



Spring is in the Air!

We are looking for the greatest Easter ever, and in anticipation we invite inspection of an unusual display of smart modes.

Hats - Hats - Hats

The Spear Millinery Co.

106 King Street 177 Union Street

It Pays To Shop in Union St.

(By Dorothy Durant.)

What would spring mean without the one most important spring bone? Those who have not shopped early had best make immediate plans for a jaunt or two through the shops, before the final selection is made. For it will need great discrimination to make a choice from the fascinating array of riotous colors.

Of course, one always says, "I want only a bit of a toque, or something large and floppy—just awfully striking and unusual."

But whoever stops to think, when saying this, how much more time is spent in dressing one's head than in choosing a becoming frock or selecting shoes. Hats seem to be something what human, do they not? The average woman starts in her search determined to find among the shops that one dashing little hat—that seems somehow a part of her. However, her task will be far easier this season, for there are innumerable artistically made hats, unusually becoming, having just that touch of something which makes them altogether individual and desirable.

Perhaps the most striking note of the season is shown in the mysterious influence of the East. It seems that all the charm and mystery of Egypt has been embodied in the millinery, and this is evidenced by a drooping at the sides of small hats. This droop is accentuated by an ornament, a flower, a feather, placed so that it hangs downward a bit and gives the effect of an ornament, such as is worn in the Egyptian headdress. This new type of hat is worn decidedly low on the forehead and far down over the ears, showing very little of the hair, this making an attractive frame for the face. Such a hat is enticing in its simplicity.

Apparently all sorts of things are used for trimmings these days. For instance, a little imported model called the "Sphinx" is trimmed with three wee celluloid mummies of the smartest blue. Then what could be more unique than a Spanish comb as a head ornament? The shape on which it is used is quite small and soft in its Spanish effect, made of henna color draped maline, with a tiny roll brim, the underside of which has an inch flange of imitation tortoise. "I want a dainty dinner dress, not too extreme. One that I might even wear in the afternoon at a winter resort or at home," Mrs. Graham said the other day.

"So many gloves are short-sleeved now and necks may be low for formal

afternoon wear; that is low in front in a square or 'V' explained Madame. "It is not difficult to meet your request, Mrs. Graham, with a charming chiffon dress in exquisite coloring."

Turning to me, she said: "Please show Mrs. Graham the hyacinth chiffon dress trimmed with dyed lace and turquoise ribbon."

"This is a dainty frock with the coloring of a Dresden Shepherdess on a Watteau sketch," Madame said to Mrs. Graham, as I left the room.

Mrs. Graham is petite and very youthful. She has blonde hair and blue eyes and I know this gown would be perfectly entrancing on her. I adjusted the giraffe that is made of three shades of satin, violet in the center, front—just grown running around one's neck—shell spangles made into a band.

Many of the shapes are again inclined to the of face effects, large floppy models, but mostly the draped turbans, which are made up in the metal cloths, sometimes feather embroidered with motifs or Chinese designs, and placed at the side, hanging a little over the edge of the toque, is a bit of a cockade of waxed cloth, finished off by an end with the border cut in fringe.

What is in the air about this time of year that brings forth visions of summer and with those, other visions of gayly colored sports hat to set off the effect? This season there is much done with the brilliant shades of blue, especially in the bright orange, drawn up on each side of the brim of the hat in a little rosette, and the

treated in all-over embroideries of done held by gold threads or worked in the metallic thread. And for contrast, some charming models of moultion braid or angora in the softest of pastel shades are extensively shown. The soft felts are also lovely, shown in the exquisite lighter shades, pale mauve, turquoise, lemon and old rose. They are very fascinating in their trimming of brightly colored straw, the straw facing the brim, with black being used in contrast on many of the colored felts, or delicate novelties of cellophane made in ears of corn, aguilines, tiny roses or other flowers.

Another unusual trimming for these models is raffia in the smartest sort of embroideries, especially the long stick effects of raffia, which has not lost its prestige. Always connected with these are the new French veils—for what wonders can be done with an attractive pin stuck at just the right angle and a wonderful chic veil.

The navy blue and tete de negro are perhaps the most favored shades and the chin length embroidered and dotted veils continue to take precedence over the somewhat heavier floating lace effect. In the face veils the note of the season is chenille, not in the geometrically arranged dot only, but also in dots in scroll designs and irregular patterns. Other veils combine two colors in embroidery, such as white stitching on black, and all patterns are all-over in effect. An enticing French veil is quite long and shallow, describing a partial semi-circle, which is deeper at the centre, going into points at the ends. This is worn so that it falls just below the mouth, with the ends drawn up on each side of the brim of the hat in a little rosette, and the

ends left hanging. This way of wearing a veil is interesting because the veil does not cover the back part of the brim or crown and merely acts as a drape for the face.

COATS ARE LONG OR SHORT THIS SPRING

It is a matter of choice this year whether or not a coat is long. The materials popular during the winter, duvetyne, peachbloom and similar weaves, are equally good for spring coats, sans lining or with a new silk lining which is very suitable for the purpose.

But not all the new coats are long. Any number of three-quarter models are no more than suit length. These very short coats are in box effects with flaring sleeves and usually have prettily colored linings, which serve also to face revers and collars. Long or short, all coats are of comfortable width, and retain a straight-line appearance.

FASHION NOTES.

Taffeta and Gingham.

Now, maybe it doesn't appeal to you at first, but you'll like it and maybe you'll be wearing it before the season is out. Taffeta silk with gingham is the new combination. There are charming frocks made of taffeta with underblouses of the gingham. Gingham is also used with crepe de chant to good advantage, though undoubtedly the taffeta and gingham combination will be better liked.

