

ADLER'S 214-18 Main Street Niagara Falls, N. Y. ADLER'S

THROUGHOUT THE STORE

New Spring and Easter Fashions

Of Intimate Beauty and Charm



Spring is pre-eminently the season of the suit, and far surpassing the vogue of previous seasons in the varying richness, smartness and elegance are the new sport, costume tailored and mannish tailormades of Silvertones, Poiret Twills, Serges, Tricotines, Velours and Jerseys. Differentness is noted in the trim narrow shoulders rounding into close fitting sleeves, braid binding, inverted pleats, seams finished with arrow heads and touches of silk stitching.

Jaunty short jackets vie the graceful longer coats and the circular pleated and tunic skirt are undoubtedly the most favored.

The Adler Suit Section affords you the widest possible selection of Charming Spring Garments in the town. One visit to this store will show you what it really means to be in constant touch with the very newest in the ready-to-wear markets. For instance:

There's an Eaton Suit. Jacket is embroidered in the front, around the bottom and up the back. Sleeves are of three-quarter length with the well known bell cuffs. A one-link button model with neat rolling collar. Skirt has wide taffeta sash of navy color. This wonderful Tricotine suit is priced at..... **\$89.75**

A Novelty Blue Checked Suit has a jacket with a combination of box pleats and a flare idea in the back. Pockets are nicely trimmed with buttons. It is a one-button belted model with a skirt that is neatly gathered in the back. Jacket is lined with a good novelty silk. This Velour Suit is priced at..... **\$59.75**

And you will find less expensive suits here, too, some as low as **\$34.75** are very good numbers.

For the woman or miss who wants conservative garments, there are beautiful tailored models and straight plain ones; and there is no need to overlook the popularity of the short sport coats, for they are the smartest of the new. And the wide range of materials, never has a season put so much stress on materials. One finds them soft, luxurious, draping qualities that tailor beautifully, Wool Velours, Polo Cloths, Bolivia, Jerseys, Burellas, Silvertones, Velour de laines and Serges in all the new spring colors, sometimes in combinations with contrasting colors.

A short model in a French Blue Velour with the collar, cuffs and bottom of a contrasting brown checked velour. Buttons and arrow heads of silk as well as a belt add to the distinction of this coat. It is richly lined with a luxurious silk. Priced very moderately at..... **\$37.50**

New Spring Colored VOILE WAISTS

Bright in colors are these new creations in Spring Waists. They are pretty pin tucked fronts with high collars; others with plain fronts and white pique collars and cuffs; another model is striped voiles in both in high and low necks. Black ribbon ties adorn many of these waists. Plain white models are numerous as well as the pretty colored ones, whose shades are of light blue, orchards, flesh and pink. Prices are very reasonable, from **\$2.50** to **\$3.40**.



EXCLUSIVE AGENCY FOR THE MISS MANHATTAN COATS AND SUITS

Better Service Always

Business does not consist in getting along, but in getting. In order to get ahead the store must be ahead in Merchandise Service. Six months ago we started here with faith as our main asset. During the time ensuing in which we have served the public, we know that we must have done so in a satisfactory manner or else we would be elsewhere. Dependable Merchandise and Dependable Facts are what you have purchased from us, combined with the courteous attention that we have endeavored to wrap up with every package that has left our store, tell the story of the amount of success attained.

Radiant Spring Hats

All beautiful, each expressing an original idea. Hats soft and crushable, Hats stiff and angular, Hats softened by veillings of net. Hats flower faced and flower crowned, Hats with a single ornament and Hats with ribbon drapes, quills and wings. Beginning as low as \$3.98 and ranging upwards in price.

Novelty Bags

A very new Novelty Bag is of Blue Bird design worked in beads for a bag top and bottom of black moire silk. A large silk tassel adds much to the beauty of this number. The lining is of good quality silk poplin and has a large mirror attached to the back of the cover.

