



The Publishers

of this paper say you are as much interested in the advertisements as in the news columns. That being so—and the publishers are truthful men—we expect a crowd in our stores to view our Spring and Easter showing.

The styles are correct, the workmanship is perfect, and don't worry about the price—it is consistent with quality foot-wear.

"Headquarters for Reliable Footwear"

Waterbury & Pising Limited
212 UNION ST. 627 MAIN ST.

COAL All Kinds - Hard and Soft
TELEPHONE 1913
CONSUMERS COAL CO., LTD.

The Story of the Diamond

Chapter 17.—Its Cutting (continued)

The first aim in the cutting of a diamond is to secure a maximum of size and effect at a minimum of loss in the weight of the stone.

For this reason many of the great diamonds of the world, such as the Orloff, Sancy, Nassak, Star of South Africa, etc., are very irregular in shape, as also was the Kohinoor originally.

To the average man "a diamond is a diamond"—a greater mis take was never known.

The importance of proper cutting cannot be overestimated; if so, why was the Kohinoor, which in its first cutting weighed 186 carats,

re-cut to its present form weighing only 106 carats—that is, 80 carats, or almost one-half of its former weight, thrown away (?) to secure better results?

We will not burden you with the technical mysteries of "Double cut," "Star cut," "Step cut of 4 sides, 6 sides and 8 sides," "Mixed cut," "Dutch Rose," "Brabant Rose," "Cross Rose," "Rose re-entree," "Table Stone," "Cabochon," "Cabochon double," etc., etc., such cuttings are more for the connoisseur. Practically all diamonds in popular use today are confined to the styles known as "brilliant" and "rose."

We'll explain these to-morrow.

You never saw a "Birks" diamond of inferior quality. We always insist upon "nothing but the best."

Diamond Merchants

Birks

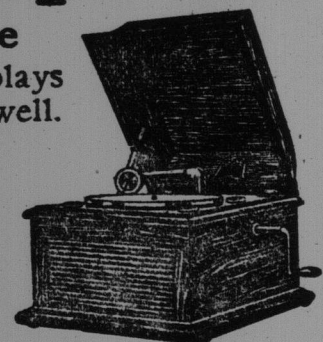
Goldsmiths Silversmiths

MONTREAL

Cremonaphone

Talking Machine
— the machine that plays
all records equally well.

FREE



Come in today and get our special offer to sell you this fine Talking Machine (or any other model), and supply you absolutely free of all charge.

WITH RECORDS FOR ONE YEAR

The machine illustrated above can be secured for as little as \$5.00 down and the balance payable on easy instalments. It is one of the best talking machines upon the

market, with every new and worth while improvement. It plays all makes of records, and its tone is well high perfect. Cabinets have a beautiful piano finish.

GET PARTICULARS OF OUR BIG FREE OFFER

This offer, if taken advantage of right away, enables you to get a year's supply of new records without a penny of cost. Don't delay. Call in and get details.

Amherst Pianos, Limited

7 Market Square

St. John, N. B.

AUTOMOBILE INSURANCE

Before renewing or placing insurance on your motor car or truck it will pay you to apply to us for Inspection and Rating.

C. E. L. JARVIS & SON
Phone Main 130

Stores Open 8.30 a.m., Close 6 p.m.; Saturday 10 p.m.—Daylight Saving Time



And Now Comes Easter

Marking the Arrival of the Season When Nature Dons Her New Dress. Undoubtedly You Are Thinking About Your Easter Clothes and Planning Your Spring Outfit. Let Us Help You

EASTER NECKWEAR

For Women.

COLLARS, VESTS, SETS AND SCARVES in a broad collection of becoming designs.



HANDSOME VESTS of Fantase Silk made in rich colorings, to be worn with almost any low cut suit...\$5.25 to \$6.75

WHITE PIQUE MANDARIN VESTS, in low and high neck styles...\$3.00 to \$4.50
BUTTON TRIMMED VESTS in Ivory, satin and Georgette...\$3.00

COWL COLLARS in Satin, Pique and many colors in plaited Georgette.

