

SPRING STYLES

New Shoes!
New Styles!
New Prices!

To Start The Spring Season Today!

With stocks completely new, as if we were just starting in business, we start today the new spring shoe season.

To keep our words within the limits of a plain statement, we say that never in the history of our stores were we ready with so many wonderful new fashions.

New Spring Shoes for Women, Men, Boys and Girls—all ready for your inspection.

"HEADQUARTERS FOR RELIABLE FOOTWEAR"

Waterbury & Rising Limited

61 KING ST. 212 UNION ST. 677 MAIN ST.

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

Shakespeare Says Stones Speak

You remember how he said: "Sermons in stones—made in the running brook."

The stones he had in mind, however, were the everyday stones of the field and wayside.

If true of them, how much more so of the precious stones, diamonds—the instance—mounted forth from the bowels of the earth during those terrible convulsions of nature in ages past, until perfected, they tell their story of love and lighted truth.

"Birks" Diamonds, by their freedom from flaws, color, brilliancy, hardness, symmetrical shape, speak, and speak loudly, of purity, transparency, "unsulliedness," determination, and that perfection which we all covet.

To the observant eye and the responsive soul nature is speaking constantly.

"Birks" Diamonds know no change—fitting symbols of love that are true and abiding.

For one Diamond of the "Birks" quality, there are 1,000 of inferior quality today in the world.

QUALITY, not quantity, is the great desideratum in buying a diamond.

Through direct buying from the European cutters, we can offer you values otherwise impossible, whilst our styles speak for themselves, whether in "Rings," "Brooches," "Earrings," "Bar Pins," "Bracelets" or "Festivals."

Why not write to us to-day for particulars?

Birks Goldsmiths
MONTREAL

MOIR'S Chocolates

The guest will know that you appreciate her call when she sees the box of Moir's Chocolates. The name "Moir's" is known to stand for the highest achievement in chocolate coatings and distinctive fillings.

Moir's Limited, Halifax

W. J. Wetmore, 91 Prince William Street, St. John
New Brunswick Representative.
Canadian Food Control License Nos. 5-776, 11-087.

RECENT DEATHS

Miss Jennie M. Emery.
The death of Jennie M. Emery, second daughter of the late Oliver and Jane Emery, of this city, occurred on Saturday evening at the residence of her sister, Mrs. Ida M. Finley, 265 Charlotte street, after one week's illness. Miss Emery was widely known in the city, was a life member of Stone church and was most highly regarded by a large circle of friends to whom the news of her death will be a source of deep sorrow and regret. She leaves to mourn their loss three brothers, LeBaron and Edward J., of Somerville (Mass.), and George, of Cambridge (Mass.), and two sisters, Mrs. Ida M. Finley and Mrs. John L. Finley, both of this city. To her relatives is extended sincere sympathy in their bereavement.

William Barnaby Robertson.
The death occurred Saturday of William Barnaby Robertson, one of the best known and most highly respected residents of St. John, after an illness of six weeks. Mr. Robertson was a son of the late T. Nesbitt Robertson, of this city, and had lived here most of his life. At the time of his death he was connected with the customs service. He was fifty-five years of age. He was very prominent in Masonic circles, having been for years a member of Union Lodge of Portland. He held high rank in the order and had filled various offices. He was an honored member of St. Andrew's Society and was a member of Knox church.

Henry Graham.
Death came very suddenly on Saturday afternoon to Henry Graham, a highly respected citizen of the city, and for

Not A Blemish
masks the perfect appearance of her complexion. Permanent and temporary skin troubles are effectively concealed. Reduces unnatural color and corrects greasy skins. Highly antiseptic, used with beneficial results as a curative agent for 70 years.

Gouraud's Oriental Cream
Solely by **F. J. HOPKINS & SON, Montreal**

New Spring Blouses just received, come and see them. They are all displayed within easy reach so that you may examine their quality and finish.

D'Alaird's Blouses
16 STORES IN CANADA
10 King Square.

Stores Open 9 a.m.—Close 6 p.m. Daily

Big Bargains in Men's and Boys' Sweaters

IN MEN'S FURNISHINGS SECTION—GROUND FLOOR

Balance of old purchases are being offered at less than manufacturers' prices today. These garments will be found particularly useful in this season of changing from heavy to lighter weight clothing.