Priced very moderately at

\$7.98

Among other new arrivals are novelty conceptions in leather bags in various shapes and sizes, as well as silk moire bags with neat silver tops and a few beaded bags. The price marks are very moderate.

Full Values on All Canadian Money At This Store Don't Forget.

ADLER'S

Niagara Falls, N. Y. AT LOWER BRIDGE

WARNED TO BUY COAL THIS SUMMER

WASHINGTON, March 26—Final warning that stabilization of the coal industry depends on the purchase and storage of fuel during the spring and summer months—to prevent a shortage next winter—was given today.

Don't Buy Coal Until You See This

By executive order, President Wilson relieved the members of the commission of their duties and transferred to the council of national defense the work of carrying out their recommendations. Organized industry already has been pledged to purchase its coal during the summer and President Wilson has written a personal letter to the heads of departments and federal agencies asking that coal for winter use be laid in at an early date.

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COMMISSIONER HIGGINS HERE TO CONFER ON SALVATION ARMY MATTERS

Com. W. J. Richards, head of the Salvation Army in Eastern Canada and Col. John McMillan, Chief Secretary are conferring with Commissioner Higgins, Chief of Staff and Second in Command of the Salvation Army for the work who arrived in Boston from London, England, recently. Com. Higgins came to America to discuss matters pertaining to Salvation Army affairs in Canada and the United States, with Commander Eva Booth, head of the Salvation

Army in the United States and with the Canadian officials. He was for many years Chief Secretary of the United States and recently succeeded Com. Howard as Chief of Staff and Second in Command. Many matters having an important bearing upon the future policy of the Salvation Army, and its reconstruction work are to be taken up at this meeting and it is expected that on his return Com. Richards will have something to say in regard to the questions affecting the policies to be followed in Canada.

INFLAMMATORY RHEUMATISM PERMANENTLY CURED

NEW BRUNSWICK LADY GIVES FULL PARTICULARS OF HER RECOVERY

There are many types of rheumatism, but none worse than inflammatory.

It was this kind that almost killed Mrs. Edw. Warman, of Kent Jct., N.B. Every known remedy she tried, different doctors gave their advice, but the disease increased.

Weak and despairing she was at her wits' end when the remarkable cure of Thos. Cullen was published. This gentleman was cured of rheumatism by "Ferrozone." Consequently Mrs. Warman used the same remedy. Here is her statement.

"For five years I have been rheumatic. I tried various forms of relief without success. The disease increased, settled in my joints and muscles; these swelled, causing excruciating pain and kept me from sleeping. My limbs and arms stiffened, my shoulders were lame and prevented me from working. Week by week I was losing strength and despaired of finding a cure. It was a happy day I heard of Ferrozone. Every day I took Ferrozone I felt better; it eased the painful joints, gave me energy and a feeling of new life. Ferrozone cured my rheumatism, cured it so that not an ache has ever returned. Even damp weather no longer effects me."

Ferrozone has power to destroy Uric Acid, neutralize and enrich the blood, and therefore does cure the worst cases. Mrs. Warman's statement proves this.

By removing the cause of the disease and building up a reserve of energy, Ferrozone is certain to cure. Sufferers, isn't it about time to stop experimenting? Ferrozone is a CURE order today, 50c. per box, or six for \$2.50, sold by all dealers or direct from The Cattarhogue Co., Kingston, Ont.

Where You'll Find Fire Boxes

The latest revised list of the number and location of fire alarm boxes is given below. Residents are advised to clip the list and keep it for reference in case of fire:

- 3—Packard Electric Works, Race Street.
- 4—Central Fire Hall
- 5—Police Station, Park Street
- 6—Catharine and Edmund Sts.
- 7—Pelham Road and Chetwood Street
- 8—Brewery and St. Paul Sts.
- 9—Neptune Hose Hall, St. Paul St. West
- 12—Yate and Trafalgar Streets
- 13—Yate and Ann Sts.
- 14—Church and Ontario Sts.
- 15—Queen and Duke Sts.
- 16—Welland Ave. at Lake Sts.
- 17—Ontario and Welland Ave.
- 18—Lock 2, Welland Vale
- 21—St. Paul and Geneva Sts.
- 23—Queenston and Calvin Sts.
- 24—Queenston and John Sts.
- 25—Thorold Road at Whitman & Barnes plant.
- 26—Queenston St. and Westchester Avenue
- 27—Queenston St. and Vine St.
- 28—Vint St. at Railroad Crossing
- 29—Page and Davidson Sts.
- 31—King and Academy Sts.
- 32—Church St. near Court St.
- 34—Welland Ave. and Court St.
- 35—Church and Geneva Sts.
- 36—Welland Ave. and Geneva Sts.
- 37—Welland Ave. and Niagara Sts.
- 38—George and Derby Sts.
- 39—Lyman and Raymond Sts.
- 41—Niagara St. and Canal Bridge
- 42—Wiley St. and Russell Ave.
- 43—Geneva and Dootah Sts.
- 45—Russell Ave. and Rodman St.
- 46—George and Albert Sts.
- 47—Lake Ave. and Dufferin St.
- 48—York and Louisa Sts.
- 51—Ontario and McKinnon Dash
- 52—York St. and Lowell Ave.
- 53—Lake St. Fire Hall.
- 54—Thomas and Louisa Sts.
- 56—Henry and Elizabeth Sts.
- 57—Facer and Currie Sts.
- 61—Queen and King Sts.
- 62—St. Paul and Queen Sts.
- 63—Maple Leaf Milling Co's. Office, St. Paul St.

In case of a general alarm the city bell will ring as follows: 1—12—123—twice, followed by the number of the box from where the alarm is being rung.

It is proposed to build four football gridirons and two cricket fields in Upper Canada College.

ONLY TABLETS MARKED "BAYER" ARE ASPIRIN

Not Aspirin at All without the "Bayer Cross"



For Colds, Pain, Neuralgia, Toothache, Headache, Rheumatism, and for Rheumatism, Lumbago, Sciatica, Neuritis, take Aspirin marked with the name "Bayer" or you are not taking Aspirin at all. Accept only "Bayer Tablets of Aspirin" in an unbroken "Bayer" package. There is only one Aspirin—"Bayer"—You must say "Bayer". Aspirin is the trade mark (registered in Canada) of Bayer Manufacture of Monocacetylsalicylic Acid. While it is well known that Aspirin means Bayer manufacture, to assist the public against imitations, the Tablets of Bayer Company will be stamped with their general trade mark, the "Bayer Cross".

CANNED HEAT HAS A KICK: THREE ARE DEAD

CHICAGO, March 26—Mrs. Anna Waitkus, proprietor of a rooming house made a tremendous hit with her husband and the roomers by mixing for them a home brew that had the desired kick and potency. Four of the men recovered sufficiently to talk but three died and Mrs. Waitkus was ordered held to the grand jury.

At the inquest she said she mixed about two gallons of strong black tea with a gallon of water and 24 ounces of solidified alcohol, taken from small cans, and ordinarily used for cooking and heating purposes. She added a little sugar and when her husband and the boarders tackled the beverage they grew highly encouraged and drank all she mixed and gave her money to buy more solidified alcohol. She bought 36 cans and made up another batch but before that was consumed the roomers began to droop and die.

SENTENCED TO DEATH

Prisoner Objects to Giving or Listening to Lecture.

NEW YORK, March 26—Jess Walker, nineteen years old, of Evansville, Ind., today was sentenced to die in the electric chair the week of April 25th for the murder of Samuel Wolchock on March 11, 1919. A diary found on Walker when he was arrested in Mattoon, Ill., ten months after the murder, contained a note about the crime. When asked by the court if he had anything to say before sentence was pronounced, Walker blandly replied: "Well, I didn't fire the shot that killed Samuel Wolchock, but, at that, I didn't come up here to lecture or hear a lecture. I came to be sentenced."

