

FEATURES

Home Reading
Comics—Sport

The St. John Standard,

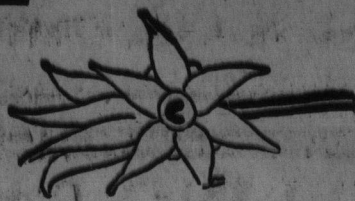
NEW BRUNSWICK, CANADA.

FEATURES

Society—Fiction
Children's Corner

ST. JOHN, N. B., SATURDAY MORNING, APRIL 12, 1919.

Spring and Summer Fashion Section



—DYKEMAN'S—

Lovely Styles and Charming Fabrics in Easter Display

There can be no doubt about it now, we have come to the turn of the road. Spring and warmer weather beckons. In magnificent displays of lovely Suits, Coats, Blouses, Sweater Coats and delightful accessories presented in the store in Easter opening display, are reflected Paris and New York in their most attractive form.

Dykeman ability to give just the sort of service one could expect of leading fashion centres was never as great as it is today. With so much that is distinctly exclusive there is good cause for the stirring enthusiasm and pleasurable excitement so strongly in evidence among those who are busied here in their Spring and Easter preparations. Our entire Ready-To-Wear floor is abloom with Spring and Easter garden setting, and the music of feathered songsters add a golden melody to the beautiful setting—well worthy of a special visit.

SMARTLY TAILORED SUITS

It is the distinction of this shop to give complete and authoritative expression to the new Suit modes—to show not merely the general trend but the new and delightfully different departure—an almost endless variety, yet each garment bespeaks the refinement and quality characteristic of garments from this shop. \$28.50 to \$75.00.

THE FASHIONABLE WRAPS

Elegant interpretations of the Cape and Cape Coats with distinctive style touches and elegance of quality, each separate model, from this shop is not the usual and over popular styles—nothing is missing that is really smart and new.

THE FINEST GLOVES TO COMPLETE THE ENSEMBLE

Smart to her finger tips is the well dressed woman, and Gloves can make or mar a costume. There are many smart novelties of the finest kind from Europe with contrasting stitching, and plain. Price \$1.50 to \$3.00.

EASTER SILK HOSIERY

The soft subdued rich color so much in demand this Easter season will be found in our Hosiery section. A grand variety of colors, many pleasing fancy stockings will be shown. Plain Silk, 75c. to \$2.75. Fancy Silk, \$2.25 to \$2.75.

FRILLS OF FASHION EVOLVED OF GEORGETTE AND ORGANDY

Dainty feminine touches introducing new color combinations. Frills to outline the new round necks smartly and becomingly featured in the large assortment shown today at Dykeman's.

How delightful it is when the styles which are in vogue are those which are almost universally becoming. So it is with the soft and graceful frills which form so many of the neck finishes of the Spring Dresses—soft Georgette or Crepe de Chine or crisp Organdy—these are the charming fabrics chosen for the development of the frills of fashion.

Lovely tucked Organdy frills are very crisp and becoming. These also launder in a satisfactory way. All color combinations and plain shades, including Victory Red, Pekin, Liberty, and Foch Blues, 69c. per yd.

Georgette Crepe, plain white and all colors, \$1.75 per yd.

DELIGHTFUL IN THEIR MARVELLOUS COLOR BLENDINGS ARE THE NEW SEASON'S CHECKED, STRIPED AND PLAIN SILKS

Shimmering and soft, supple in texture, exclusive and distinctive in weave—daringly different in design, surely never were fabrics more ideally fitted to win approval both on the score of beauty and fitness. These lovely imported weaves are an inspiration of themselves from the achievement of the unusual in fashions. 30 in. to 36 in. wide, fancy stripes and checks. \$1.89 to \$3.75 per yd. Plain colors, 98c. to \$2.75 per yd.

DYKEMAN'S



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es, and how is the time to
what's needed. You'll find in

RE SUPPLIES.

Crystal Steel and other makes
breakheart, Lancewood and
Trout Resin.

Forest Pine, Also Limes,
Nails, etc.
YOU BUY.

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and no two alike. In
\$5.00 hat will feel that the
have been trimmed in our
these number in hundreds.
s, Milan, Hemp, and Coarse
n, feathers and novelty

have to show you! Dressy
for school, 49c. to \$7.50 each
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WITH
TING GOODS

used in all grades of Gloves, making

the maintenance of these have
lard of the baseball world today. Be
Buy the best, they are marked

Bisher Ltd.

DAYLIGHT SAVING TIME



NECKWEAR.—We are showing
a very attractive assortment of
newest leaf, floral and figured de-
signs, also two and three tone
effects. New silk weaves are be-
ing featured in favorite open and
styles, with such improvements as
stitched in linings, non-stretching
taped seams, and sure to slip and
slip easy bands, 75c. to \$3.00.



MEN'S EASTER GLOVES—Cape
and Washable Leather, \$1.75 to
\$2.75.
Suede Leather, \$1.40 to \$3.00
Chamoise Washable, \$2.25.
Chamoise, \$1.00 to \$1.50.
All silk, \$1.75.

MEN'S FURNISHINGS SECTION
Easter Millinery Opening still in
progress. It would be wise to se-
lect your hat now while styles are
at their best.

Mellison Limited
MARKET SQUARE

ring Modes

AND THEREFORE
ST CAPES, CAPE-
WRAPS AND WRAPS
BANKS, FOXES,
AND OTHER
PROFUSION.

PROVE MOST SATISFACTORY.

YOUR ORDER IF YOU WISH.

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60 YEARS

ST. JOHN, N. B.