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Here Are Big Diamond Values

If you are considering the purchase of a Diamond, you can
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The stock of Rings is especially attractive, including Solitaires, Combinations and Clusters in the very latest styles of gold and platinum mountings. $\$ 25$ T0 \$700
Many beautiful pieces are shown in Bar Pins, Brooches, Pendants and Scarf Pins.
Sharpe's has long been noted for the fine quality of their Diamonds. These money-saving prices are wonderful
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The Stores of Service and Quality

## Pretty Blouses

For Springtime


In our stock of Blouses you will enjoy the privilege of seeing the very 1 atest in vogue and the be
quality procurable at the moderate prices asked.

GEORGETTE BLOUSES in all the newest styles and latest effects. Many are shown in Round or V. collar in many shades such as Navy, Sand, Maize, Taupe, Biege, Peach, Copen, Pidgeon, Flesh and
White. Prices range from $\$ 7.00$ to $\$ 24.00 \ldots$...

Also a large range of Blouses in Crepe-de-Chine and Voile at moderate prices,
A wonderful money saver in CREPE-DECHINE BLOUSES that have just arrived and which we will
sell at the very special price of $\$ 4.75$ each to make a DOES YOUR PRINTER?
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AT THE ROYAL PHARMACY, 47 King Street

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| Spring delivery. Wry Write for Prices. |
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| Cream of the West, High Grade Manitoba |
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THE STANDARD, ST. JOHN, N. B., SATURDAY, FEBRUARY 14,1920





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## OAK

 WOMENS SHOP-3RD FLOOR New Serge Dresses for Spring 1920

Beautifully tailored and handsomely trimmed Dresses of Serge, for
One beautiful dress is of African Brown Trico Serge, the waistline is formed by a long narrow belt that can be fastened in many fascinat ing ways, the back is draped by a tunic forming at the waist, while the seevest in front and the back is finished with a neat fitting collar. The effect in front and the back is finished with a neat fitting collar.

Another foremost dress is developed from all wool navy serge, the bodice is designed in such a way as to give a blouse effect front and back,
a narrow patent leather belt and distended pockets give.this frock a very a narrow patent leather beit and distended pockets the skirt, bodice, cuffs
chic appearance, several rows of silk braid adorn the sin and neck.

An extremely stunning and practical frock designed for gracefulness is this Navy Serge with front panel falling loosely over the skirt in an apron tunic effect, and a straight line back, the sleeves are perfectly
plain, while rows of pin tucks and silk arrow heads give a charming plain,
finish.

Still another fascinating Spring frock is made from dark brown, and also navy all-wool serge, with long full tunic and touched up with
countless rows of silk braid and buttons down the sides, the pockets are countless rows of silk braid and buttons down the sides, the pockets are
quite fancy, while the neck is of the round collarless type, and the waistline is defined by a braided girdle of silken cord which ends in long tassels and holding the fullness makes a very charming finish, the sleeve are plain and embellished with rows of silk braid.

These are only a few of many new 1920 Spring frocks that are arriving daily and must be seen
scription is wholly inadequate.

All Economically Priced Too 1
$\$ 29$ to $\$ 60$

The New Suit Blouse Suits Many Ocassions


The time has passed when if the coat is on, the Blouse can be forgotten.

The new costume blouse serves several purposes instead of one. A well dressed woman wants to feel that she can dispense with the suit coat and appear Dinner.

For instance, worn with Blouse of Georgette Crepe exquisitely embroidered or beaded makes a charming costume for afternoon and even for informal dinner wear.
As to the neck line: the coilarless neck, the bib or roll collar and for the woman who finds the high neck more becoming a choker collar is a new guise.

Come see them. The prices are most reasonable, WOMENS "APPAREL SHOP"-2nd Floor.
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THE STANDARD'S SPORTING SECTION


Amateur
Photographers
Send in Your Snaps and Win \$25.00
Thousands of pictures were made about the city and suburbs on Sunday. For these, The Standard will pay $\$ 25.00$, a prize of $\$ 15.00$ for the one selected by the judges as the best piece of work, and $\$ 10.00$ for the snap winning second place.

Each competitor may submit two prints. Put no marks on them, but send a note along with them giving the name and address of the sender.

All entries must be received by noon on Saturday of this week. Prizes will be awarded and names of winners announced on Monday morning.

The winning pictures will be reproduced on the Imperial screen.
JUDGES: W. H. Golding, Manager of Imperial Theatre. Rev.D.H.Loweth, Pres. St. John Camera Club. Professional photographers barred.

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partment Will Lighten Lo partment Win Lighten of Men and Women "With out a Country."







## Low Cost Goes With The High Quality In Our

 Tailored-To Measure GarmentsT OTS of men boost the high cost of living by paying any old price for their clothes. They think it sportsman-like to spend freely. They pay exorbitant prices without a murmur. No wonder the profiter "gets by"
Don't buy price -buy value. Don't be afraid to say the price is too high for the quality. Don't let any clerk make you pay the price against your better judgment. Exorbitant prices are the rule because you have made them so-but there are still clothing merchants who won't gouge you.
We believe it good business to give you your full money's worth. We know the people are not going to stand this constant boosting forever. They are going to end high prices by saying frankly-


No, I will not buy-and when the demand falls off, prices will come down. There are no two ways about it.
Start the ball rolling-don't pay $\$ 55$ or $\$ 85$ for the Suit or Overcoat we will tailor to your measure $50 \%$ to $75 \%$ less than these prices.
Suits and Overcoats Tailored-To-Your-Measure

$W \mathbb{E} \frac{\text { don't }}{\text { to }}$ profiteer. Here your clothes come Wo you direct from our sanitary sunlit tailor shops. We enable you to beat the High-Cost of Living and at the same time you are wearing $\frac{\text { garments that }}{\text { fectly. Every }} \frac{\text { have }}{\text { English } \& \frac{\text { been }}{} \frac{\text { tailored }}{} \text { scotch } \frac{\text { fit }}{\text { Woollen }} \frac{\text { you }}{\text { po. }} \text { Cor }}$ garment is Standard in Quality at a known Standardized Price-Critical inspection is given every operation in the making of E. \& S. Woollen Co.
clothes-from the examining of clothes-from the examining of the Fabrics to the finished garment-all this is done to maintain our standard of quality. Our Tailored-to-Measure Clothes are stylish, well tailored, fit perfectly Give us the pleasure
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