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113 FALLS ST.

## Easter Week Dress Up in Good Stylish Clothes

RETURN TRIP CARFARE FREE WITH EVERY PURCHASE OF \$10 OR OVER

They're making a "hit" with the returning fighters. The men that are coming home say a lot for the new waist-seam models. They like the way they fit, the snugness at the waist, the convenient pockets, vertical and slash. They like the distinctive air they give.

We're showing you here one of the best paneled back, with four rows of stitching around the waist. This is only one of the many good ones by Hart Schaffner Marx & Adler, Rochester.

You can depend on the quality of these suits as well as the style, they're carefully tailored, the fabrics are all wool. Satisfaction Guaranteed.

\$15.00, \$20.00, \$22.50, \$25.00 and up to \$45.00

Haberdashery Department—The best Hats, Caps, Shirts, Underwear, Gloves and Neckwear all in the newest creations.

# W. K. LAVEY

(Open every Evening except Wednesday Until 9 o'clock)

NIAGARA FALLS, N. Y.

### THE EVENING JOURNAL

Delivered, per year.....\$5.00  
Delivered per week.....10  
By mail in Canada or United States (per year).....3.00  
Single copies......02

PHONE (Business Office) 59

Toronto Special Representative  
M. Smallpiece, J. P., 32 Church St.  
Toronto, Ont.

### AN EXAMPLE OF CO-OPERATION

Janet Inman, of 85 Burris street, Hamilton, writing to the Toronto World, says:

"Last week I noticed in a newspaper published at Hamilton, Scotland, dated March 15, an ad., Maypole margarine, now 9d. per pound. No higher price. The Maypole dairy company of London, England, manufacturers of milk-churned margarine, and whose plants are open to public inspection, over eight years ago, although at that time selling their three grades at low prices as 4d., 6d. and 8d. per pound, conducted their business on a profit-sharing basis in all their branches, a notice on the wall asking their customers to participate in the profits by becoming shareholders; if I remember correctly they were sold at 2s. per share.

"I also noticed in the same paper an ad., High-grade flour (white) at 2s. 6d. per stone. That is 66 cents for 14 pounds of good flour. We all know that England cannot grow enough grain to feed her population, so this flour must be handled by freighting and shipped across the ocean, and yet sold cheaper than we can purchase it here—where it grows in abundance. What is wrong with the system?"

### SIXTY YEARS OF SERVICE.

In looking at the title page of The Journal to-day, the editor noticed that this year, 1919, is the sixtieth anniversary of the commencement of the daily edition. It was founded as a weekly newspaper away back in 1859, so that in a few years more the century mark will have been reached. When it does come, if we are spared that long to pay taxes and endeavor to meet drafts, we hope to have a celebration to which all the old boys will be invited.

For the time being the sixtieth mile post engages our attention, and perhaps those who read will pardon us for indulging in a personal word.

During the long period which has passed, The Journal has played no inconspicuous part in the daily life and activities of this city and district. It has had its many vicissitudes, its ups and its downs, for daily newspapers are not easily made to pay their way, but through them all it has endeavored.

### Easter Candy

A New Stock of

## Kuyler's

Delicious Candies

Just Received

ALSO

Page & Shaw's  
"The Candies of Excellence"  
At From 20c to \$2.00

Sold Here Only By

ABBS & McNAMARA  
Quality Druggists  
50 Queen Street W. Phone 102  
Agents for Vinol, Nuxated Iron,  
Bisro Phosphate, Tyroell's Cas-  
cades.

under all owners, no doubt, to be a factor in the welfare and development of the city and district. From a little shop, with what are now old fashioned presses and machines, it has grown till to-day the plant for the publication of the newspaper and for printing of all kinds occupies three floors, with a total space of approximately 6,000 square feet. It has a battery of four linotype machines for the composition of reading matter, a large ten-page Duplex newspaper press and the various other kinds of mechanical equipment that go to make up a modern newspaper and printing institution.

Nine years ago the business was bought by the present editor, who has devoted much arduous toil to build the plant up to what it is now. He has sufficient knowledge, perhaps, of the countless discouragements that come to any one who, limited in his capital, tries to make a paper a success and while we have made many mistakes, we feel like most other publishers we fancy, that the satisfaction of having been of service for the welfare of the community and of having a clear consciousness of honorable motives even at the sacrifice, sometimes, of financial relief, is in itself a reward.

