" Electric stands at the top. Let us show you how it works.

Price \$50.00

CARPET DEPT.

Mens Furnishings

Therefore many extra needs are created at this particular time.

Men's and Boys' Seasonable Furnishings, Special Values

We are prepared to assist you to meet these requirements by special offerings of just the articles usually needed, some of which we will mention, as follows:

COLORED SHIRTS—Special value at \$1.25. The popular styles of soft fronts, starched cuffs or all soft with double cuffs. Newest designs and colorings, reliable cloths. All brands are of the highest reputation for shirt perfection. The better grades in great variety, representing the latest creations in designing and color blending, on new cloths, including All-Silk and Silk and color blending, on new cloths, including All-Silk and Silk Fronts with matched cotton bodies. Prices 1.50 to \$6.75

UNDERWEAR—A large variety of leading makes in Shirts and Drawers or Combinations. We are offering at clearance prices a lot of Odd Garments in both Shirts and Drawers and Combinations. Every garment a Big Bargain at the marked-down prices to clear quickly.

Special attention is called to the fact that we have just received a part of our spring order of Linen Mesh Underwear, which is positively all we will be able to get until after the war is over.

HALF HOSE—Complete variety, specially interesting as to values and reliability, in Cotton, Lisle, Fibre Silk and All-Silk, Cashmere and Wool, popular colors. . . . 25c. to \$1.85 pair

COLLARS—The latest shapes in starched kinds, including the new Form-fitting styles, All-Soft Collars, in Cotton and Silk, white and colors, reliable brands. . . . 20c. to 50c. each

NECKWEAR—A most pleasing assortment and variety of Favorite Soft Faille Silks, Foulards and Crepes, Swiss and Japanese Silks, New Designs, Bright Colors, Favorite Shapes, Reliable Makes. . . . Prices 50c. to \$1.50

MEN'S FURNISHINGS DEPARTMENT

Manchester Robertson Allison, Limited

LOCAL NEWS

At a service preparatory to communion, held last night by the pastor, Rev. F. S. Dowling, in St. Andrew's church, eighteen new members were received.

On May 1 the city schools will go back to two sessions a day. One session has been in vogue since January in order to save coal.

At a festive meeting of Prince Albert Lodge, I. O. O. F., last evening, V. W. Dykeman, formerly of this city, received a veteran's jewel.

A splendid entertainment was given last night in Douglas Hall, Murray street under the leadership of Mrs. Walter Ferris, when readings were given by Harold Taylor, Muriel Whittaker and Spencer Leary; piano solo by Miss Hilda

St. John Housewives League

Recognized official representatives in St. John of National Food Board. Refer all matter relating to food conservation and regulation to

M. H. LAWLOR, President.
Phone M. 1312-41. 64 Princess St. 430.

Barnard; duet by Misses Mary Alchorne and Stella Fox, and musical selections by Mrs. Taylor, Mr. Wallace and Mr. Ring. There were also two sketches—The Tracker and the Trail; and Terrible Tom.

Dominion police officers Fred Lucas, St. John; DeBow, of Moncton, and Chief William Gunn, of Shediac, left Moncton yesterday for Cocagne Bridge to round up three young men who have failed to report under the service act. It is said they drew a gun on an officer who went after them in March, and escaped.

An alarm was sent in from box 142 shortly after 4 o'clock yesterday afternoon for a fire in one of the steamers near the Maritime Nall Works. Fortunately the fire was not serious and was easily extinguished by the aid of the fire department.

The Philathea class of the German street Baptist church held an entertainment for the boys in uniform last evening. Those taking part included Misses Beatrice Fleet, Louisa Alward, Kate Dishart, Mabel Dalton, Muriel Denham, Bernice Hatfield, Harriet Alward, Elnor Vaughan, Edna Leonard, Freda Davis, Kathleen Amos, Hattie Dishart and Eva Fleet. There were also vocal selections by Miss Hilda Galley, instrumental selections by the Misses Hawker and a piano duet by Misses Bissett and Metton.

The boys of the local High School basketball team and officers of the athletic club, as well as some of the High School girls, entertained the visiting team from St. Stephen last evening at the Y. M. C. A. The evening was spent in games and refreshments were served.



**Charming New Gowns
AND
Street Costumes**

A most comprehensive showing of what is new and correct, endorsing Dame Fashion's latest decree in style, coloring and material. **Foulard Dresses** new and becoming; for maid or matron; a dainty organza collar gives distinction to one pretty style; a georgette apron drape to another; while the popular vestee or tuxedo collar of white satin lends a charm to other styles. All very smart and desirable. They come in navy, copen, or beige ground with medium or small pattern in white and are reasonably priced too. \$26.50 to \$35.00. **Taffeta Dresses** are also greatly in favor and are very smart this season. Most entrancing styles in the popular light grey and beige shades with touches of chenille or silk embroidery in contrasting color; some with new shaped overskirt of georgette; navy straight line styles with white satin collar and cuffs; with colored embroidery or pretty copen shades with collar and vest of georgette. \$15.50 to \$42.50

Coat and Skirt Suits of Taffeta or Satin
Bid fair to be extremely popular this season. They come in such variety of styles too—Russian Blouse effects, or various belted models with soft girle or silk cord at waist line; each with some distinctive style-feature that makes it very lovely. Black, navy or beige. \$25.00 to \$55.00

London House DANIEL Head King St.

Newbro's Herpicide

SAVES AND BEAUTIFIES THE HAIR

Bright lustrous, snappy hair adds more to personal appearance than anything else.

The most Decisive Results follow the use of Newbro's Herpicide

Even the first application is convincing

MEN

with shaggy hair and dandruff covered shoulders are always discounted. Your appearance has a money value. Don't let it depreciate.

Use Herpicide DO IT NOW

Send 10 cents for sample and booklet today. Address, The Herpicide Co., Dept. 163B, Detroit, Michigan.

Sold by Drug and Dept Stores Refuse Substitutes Applications at the better barber shops. Guaranteed by The Herpicide Company, Detroit, Mich. E. CLINTON BROWN, Special Agent.