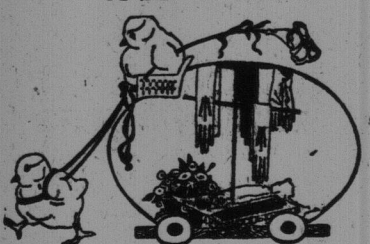
GEORGETTE COLLARS in sailor, frilled, long pointed back and short shapes.

FIBRE SILK SCARVES in plain colors and many handsome combination effects.

(Neckwear Section, Annex.)

EASTER GLOVES

Of Silk or Kid.



FRENCH KID GLOVES in black, white, tan, grey, fawn, navy, black with white points and white with black points...\$2.75 pr.

FRENCH SUEDE GLOVES in black and grey...\$3.00 pr.

TAN CAPE GLOVES, \$1.75 and \$2.25

WASHABLE CAPE GLOVES in mastic, grey and tan \$2.75; white, \$2.25

SILK GLOVES in white and black...\$1.00 to \$1.75

SILK GLOVES in colors...\$1.25

CHILDREN'S GLOVES

Tan Cape...\$1.25

Grey Suede...1.50

Chamoisette in white and grey...85

(Glove Section—Ground Floor)



THE NEW SPRING UNDERWEAR

For Women and Children

is in varieties to please the very daintiest person.

CAMISOLES in Wash Satin, Jap Silk and Crepe-de-Chine, beautifully trimmed and fashioned with ribbon strap or little sleeve. The colors are flesh, white, sky, maize and green...\$1.25 to \$3.40

ENVELOPE CHEMISE in pale pink or white Crepe-de-Chine, Nainsook and Batiste. A wonderful assortment from which to choose.

PHILIPPINE HAND EMBROIDERED AND HAND-SEWN UNDERWEAR in such garments as Night Gowns, Corset Covers, Envelope Chemise and Drawers.

CREPE-DE-CHINE AND SILK CREPE KIMONOS and pretty Boudoir Caps in many designs now showing in a big range of beautiful colorings.

(Underwear Section, 2nd Floor.)

FOR AN EASTER GIFT SURPRISE

A Pretty Handkerchief

Our collection of these for Spring and Easter is ample and varied. It includes Handkerchiefs in

Handsome Madeira Edges...75c. to \$1.25

Spanish Embroidered Patterns...50c. to \$1.75

Spanish Initialed...55c.

Spanish Embroidered (three in box)...\$2.75

Also a big assortment of Lace Edges, including many new arrivals in Maltese Lace.

Kiddies' Colored Bordered Handkerchiefs in many pretty designs.

A Notable Easter Opening

Presenting Correct Spring Fashions Begins Tuesday, April Fifteenth in Our Costume Section

The prevailing note in Spring Apparel for Women seems to be practicability, with many details of decided novelty to add the desired touch of newness. Both subdued and bright victory colors are strongly in evidence for Spring wearing.



The Spring Frocks feature a decided note of simplicity. The long slender silhouette is in vogue, although many of the season's latest models are showing with cleverly draped skirts. Many novel methods of decoration have been lately introduced.

The New Suits lend variety in style. The Box Suit continues as a style leader. Semi-fitted models showing novel style features are also favorites. Vast effects are uniformly popular, and various shaped pockets, trimmings of pinch tucking, colored embroidery or rows of Hercules braid, all assist in lending charm.

The Coats are immensely interesting. Cape or Dolman type is at present popular, while more practical styles in loose three-quarter models, sometimes hanging free and sometimes loosely belted, are showing in Tweeds, Coverts and Soft Velours.

(SECOND FLOOR)

IT IS EASY TO SELECT A NEW EASTER HAT From Among Our Large Assortment.



Here are Hats of every kind from the simplest Sailors and Tailored Models to the most exquisite conceptions.

TURBANS, TOQUES, POKES, WATTEAUS and many other new shapes with effective trimmings of flowers, ornaments, ribbon twists and knots, cherries and all over effects of fine braid.