The daily newspaper of the present time has become an inseparable part of the daily life of a people. No day seems to be complete without it, and yet how many who pick up a newspaper at night have any conception of what thought, time and energy are engaged to produce a single edition.

At the present time The Journal has a pay roll of over \$300 per week, or about \$16,000 per year, which must be raised some way or other, rain or shine, good business or bad. This cost of all papers and other supplies are heavy, and the capital required to meet the yearly outlay is more than most per-

sons would imagine. However, The Journal has never enjoyed a better business than it does to-day, and if we have reasonably good weather for a while, possibly we can prevail upon some of the old residents to tell the public a little of what this centre and The Journal were like sixty years ago. In the meantime we thank all our readers, advertisers and friends for the support and assistance given from time to time in one way and another to make The Journal even what it now is. To this end the editor would welcome the receipt of any old copies, information as to dates, facts, etc., going back around 1859. We also extend to any other publisher who has beaten us in the race the hand of the sportsman, for we all know that he who has run better and gathered more prizes has earned all he has received.

### SOUND ADVICE TO VETERANS

To a meeting of the Toronto Central Branch, Great War Veterans, which elected him Second Vice-President, Major J. M. Macdonnell spoke needed words of wisdom relative to the awards the soldier expected of the country. He expressed his strong opposition to a proposal from Western veterans that the Government be asked to consider gratuities ranging from \$1,000 to the men who served in Canada to \$2,000 for the active service men in France, declaring that it would cost the country \$750,000. There should be proper treatment for the widows and orphans, and for the maimed and shell shocked men. In his opinion the men who had come back in fit condition could not be paid in hard cash for the service they had given. They were entitled to go back to a decent position as the one they left and nothing more. He was against "being subsid-

ized for the rest of our lives." Major Macdonnell is an artillery officer whose valor in action is shown by his decorations, the Military Cross, Croix de Guerre, and the Italian Cross. He has the courage of a good citizen as well as of the brave soldier and the action of his comrades in selecting him for an important office is evidence of their belief in a sane course of dealing with the men who fought for Canada, as against propositions which would bankrupt the country. All Canada is in sympathy with fair treatment for the soldiers' Globe.

### Local Option.

Hamilton Herald:  
The Herald is pleased to note that the principle of local option is to be retained, at least so far as it applies to the sale of beer in standard hotels. But it should also be extended to the sale of liquor through Government agencies. Even the Government should not open liquor dispensaries in municipalities where liquor dispensaries are not desired by the majority.

### To Be Remembered

Hamilton Times:  
However, it should be borne in mind that if the vote is in favor of the discontinuance of the Ontario Temperance Act, the Province will revert back to the licensing system as it was, with the open bar room and all the evils of the liquor traffic brought back again. Should such a thing happen, the work of the temperance people for the past century would be blotted out and they would have to begin all over again.

Montreal, April 17.—Arrangements have been made by the Canadian Steamship Lines, Limited, for an expedition with La Compagnie-Generale Trans-Atlantique, generally known as the French line, for a service between Montreal and French ports, which is regarded as the beginning of a Canadian foreign service.

A meeting of Western Hill ratepayers was held last evening at Christ Church Parish Hall to discuss the various items of interest concerning the welfare of that section of the city. It was unanimously decided to again have a delegation wait on the School Board to impress on them the necessity of the immediate construction of the new school on the Hill which the Board promised as a previous meeting.

## Easter Suggestions

- Egg Cups, china gold blue and clover pattern..... 5c
- Baby Plates, with bunnies and chick pattern, each..... 75c
- Child's Bread and Milk Sets, bonny pattern..... 1.25
- Muffinieres or Egg Sets at..... 85c
- Egg Ornaments, Nippon China, \$1.65 and..... 2.00
- Matt Green Vases, each 50c and..... 75c
- Matt Green Jardinieres \$1.00, \$1.50, \$2.00 and..... 2.75
- Mostique Fern Pots, 85c and..... 1.00

### SPECIAL FOR SATURDAY

200 Condor Carbon Lamps, the old reliable; first received since the war. Regular value 30c; Saturday 22c each or five for..... 1.00

## American Bazaar

21 JAMES STREET

## BRADLEY'S

Wednesday the Bradley Stores Close at 12 O'clock Noon. Saturday's at 1 p. m. To-morrow—Good Friday—Closed All Day

### Bradley's Easter Grocery Sale

We have prepared a list of splendid quality foods, many very appropriate for serving at this season, and priced so as to make the values more attractive than usual. Whatever you may require in groceries Saturday, let either Bradley store supply.

