

This Suit

is a copy of a French model. It is made from pure wool fine French serge. Coat is lined with poyette silk. Very finely tailored.

\$24.50



We have the finest collection of **Ladies' Suits and Coats** in St. John.

Victorian Styles
Hoop Skirts

Fitted Bodice, Fichu Collars, Mousquetaire, Leg-o-Mutton and Bell Sleeves.

Many Tucks, Ruffles and Shirrings

Standard Fashion Book FOR SUMMER

With each copy you get any Standard Pattern FREE.

20 Cents at the Pattern Counters

F. A. DYKEMAN & CO.
59 Charlotte Street, St. John

Children's Coats
Par excellence of style and satisfactory price.

WALKS & TALKS AROUND THE STORES

To Our Readers
—
An Introduction.

At this time when the whole of the civilized world, Europe and the British Empire in particular, is undergoing such a financial strain, it is naturally a question in everyone's mind as to how and where to economise.

In answering such a query, clothes are given a fair share of thought and the "thrifty chancellor of the family exchequer" sees that extravagance whilst trading with the Queen of Fashion does not destroy her credit as such. She is out to get the full 100 cent value for her dollar.

Therefore it is of the greatest importance that the shrine of Fashion and dress be sought for in the right place, in other words, shopping must be done among the right stores, and a more true, exacting test as to which are, could not be found, than that of advertising.

If a firm has gradually built up its business connection by careful and truthful advertisement appeals and displays, to the money spending public, depend upon it that is the store at which to obey the national call of trade and progress.

We would say right now to our thousands of readers, near and far, that if you wish to "SAVE MONEY BY SPENDING" purchase from the "tested advertising store." You will not only be supporting the Dominion and the Empire, but you will be getting the very highest value money can buy.

Just sit down for a while and carefully read the ads on this page. They are NOT published simply to pull your chance dollar from your pocket, but bear the Hall mark of full value, quality, satisfaction and continued business.

Now that the frosty hand of Father Winter is losing its grip upon us and the warmer winds of Spring are ushering out the piercing blasts of the icefields, the cries for lighter clothing are heard and the wardrobes must be renewed with lighter suits and gowns. The questions therefore arises, "Where will I get them?" "Who gives best value?" "Which store is showing the latest?" These and a hundred other questions will at once be answered by following the advice of our advertisers' appeals on this and other pages, and you will not only obtain full satisfaction but "SAVE MONEY," and maintain your title as the "thrifty chancellor of the family exchequer."

In conclusion we would draw attention to the following short notes dealing with the offers of firms, who have often proved to their customers in the past, that a well advertised article is worth buying, when sold by a trustworthy business house.



NEW STYLES IN SHOES

When our artist visited Waterbury & Rising's establishment with a view to obtaining some idea of the prevailing styles in footwear this season he was amazed at the extent and variety of styles now being shown.

In men's goods there is a growing demand for the recede or flat pointed toe, and among the many lines on view is a dull gun metal calf with grey cloth top, dull trimmings, on a new recede toe with wide shank and flange heels.

The styles in women's goods are much more numerous and less conservative than formerly. So frequently have the styles changed during the past season that the word "staple" has lost its significance. Waterbury & Rising in their advertisement on this page illustrate two of the newest shapes which will give a pretty fair insight into what is being done for the beautification of Milady's feet. No matter how practical the woman of the day may be she realizes, among other things, that to be prettily shod is now as important a detail of her appearance as her new hat or dress.

Any style of shoe answered the purpose of the woman of yesterday, but skirts have gone up with the price of shoes, hence the need of pretty footwear.

Golden Elm Furniture.

An old time wood will once again come into its own, when housewives commence to realize the beauty and distinctness of Golden Elm Furniture. The natural grain of the wood is brought out so handsomely by the glossy finish and Elm for the sleeping rooms blends so perfectly with white enamel beds, that this really inexpensive furniture is certain to be brought rapidly into popular favor. M. R. A. Limited are now featuring this furniture and attention is directed to their advertisement of Golden Elm, also to the window display of these pieces at their Market Square store.

Dull Tones But
Smart Designs
From Paris.

Those who are left among the Parisian designers have naturally shown a very much quieter tone in their productions, than is usually expected at this season. The imported French modes being mostly in dull, peacock blues, deep wine shades, sand, putty, with just a touch of brightness in the form of a girle of deep purple, or a natter blue cravat.

Although New York has in a spirit of good taste followed the Paris edict, there will not be the changes and adaptations necessary to make the models suitable for the needs of the American society and climate as is usually the case. A short description of a few of the latest importations will perhaps show the reason why.

The new suits and dresses are very short, but full, the waists seem to be more fitted and are in direct contrast to the last season's corage in silhouette, which left on in doubt as to the actual anatomical design of a woman.

One of the smartest little dresses seen during a stroll among the "living model" promenades of New York was a charming striped taffeta model with the collar and cuffs of lace and tucker of tulle. An Empire waist and a short flaring skirt added materially to the general effect of neatness and Spring-like character.

Another chic creation was a faille silk suit with a rolled collar of peacock blue and three braided frogs to match. The skirt was the fashionable width, and very short.

Blouses are particularly charming, if space permitted some really catching waists could be described, but one will have to suffice.

It was a smart looking china silk model with quite a new thing in collars, the vest and collar being in one, and a row of small buttons extended from the waist up to the upright collar. The back extended over the shoulder, like a yoke, and gave the blouse quite a distinction of its own.

The new and becoming fichus have come to stay, the revival of the popularity of the styles of our grandmother having made them very fashionable.