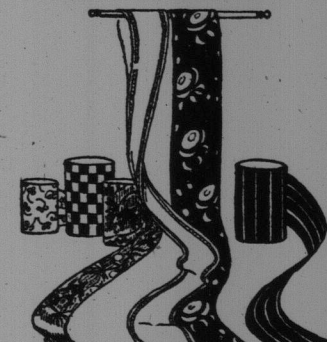
The novel spring colorings are all in evidence, including Cherry, Dust, Jay, Henna, Purple, Navy and Taupe.

(Millinery Section, 2nd Floor.)

Have you seen the new Van Raalte Veils and Veilings? We have them in many new motifs. Veils \$1.50 to \$2.50. Veilings 22c. to \$1.30 yd.

(Veiling Section, Annex.)

EASTER RIBBONS



For Millinery and Hair Bows. SPECIAL SALE of wide Dresden and Moire All Silk Ribbon for Hair Bows, 50c. yd.

SELF COLORED BROCADE RIBBONS in white, pink, sky and yellow, 5-inch widths.

FANCY RIBBONS in stripes, checks and novelty plaids.

(Annex.)

EASTER LINENS

Shown in Household Linen Section. High class pure Irish and Scotch Linen Damask Tablecloths and Napkins to match. Real Madeira Luncheon Sets, 50c.; Tea Cloths, Tray Cloths, Sideboard Runners and many other table requirements.

MADEIRA DOYLES in 6 in. size, several designs from which to choose. Special 25c. each

(Ground Floor.)

HAND BAGS AND PURSES

in a splendid assortment of favorite shades to match the new Spring costume.



BLACK MOIRE HAND BAGS, in clever shapes, fitted with coin purse and mirror...\$4.50 to \$9.35

BEADED HAND BAGS in rich color combinations...\$35.00

BLACK REAL LEATHER AND PATENT PURSES with stamp on top...\$1.55 to \$1.75

PATENT LEATHER SHOPPING BAGS in good sizes...\$4.75

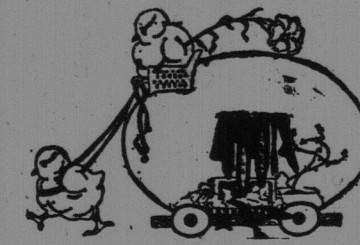
KIDDIES BAGS AND PURSES in assorted colors, silk and patent, 45c, 55c, and \$1.20

BAG TOPS in latest ideas, including tortoise shell, nickel and other metals in hinged, straight and fancy round shapes. 75c. to \$2.35

(Fancy Goods Section, Ground Floor.)

FINE SILK HOSIERY

For Women.



GOTHAM SILK HOSE in black, white and a wide range of colorings...\$2.50 pr.

VENUS SILK HOSIERY in light and dark grey, African brown, Russian calf, Palm Beach, black and white...\$1.75 pr.

FANCY STRIPED SILK HOSIERY, including white, grey and drab with black stripes, grey with white stripes and black with purple stripes...\$2.40 pr.

CHAMPAGNE SILK HOSIERY with black clocks...\$2.90 pr.

HOLEPROOF SILK HOSIERY in all fashionable colors...\$1.65 pr.

(Annex, Ground Floor.)

SMARTLY DESIGNED BLOUSES

For Wearing With the New Spring Costumes.

Many new models have lately arrived, including Georgette in collarless and other new neck styles. Tucked, embroidered and handsomely beaded fronts and novel sleeve styles.

Some pretty Apronette effects are showing. Among the colors being favored for smart lousers for spring are "Yankee Rose," flesh, navy, maize, white and pretty dresden and combination effects...Prices \$6.00 to \$20.00

PLAINER BLOUSES are also showing in Voiles, Jap Silk and Crepe-de-Chine. You will have no difficulty in making a good selection.

(Blouse Section, 2nd Floor.)

IN OUR MEN'S DEPARTMENTS



We are now showing new Spring fashions in Men's and Boys' Top Coats, Suits, Gloves, Neckwear, Hosiery, Shirts and all kinds of favorite makes of Underwear.

Manchester Robertson Allison Limited
KING STREET • GERMAIN STREET • MARKET SQUARE •