New Ribbon Loops on Spring Frocks.

Many new frocks are being trimmed with loops of grosgrain ribbon. The loops are usually made of inch-wide ribbon or slightly narrower,

about three inches long, making a finished loop of an inch and a half in length. Occasionally a tulle is finished with a row of such loops stitched against the turned-under edge of the material.

Found Relief When Doctors Had Failed

MANITOBA WOMAN PRAISES DODD'S KIDNEY PILLS.

Mrs. Murmlyo Says to All Who Suffer From Bladder Trouble: "Try a Box of Dodd's Kidney Pills."

Brokenhead, Man., March 26—(Special.)—Strong in her praises of Dodd's Kidney Pills is Mrs. Mary Murmlyo, a well known and esteemed resident of this place. And Mrs. Murmlyo gives her reasons.

"Two years ago I suffered from bladder trouble," she says. "I tried all kinds of medicines and two doctors in Winnipeg. All the doctors and medicines failed to help me."

"I turned to Dodd's Kidney Pills and used eight boxes of them and found them satisfactory. I give every praise to Dodd's Kidney Pills, and to any person suffering from bladder trouble I say, 'Try a box of Dodd's Kidney Pills.'"

Dodd's Kidney Pills act directly on the kidneys. By putting them in condition to do their full work they relieve bladder troubles and send pure blood and good health coursing to all parts of the body.

Ask your neighbors if Dodd's Kidney Pills do not relieve kidney ills and those diseases that spring from sick kidneys.



Spring --- and incidentally Easter Time

Isn't it a wonderful word? Why months and months ago we looked ahead to your interest in those dainty and essential items which so many years' experience has taught us careful womenfolk delight in—and here they are. That is we're telling you of them. But this does not give you the tiniest idea how happy you will be when you actually see them.

Yes, Tailored Coats For Street and Easter Sunday

morning are here. Coats like the illustration, so smart, daintily, youthful.

Some English garments. Some from New York.



Priced fairly \$35.00 and up to \$95.00.



HATS MADE BY KNOX
in New York of course. Trimmed—Tailored Hats favored over eighty years.



"BETTY WALES"
The delightful dressmaker is truly represented here this Spring. Do see these pretty frocks. You will be repaid. That wish can be satisfied here.

\$30.00, \$50.00, \$65.00 and to \$125.00

MARK CROSS GLOVES

from London of course. We cannot keep the selection complete—though we do try.

\$3.50 to \$8.00



All these beautiful, therefore desirable bits of feminine attire are displayed at

MAGEE'S Specialty Shop
in St. John

FINE SILK UMBRELLAS

in the daintiest colors. Have you seen the new plum shade? \$6.00 to \$21.00



There's a Certain Romance About Furniture

A feminine novelist of note once said "Everything is a story—every thing in this world."

Using this word "story" in the sense of true romance many pleasant stories grow out of experiences in a Furniture Store like ours.

Here now homes are being furnished in a more pictorial way than the blushing bride has ever dared to dream. And here also are old homes having unfilled desires realized.

By pursuing a modern merchandising policy and expending more than ordinary caution in the selections of furniture we are enabled to give to our patrons better furniture than could be otherwise possible under a more lax system.

Just at present our floors contain a most happy and diversified array of timely furniture and a cordial invitation to visit is extended to all—both present homekeepers and prospective.

Absolutely no obligation entailed—naturally.

Why Not Let A Vacuum Cleaner Do Your Spring House Cleaning?

By the way here Spring is once again upon us and the womenfolk know at once what that means. Why not be modern and let the "harnessed lightning" do your housecleaning for you? You will find in this store a wide variety of Electric Vacuum Cleaners, and at an equally wide price range.

A. Ernest Everett

THE HOUSE FURNISHER

91 Charlotte Street — — — St. John

Spring

Everyone is agitated about shoes. The question is whether millinery is to wear the new starchy toed French shoe or to hold fast to her slender aristocratic American last. The French last is a subtle modification in generally proving a formidable rival of the long narrow shoe. No longer can it be said narrow of the American woman that "By her shoes you shall know her." The woman always seeking something new and different in dress is fascinated with this small, starchy toed, persistent and likeable foreigner, but the one with staid conservative tastes will hold steadfast to her long vamp pointed toe temperance.

For those American feet to which the strictly French last is unbecoming, are adaptations that gracefully concede a point for slender lines. Such are a charming pair of beige suede slippers with the most delightful sort of open work, placed so as to call attention to an aristocratic instep, and another pair of daff leather oxfords with the high heel millaire. Besides there are an interesting pair of satin or suede pumps with long pointed toes and a decidedly feminine tie across the instep.

The Oxford for walking and sports wear has assumed a more sensible air and is not so long and pointed as heretofore. Its lines are more rounding at the toe, conforming more to the natural lines of the foot. For summer there are shown many attractive models in white kid, buckskin and canvas. Many of them have that coming variation, the opera or baby French heel, making the summer pump or oxford unusually smart.

Some of these independent affairs are quite regardless of any distinction between afternoon and evening. For instance, a black satin and brocade slipper, adorned with a bow ragged widely in color and even appears in gold and silver. The most gorgeously studded rhinestone and steel cut buckles festively decorate many of the evening slippers. With such brilliant lights with all the assurance which belongs only to something very new.

Stockings have proved to be another disturbing feature of late. There was a time when one caught only a glimpse, and a very unsatisfying one at that, of a conservative foot in company with conservatively match stockings. But now one has not far to look for a generous expanse of transparent stocking. Typically French are color-



Modes

Easter

Oxfords and ladies will We have shades. In Men's S are more

Come in

GRAY'S