Men's Coat Sweaters
With military or shawl collar, knitted in popular medium and heavy stitches. The colors are: Grey, slate, tan brown, khaki, maroon and navy. Sizes 36 to 42 inches.
\$2.50 to \$4.00

Boys' Coat Sweaters
With high convertible collars. These are in medium and heavy ribbed stitches, in grey, slate, brown, khaki, maroon and navy. Sizes 26 to 34 inches.
\$1.50 to \$4.00

Special Sale of Ribbons
This sale affords a splendid opportunity to get pretty Ribbons for hair bows, millinery or the new hand bags at very special prices. Every little girl will want a new Hair Bow for Easter. **Moire, Dresden and Fancy Striped All Silk Ribbons**, in many colors, 6 inches wide. On Sale, 50c. yard. **Taffeta and Satin Ribbons**, in all shades, 5 inches wide. On Sale, 35c. yard. **Beautiful Heavy Ribbons** in dark, rich brocade, tapestry and brighter floral patterns; very suitable for the new hand bags, 6 to 10 inches wide. **\$1.50 to \$4.00 yard**

Auto, Tourist or "Cire" Ribbon in lacquered, waterproof finish; just the thing for trimming Outing Hats, 1 to 6 inches wide, in black only. 35c. to \$1.50 yard

Boys' Suits and Top Coats
Parents will appreciate these serviceable, manly garments that commend themselves by their careful tailoring and smart styles. They are made to stand the wear and tear of growing boys and are in a good variety of pleasing patterns and colorings. **Boys' Two-piece Suits** in 8 to 12 year sizes, **\$8.00 to \$21.75**. **Boys' Three-piece Suits**, 12 to 18 year sizes, **\$9.00 to \$25.00**. **Boys' Fancy Suits**, including the popular Junior Norfolk and Sailor styles, 2 1-2 to 9 year sizes, **\$6.25 to \$11.25**. **Boys' Spring Top Coats** in plain navy, fawn and a good variety of fancy mixed patterns in belter, waist-line and slip-on styles, 2 1-2 to 9 year sizes, **\$6.25 to \$11.25**.

MAN'S CLOTHING SECTION—GROUND FLOOR

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

A New Department

Girls' lovely Silk, Poplin and Serge Dresses, really as stylishly made as heretofore only found in ladies' sizes. Never such a showing before of pretty garments for the girl of 8 to 16 years. Mothers will recognize at once the benefit of such a department, for they know how hard it has been to get pretty things for growing daughters.

Exceptionally smart are these new dresses of Taffeta. One lovely little dress is of Saxe Taffeta, made with apron front, hand-embroidered in sand silk, round neck, cowl collar, fancy set-on pockets and wide girde sash with tie at back. Also navy and saxe taffeta trimmed large plaids and buttons. **\$14.95 to \$17.25**

Nothing better than a Pongee Silk—"it washes perfect"—for all round wear, and these new dresses are most attractive. Made on entirely different lines. Dear little set-in fronts with sherring and hand-stitching round neck, fancy collar, cuffs, and pockets trimmed hand-stitching as well; also button trimmings. Sizes 10 to 14 years. **\$10.75 to \$11.25**

Smart coat, vestee and bib, dresses of beautiful silk poplins. One dear little style has a round neck, wide belt with girde tie, dainty collar and cuffs of Georgette, filet lace edged; also fancy button trimmings. Lovely shades of sand, rose, saxe, blue. Also saxe and rose trimmed sand collar and cuffs. Sizes 8 to 16 years. **\$10.75 to \$13.75**

Botany Serge in vestee, coat and blouse effects, trimmed silk poplins, or fancy plaids. Colors: Saxe, tan, brown, navy. Sizes 8 to 16 years. **\$11.25 to \$15.75**

GIRLS' APPAREL SHOP—THIRD FLOOR

Daniel HEAD OF KING STREET
LONDON HOUSE

BRITISH CROWN
Assurance Corporation Limited of London, England
SECURITY EXCEEDS SIXTY MILLION DOLLARS
C. E. L. JARVIS & SON,
GENERAL AGENTS FOR MARITIME PROVINCES

James F. Shevlin.
The death of James F. Shevlin occurred in New York on March 5. He was a former resident of St. John, as was his wife, who was formerly Mrs. William Brannell of Germain street. Besides his wife, he leaves one son, Thomas J. Shevlin, and one daughter, Mrs. Anna O'Reilly. The funeral took place on March 8 at 9:30 a. m. from his late residence, 454 East 142nd street, New York city.

Mrs. Ellen Stratton.
The death of Mrs. Ellen Stratton, widow of John Stratton, occurred on March 6 in New York. The funeral took place on March 8 from the residence of her sister, Mrs. Margaret Brannell Shevlin, 454 East 142nd street. Mrs. Stratton was formerly Miss Lyons, of this city, and daughter of the late Mrs. Annie Lyons of St. John. Besides Mrs. Shevlin, she leaves one other sister, Mrs. George A. Freeze, of Edmonton, Alberta.

The death of Mrs. Ada Tabor took place at her residence in Fredericton on Sunday in the eighty-first year of her age, after a lingering illness. She leaves two daughters and six sons.

The death of John W. Bateman took place at his residence in East Bathurst on March 21. Besides his wife, he leaves three sons, including Fred, who has been serving in France, and three daughters.

The death of Mrs. John Gordon occurred in Newcastle hospital on March 20 at the early age of eighteen years. Besides her husband she leaves an infant daughter.

N. Y. Playwright Dead.
New York, March 24—Henry Martin Blossom, author and playwright, died here last night of pneumonia. He was fifty-two years old.