A quiet walk round among our advertisers' stores will give you a great insight into the newest and latest fashions, and also fully endorse the foregoing brief remarks.

Ladies Get Your Suit At Wilcox's



There's no better place in town. We have the stock, style, fit and finish to every suit we sell and our prices are the lowest.

Our Suits

At \$12.00, \$15.00 and \$17.00

Are hard to equal at the price, and if we cannot fit you with a ready-made we will make you one to order at the same price.

Our Suits

At \$20.00 and \$24.00

Are all man-tailored and made to fit as well as wear. We also have a few of last season's Suits that sold at \$12.00 to \$15.00. To clear at \$4.98.

See Our \$1.00 Window

For Saturday and Monday.

House Dresses worth \$1.50 for \$1.00.

White Veil Shirtwaist, worth \$1.50, for \$1.00.

Girls' Dresses, to fit from 5 to 14 years, worth \$1.50, for \$1.00

It will pay you to cross the street and see what values you can get for your money.

Charlotte St.
WILCOX
Cor. Union

Style and Individuality the Keynote of the Garments Shown at Daniel's



Such a range of them too, that there is sure to be something suitable to any occasion and at a moderate price.

The smart and exclusive street costumes of silk poplin, faille or moire in the new color tones, as sand, putty or olive, as well as black, King's blue, etc.

The stylish tailored suits of fine gabardine, or serge, some showing new ideas of braiding, others in attractive semi-tailored designs.

Handsome afternoon gowns of crepe de chene, silk poplin, taffetta or fine mes-

saline in the newest full skirt effects, many of them made with transparent chiffon sleeves, colors rose, gold, Copen, ostrich, etc.

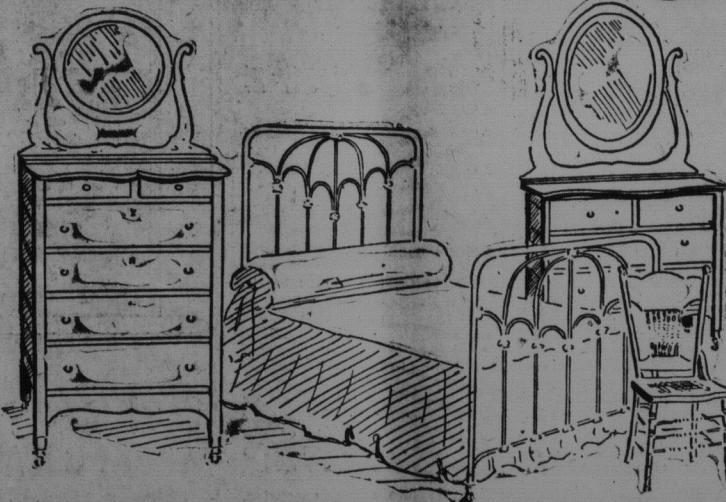
Very dainty new blouses of crepe de chene with high, low or convertible collar in white, cream, maize and flesh, charming and pretty. Smart silk blouses and crepe de chenes also, in darker shades, plain tailored or fancy designs.

THE ILLUSTRATION.

The illustration above is an exact sketch of our "Russian Military" dress, very fine gabardine.

Daniel's
Head of King St.

A Popular Old Time Wood Again Presented in Graceful New Bedroom Designs



Glossy Golden Elm Furniture

This delightful finish on the genuine natural wood showing the very handsome grain of the Elm, is destined to become extremely popular with all who desire in furniture, beauty combined with economy.

The cost is but a trifle more than the ordinary imitation or surface oak finish, and the appearance is so superior that in most instances, when price must be considered, Golden Elm would be as acceptable as similar designs in genuine Oak.

Dressers from \$14.50 to \$20.00
Chiffoniers \$16.00 and \$16.50

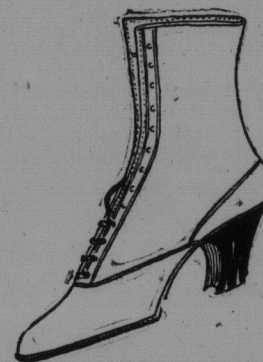
GOLDEN ELM HARMONIZES PERFECTLY WITH WHITE ENAMEL BEDS. SEE THIS EFFECT DEMONSTRATED IN OUR WINDOW DISPLAY.

FURNITURE DEPARTMENT—MARKET SQUARE.

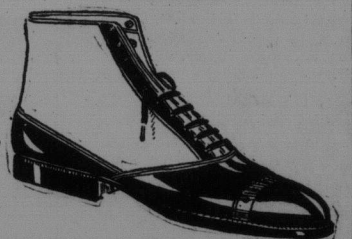
Manchester Robertson Allison, Limited

NEW BRUNSWICK'S GREATEST SHOE HOUSE.

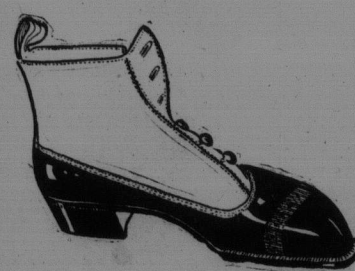
Latest Creations in Fashion's Favorite Footwear



Whatever is new and distinctive in footwear is to be found at our stores. The makers of our shoes are originators of style. They study the world's fashions and blend them into Boots, Oxfords, Pumps, Colonials



and Slippers that are received with eagerness by the people of St. John. The new styles now showing are chosen to meet the requirements



of our customers. Low in price, they possess all the style points of high grade, fashionable shoes, with the added advantage of being long wearers

Waterbury & Rising, Limited

Three Stores
King, Union and Main Sts.