

At Your Service Madam *with hints, fashions and shoppy gossip!*

THE UNANIMOUS CHOICE OF PARTICULAR PEOPLE

GURD'S DOUBLE-DRY GINGER ALE

CHAS. GURD COMPANY (MARITIME) LIMITED

Enhance Your Own Individual Attractiveness by Using Only the Famous 'CHARLES OF THE RITZ' BLENDED FACE POWDER

Prepared by Prescription to suit your skin and complexion \$1.00 \$2.00 \$3.00

WASSONS BU-T-BAR 9 Sydney Street

ALL THE NEW SPRING STYLES AT WIEZEL'S

WIEZEL BROS., LTD. Charlotte St., corner of Union

ATLANTA S. SOLLOW'S REGISTERED FOOT SPECIALIST (Graduate Nurse) Dykeman Bldg., 57 Charlotte St. Telephone 3-2777 (ELEVATOR SERVICE)

REFRESHINGLY NEW! WHEAT SODAS AT YOUR GROCER'S GEO. WESTON LTD. SAINT JOHN



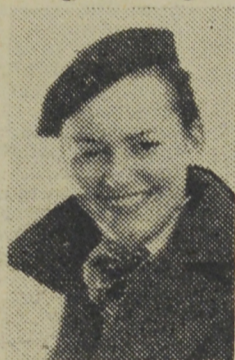
\$7.45

OCCASIONAL CHAIR in the lovely walnut finish. Spring-filled seat and back upholstered in tapestry of soft golden shades. Exactly as illustrated. Choice of a wide variety of coverings.

Rocker to match.....\$7.95 MARCUS 11-15 KING STREET

By M. PRISCILLA HAZEN

SOME of the women passengers are having tea aboard the good ship, Union, which is carrying them from their abandoned home to an unknown northern land, where although nothing awaits them but wild desolate shores they will be able to serve the king, whose sovereignty means more to them than comfort or wealth. Their mob caps are bent over an atlas of the world. Mistress Prudence is speaking with gentle intensity, "Some intuition influenced me to urge papa to take berths on this ship. I know it will find safe harborage for us and for our children."



"WE SEEM to be in one of the few safe corners of the world this week," said the great-great-grandniece of Mistress Prudence, glancing up from the current issue of "The Broadcaster." "Auntie Prue chose the safest spot possible to establish her family, for with floods, famine, murder trials and war terror raging about it, this Loyalist city remains undisturbed except for a civic election." She smiled up at the portrait of the lady in the embroidered apron above the mantel. "And I'm less disturbed by elections than I am by hats. So I'm off on an adventure to discover the most becoming hat, the most fetching hat, the hat too unprudish for a good Loyalist housewife to dream about."

And young Prue found her hat at the "Manequin" in Charlotte Street. It is a shallow, tip-tilted, navy blue straw with bright flowers clustered on the front edge of the narrow brim, and is similar to a hat that her great-great-grand-aunt had worn at a Government House garden party a century and a half ago, when it caused a sensation among the Macaroni of the time. And Prue tried on a loose navy blue coat with one of those new fish tail backs, which swish more gracefully than a mermaid's tail, and she "just couldn't resist it." The "Manequin" will make you irresistible, too, if you are looking for a new spring outfit, for novelty jewellery, for lingerie.

THE Ghost of Aunt Prudence could perhaps approve of this year's hats complacently but it (perhaps it would be more polite to say "she") certainly could not be complacent if by chance it (or she) could see this year's new Frigidaire at the Refrigeration Sales Company, on King Street. For this new Frigidaire with its lower operation cost, safer food protection, faster freezing and five-year protection plan is even a breath-taking sight for our modern housewives! You can prepare more tempting, healthier and better menus by means of the Frigidaire than you can with its soul-mate, the kitchen stove.

SINCE we are on the Luxuries De Luxe, and since we expect more from them than an atmosphere of perfumed furs and corsages of orchids, now is the time to mention that combination of lightness and strength, security and speed, utility and beauty, the 1936 McLaughlin-Buick. It has everything—tip-toe brakes, better vision, safety glass throughout, No-Draft ventilation, inbuilt luggage trunks, shockless steering

Climo Studios "PHOTOGRAPHS OF DISTINCTION"

85 Germain St. Phone 3-3855

THE PERFECT MANICURE

For perfectly lovely hands given with our automatic electric equipment that insures a beautiful and lasting effect.

BLUE ORCHID BEAUTY SALON

120 Charlotte St. Phone 3-6026

Pacquins HAND CREAM 15c size FREE

with each purchase of the 50c size. 65c value. 47c BOTH for

ROSS-DRUG-UNITED HEAD AND FOOT OF KING STREET

DRESS HIM UP FOR EASTER

in our Smart, Durable, Good Looking, Low-Priced Clothes for the Boys and Youths.