JUST TRY BRADLEY WITH YOUR NEXT GROCERY ORDER

<b>SHORTENING COMPOUND 89c PER PAIL.</b> Every popular shortening—in a tin pail weighing three pounds gross. Specially priced for Saturday's selling. Extra good value.	<b>SHREDDED WHOLE WHEAT BISCUITS 2 PKGS. FOR 27c.</b> Every person will recognize the extra value represented in this price. Buy liberally Saturday.	<b>SWIFT'S PREMIUM HAM 48c PER LB.</b> One of the finest qualities of smoked Ham procurable. Wonderful flavor. Let the ham you serve for Easter be a Premium brand.
<b>COTTAGE ROLLS 37c PER LB.</b>	<b>WHITE SWAN COFFEE 49c PER LB.</b>	<b>STANDARD PEAS. 2 CANS FOR 25c.</b>
<b>PURE GOLD SALAD DRESSING POWDER 9c PER PKG.</b>	<b>SANTA BARBARA SARDINES 25c PER TIN.</b>	<b>COOKING FIGS 21c PER LB.</b>
<b>SWEET MIXED PICKLES, IN BULK 47c PER QUART.</b>	<b>SHRIMPS 25c PER TIN.</b>	<b>HERRINGS IN TOMATO SAUCE, LARGE TINS 17c EACH.</b>
<b>QUAKER CORN FLAKES 2 PACKAGES FOR 25c.</b>	<b>SWIFT'S PREMIUM OLEO-MARGARINE 38c PER LB. 2 LBS. FOR 75c.</b>	<b>WHITE BEANS. 3 LB. FOR 25c.</b>
<b>PEANUT BUTTER 28c PER LB.</b>	<b>LIBBY'S HAWAIIAN PINEAPPLE 68c PER LB.</b>	<b>EARLY JUNE PEAS 17c PER CAN. 3 FOR 50c.</b>
<b>POST TOASTIES 11c PER PACKAGE.</b>	<b>CREAMERY BUTTER 68c PER LB.</b>	<b>BEEHIVE TABLE SYRUP 50c PER PAIL.</b>
<b>MANZANILLA OLIVES, LARGE BOTTLES 39c EACH.</b>	<b>Soda Biscuits, per lb..... 15c.</b>	<b>NAVEL ORANGES, SWEET AND JUICY, PER DOZEN 39c.</b>
<b>BRADLEY'S SPECIAL BLACK TEA 58c PER LB.</b> The tea with the flavor—gold in bulk—thereby saving the cost of fancy packages. A 70 cent tea @ 58c per lb.	<b>Molasses Snaps, per lb..... 15c.</b>	<b>THREE PHONES</b> Call either number 232—1233—1072
	<b>Cider Blended Vinegar, per gallon..... 45c.</b>	<b>Extra Delivery Equipment for Saturday so as to render prompt and efficient service.</b>
	<b>Ivory Soap, 2 bars for..... 15c.</b>	
	<b>Lenox Soap, 14 bars for..... \$1.00.</b>	

## BRADLEY'S TWO STORES

Phones 232 and 1233  
Phone 1072

78 St. Paul Street  
204 St. Paul Street

### What 25c. a Day Will Do

Invest 25 cents every day in a Thrift Stamp, to be placed on a Thrift Card.

Exchange Thrift Card with 16 Thrift Stamps attached, for a War-Savings Stamp, at any place displaying the Beaver-Triangle sign, paying in cash the difference between \$4.00 and the price of a War-Savings Stamp at the time of exchange—\$4.02 in March; \$4.03 in April; \$4.04 in May (the price increases one cent each month.)

As your War-Savings Stamps mature, reinvest the money at the same rate of interest. Continue this without interruption and you will have

In 10 Years \$1,152.62  
In 20 Years 2,953.30  
In 30 Years 5,766.68



NIAGARA D

The

A New

Pettit

For

Women's silk Pettit  
straight lines to  
narrow skirts finish  
pleating. Priced at

Women's silk Pettit  
top of Italian silk  
feta, in all the  
shades. Priced at \$

All Jersey Silk  
accordion plaited  
over pleating some  
contrasting colors.  
\$7.95.

Women's extra  
of all taffeta silk  
at waist, tailored  
top with four  
Priced at \$5.95 to

Women's Pettit  
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green. Priced at \$

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### Captivating

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to 14 years are  
Prices commens-