

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 tailor-mades 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 Cloth, 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 **\$2.59** to **\$3.49**.

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

ADLER'S

Niagara Falls, N. Y. AT LOWER BRIDGE

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 veils 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.



EXCLUSIVE AGENCY FOR THE MISS MANHATTAN COATS AND SUITS

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 St.
- 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 Daotah 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 McKinnion 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.

HERD CATTLE BY AIRPLANE

The Pas, Man., March 25—Manipulation of the countless thousand of caribou and oxen by use of the airplane is the scheme of W. H. P. Jarvis, of Toronto, in planning the best means of herding these animals. It is Jarvis' theory that aviators act as drovers and as the herds come down in the autumn drive them against the shores of the Hudson Bay and down along the coast and behind a strong fence built from a point above Port Nelson the tide water terminal of the Hudson Bay Railway. Once they are jammed between the sea and the fence he expects to segregate the sexes, and the does could be let through a gateway and given their freedom, while the fat bucks could be driven to the Hudson Bay Railway and there slaughtered and shipped out to the Canadian and American markets.

The scheme provides for the airdromes at Fort Churchill, Lake Athabasca and Chesterfield Inlet. The aviators would be expected to go scouting with machine guns for wolves and destroy them in order to preserve the caribou. This scheme relies upon the Hudson Bay Railway entirely for its success, as providing means of transporting the meat to civilization involving 5,000,000 carcasses a year.

Mrs. Hurd, former Canadian national women's golf champion, was again a winner in the first match play round in Pinehurst yesterday.

Ottawa beat Seattle again last night on a water-covered sheet of ice in the second round of the Stanley Cup series. The score was 3 to 0.

SANTAL MIDY CATARRH of the BLADDER relieved in 24 HOURS

Each Capsule bears the name MIDY

Be sure of counterfeits

YE OLDE FIRME

—Established 1880—70 Years—
—The Name is Your Guarantee—

A complete and beautiful uniformity of tone is an outstanding feature—pronounced such by the world's greatest artists—of the

Heintzman & Co. Art Piano

Let it be a Grand or Art Upright, this instrument is capable of the minutest and highest expectations of the most critical artist—equal to the production of the finest shadings and interpretations that may be demanded by a Tetrastini or other great artist.

"The world's greatest piano"—today the choice of people of culture all over the Dominion, in Great Britain, Australia, New Zealand, South Africa, Paris, France, and South America.

It is not surprising that Canadians speak with pride of this piano.

HEINTZMAN & CO., Ltd.,

68 St. Paul Street
ST. CATHARINES

HEINTZMAN & CO. PIANO TO BE SOLD IN FRANCE

MONEY FOR REFERENDUMS

OTTAWA, March 24—The vote of half a million dollars for expenses under the Canada Temperance Act is so unusual as to arouse some curiosity. It is explained to be the result of the legislation passed last fall, amending the act to provide for provincial referendum on the question of going dry. This vote of half a million is to defray the cost of whatever provincial plebiscites may be taken in the carrying out of the act.

An agency for the pianos of Ye Olde Firme of Heintzman & Co., Limited, 68 St. Paul street, St. Catharines Ont., has been opened in Paris, France, and this week samples were sent forward. Nearly all important European points are today being covered by this firm, including Great Britain, a large shipment going to Liverpool a week ago. New Zealand, Australia, South Africa, South America and now France.

HOBBS GOLD MEDAL

"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

GENERAL SECRETARY OF NATIONAL UNION ANNOUNCES POSSIBILITY

LONDON, March 25—There is a possibility of a general railroad strike according to G. H. Thomas, General Secretary of the National Union of Railwaymen, who announced yesterday that 2,000 men on the Lancaster...

Book's Cutting Out Compounds

A safe, reliable, non-toxic medicine. Sold in three dosages of strength—No. 1, 2, 3. Price, 50¢, 75¢, \$1.00 per box. Sold by all druggists, or direct from the manufacturer, on receipt of price. Free pamphlet. Address: THE COOK MEDICINE CO., TORONTO, ONT.

Yorkshire Railway struck at Wakefield because a driver refuse to relieve another man after the former had worked one hour overtime. The company suspended and refused to reinstate the driver whereupon 2,000 men immediately went on strike. Mr. Thomas said the dissatisfaction was spreading, and a serious situation might develop, as the Executive was standing by the men.

SCOW IS INGENUOUSLY REMOVED FROM RIVER

NIAGARA FALLS, Ont., Mar. 25—Employees of the Niagara Falls Power Company have dynamited the scow which has been lodged in the upper rapids just below Goat Island for several years. An ingenious method of getting the dynamite to the scow was used. A rope was attached to a tree on the main land below the scow. Workmen then carried the rope out on the Goat Island bridge to a point where, by fastening it, it was midway over the scow, stretching diagonally from the main land to the bridge. A pulley was then sent out, and another rope by means of the pulley led down to the scow. Several shots were

fired and the scow was broken in two. One half passed down over the falls and the other half was blown into small bits.

THESE PLUMBERS ASK \$12 A DAY

BIRMINGHAM, Ala., March 26—Journeymen plumbers here have served notice that effective April 1st they will demand \$12 a day, with double pay for overtime, Sundays and holidays. The master plumbers say the demand will be met, and the additional cost passed on to the public.

University of Toronto beat Sudbury 4 to 3 in overtime last night, and will meet Falcons in the final for the Allan Cup.

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\$1,000,000.00

\$32,300.00

1,198,955.00

100,000.00

713,977.00

ON BANK

OPPOSITE POST OFFICE

IAN BANK

MERCE

W. Conolly, Manager

Falkner, Manager

F. W. Wilson

REDNESS CURE

is an assistant

It establishes the

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DIAN BANK

MERCE

\$15,000,000

\$15,000,000

CH: F. A. Fox, Manager.

ANCHES

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the foundation of future

habit of thrift.

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be glad to show you how

\$135,000,000

\$500,000,000