CLINT REGAN'S

(EXCLUSIVE)

BOYS' SHOP

19 Sydney Street

YOUR "DIAMOND"

can be selected from our fine array.

CONVENIENT TERMS

KEMP'S

CREDIT JEWELLERS

97 Prince William Street

THORNE'S Bargains in Every Department

Celebrate our 69th Anniversary with us.

W. H. THORNE & CO., LIMITED

PARIS SENDS NEW SYSTEM THE SIX LATEST COLORS FOR SPRING AND SUMMER.

These are now available in the Dyeing Department.

NEW SYSTEM Launderers : Cleaners : Dyers

control, Fisher body and Fisher Turret Top. Inside, it is roomy and comfortable, all the built-in accessories are made by General Motors, so you can have them exactly as you like. If you are hesitating about the make of your new car, do not hesitate to see the New Buick at Creighton and Smith's. And if you are one of "these women drivers," who, despite facetious mankind, know a good thing when they see it, you will not hesitate about your choice of Buick—"no arguing, John dear." But John will agree with you this time—not because he dislikes argument but because he, too, likes the Buick. Ask him.

YOU SAY that you don't believe you can consider a limousine this spring, for the simple reason that keeps so many of us from having a New Buick at the door. All right, we always have to make the most of it. And one way of doing this is by Bus Travel.

The Fundy Motor Lines enable you to eliminate the dirt and noise of a train journey. There is no hectic rush at the station, for the bus takes you directly to your hotel, and stops every hour and a half so you can get an inexpensive lunch. The season will soon open when the Fundy Motor Lines will run three coaches a day to Boston. Plan your trip now. You see more and save more by Bus. The scenery along the southern New Brunswick coast is a lovely panorama of little fishing hamlets, stretches of sea and shore on one side; lakes and forest on the other. Lying back in the reclining chairs, you can enjoy the comfort of travel to the full with the spirit of camaraderie, the holiday spirit, which always makes a bus journey a success. You'll enjoy your trip as much as Clark Gable enjoyed his when "It Happened One Night," even if you don't fall in love with a temperamental heiress — no fooling.

No fooling—and the First of April so close at hand! The day of all days to the suspicious of your fellow humans. You taste the sugar before you sprinkle it on your porridge—just as you suspected—table salt. You suspect people of laughing at you on the street, when you arrive home, likely as not, you find a large sign "I am a fool" pinned to your back. By the end of the day you begin to suspect that perhaps, after all, you are a little foolish!

YOU CAN fool all the people some of the time, and some of the people all of the time... but Slipp and Flewelling will fool nobody at any time with their superior brand of cured hams, sausage meats, frankfurters, for it is a wise shopper who purchases them. You can rely upon Slipp and Flewelling's produce. The other afternoon I went over their establishment, inspected their fine, freshly-spiced meats. There was "a lot of bologna," (bolognee to me and to you) in a clean air-tight wrapper, ready for cutting into small discs to use with hors d'oeuvres or light lunches, that would be a convenient stand-by in any larder. Ask for Slipp and Flewelling, the next time you put in your order at the grocer's. It is a Maritime Brand.

Now my space allotment is drawing to a close like W. H. Thorne's Sixty-Ninth Anniversary Sale. You must not miss your last opportunity to snap up the special bargains you will find at Thorne's on King Street. You are bound to discover something that you want. And what woman has ever refused a good bargain? Not even Cleopatra...

S & F BRAND BOLOGNA

For Enjoyable Lunches Slipp & Flewelling, Limited PORK PACKERS Saint John

Your Stove Should Be New Brunswick Made—Buy an

ENTERPRISE "IRON DUKE"

For Satisfaction

EMERSON BROS., LIMITED 25 Germain Street

THE MANEQUIN

Ladies' Wearing Apparel for Smart Women

COATS DRESSES LINGERIE MILLINERY HOSIERY GLOVES

59 Charlotte, (near head King) Telephone 3-2985

Get the most out of your vacation—Travel by BUS this year!

Full particulars and attractive literature gladly supplied by us

FUNDY MOTOR LINES ROYAL HOTEL

STYLE SERVICE SATISFACTION

When Shoes are rebuilt by our Factory methods.

GORDON'S SHOE REPAIR 173 Union Street

Miss E. Bysshe NEMO-FLEX STYLIST

will be here Thursday, Friday and Saturday

to assist you with your corsetting problems.

Manchester Robertson Allison