She Wears Nothing Faded or Shabby

BUT "DIAMOND DYES" HER OLD APPAREL FRESH AND NEW.

Don't worry about perfect results. Use "Diamond Dyes," guaranteed to give a new, rich, fadeless color to any fabric, whether it be wool, silk, linen, cotton or mixed goods,—dresses, blouses, stockings, skirts, children's coats, feathers, draperies, coverings. The Direction Book with each package tells so plainly how to diamond dye over any color that you can not make a mistake.

To match any material, have druggist show you "Diamond Dye" Color Card.

After a pause of several seconds, the judge pronounced the death sentence. Walker bowed and walked firmly from the room.

KING GEORGE THEATRE

TO-DAY and SATURDAY

Wm. Fox Presents

Albert Ray and Elinor Fair

In a Musical Duet in Picture

"TIN PAN ALLEY"

The Ninth Chapter of Robert W. Chambers' Wonderful Mystery Story

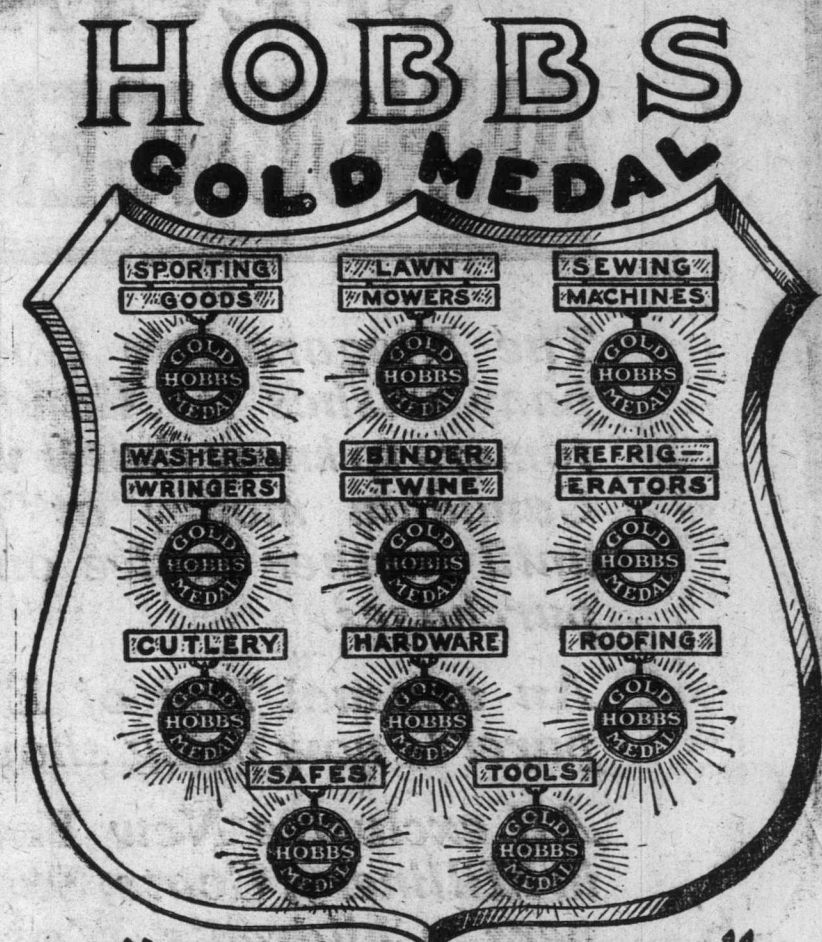
"THE BLACK SECRET"

Featuring the Peerless Serial Queen PEARL WHITE

The Pollard Comedies

British-Canadian News

Mat. 10c.; Eve. 10c and 15c



"QUALITY" OUR WATCHWORD

The "Gold Medal" Label Shields You Against Unknown Hardware Goods

Easy to remember! Think of "GOLD MEDAL" when you want the best! Look for the Gold Medal Label on any article and you will know instantly—without question—that it must be right.

For Sale by

All First-class Hardware Dealers