

Syndicate Specialty Department Store

1902 MAIN STREET
NIAGARA FALLS

NEW YORK

Great Pre-Easter Sale!

Featuring Wonderful Purchases of Women's and Misses
High-Class Wearing Apparel



**The Caps, Dolmans, Dresses and
Suits Mirror Fashion's Greatest
Achievements.**

New Spring Suits

Offered to us at such concessions that we were unable
to resist buying them. We will assure you a saving of

\$5.00 and in some cases as much as \$10.00

More than twenty distinctive new models
to choose from tomorrow

\$25.00, \$27.50, \$29.50, \$32.50

WAISTS

\$5.00

Georgette and
Crepe de chine
all sizes, all
colors. Round
neck, plain
and fancy
fronts.

PETTI- COATS

\$5.00

Extra fine
quality taffeta,
in all popular
colors, all
lengths, fancy
designed.
Worth \$6.50.

SKIRTS

\$5.00

New silk pop-
lin skirts in
every color,
imaginable.
Fancy pockets
and button
trimmed.

WASH SILK PETTI- COATS

\$2.98

Tucked floun-
ce in all new
summer shad-
es. Elastic
waist bands.

WASH WAISTS

\$1.98

New materi-
als, new styl-
es of plain
and fancy de-
signs. A won-
derful de-
signs.

GEOR- ETTE WAISTS

\$3.98

Beaded, cm-
broided and
plain tailored
models. All
colors, all siz-
es.

NEWEST DOLMANS AND CAPES

\$15.00- \$17.50- \$19.50- \$22.50- \$25.00
and upwards.

Masterly productions with the right swing in
rich coatings and graceful lines.

1000 Children's Dresses on Sale To-morrow

\$1.98- \$2.25- \$2.98 and \$3.25

(Sizes 6 to 16 years).

Children's dresses of heavy wash materials in a
large variety of plaids, stripes, checks and plain
colors. Actually worth up to \$7.50.

SILK DRESSES—Tomorrow our dress depart-
ment offers special values. Come and see them.
Upwards from..... **\$12.98**

CLOTH DRESSES—An opportunity which may
never come again. This season's models in all
sizes. Upwards from..... **\$10.00**

HOUSE DRESSES—In all new styles. Regular
and extra sizes, in dark and light colors.
\$1.98 UP TO \$3.50



Accordeon plating is being extensive-
ly used in dresses for the little ones.

A patent has been issued in the U. S.
to convert corn cobs into gule. Sugar
cellulose and alcohol are also made
from cobs.

MOTHER RETURNS INSURANCE BENEFITS

Weland, April 10.—After being
given up for dead at the front, Jas.
McCleish has appeared on earth again.
He enlisted here with the 98th Bat-
talion, and was reported wounded
and missing in one telegram, and in
another dead. He was taken prisoner
by the Germans and put to work in
a factory. On one occasion he was
insulted by a German officer and Mc-
Cleish in reply slapped the officer's
face. For his offense he was imprison-
ed, but when the armistice was signed
he was released. His mother had
been given benefits from the local I.
O. O. F. here when he was reported
dead, but on learning he was living
returned the money. McCleish in-
tends to return to Scotland for a
trip soon.

GIRLS! HAVE WAVY, THICK, GLOSSY HAIR FREE FROM DANDRUFF

Save your hair! Double its beauty
in a few moments—try this!

If you care for heavy hair, that
glistens with beauty and is radiant
with life; has an incomparable soft-
ness and is fluffy and lustrous, try
Danderine.

Just one application doubles the
dandruff; you cannot have nice,
diately dissolves every particle of
beauty of your hair, besides it imme-
diately, healthy hair if you have dan-
druff. This destructive scurf robs
the hair of its lustre, its strength
and its very life, and if not over-
come it produces a feverishness and
itching of the scalp; the hair roots
famine, loosen and die; then the hair
falls out fast.

If your hair has been neglected
and is thin, faded, dry, scraggy or
too oily, get a small bottle of Knowl-
ton's Danderine at any drug store or
toilet counter for a few cents; apply
a little as directed and ten minutes
after you will say this was the best
investment you ever made.

We sincerely believe, regardless of
everything else advertised, that if
you desire soft, lustrous, beautiful
hair and lots of it—no dandruff—no
itching scalp and no more falling
hair—you must use Knowlton's Dan-
derine. If eventually—why not now,

THE HEATHEN CHINESE IS NOT
PECULIAR

"Four Chinese were gambling on
Sunday"—newspaper heading. But no
hint is given of the number of white
men who were at the same work.

MUSICAL COMEDY

"Flo Flo" John Cort's big musical
comedy production which is one of the
early bookings at the Grand, Saturday
night comes to this city, following its
all year run in New York. "Flo Flo"
has all of the graces of the musical
comedy of the past and any number
of new ones which are essentially her
own, including a chorus of matchless
beauty and grace, a scenic background
which has never been equalled in loveli-
ness and a typical John Cort cast of
musical comedy favorites. The chorus
incidentally numbers nothing but
"perfect 36" models and has that rare
modicum, a sense of humor, exhibited
at each performance in a series of ec-
centric dances.

"His Parisian Wife" is a strong per-
formance which is at Griffin's tonight.
In it Elsie Ferguson plays a leading
role.

A New York paper states, that the
large shipments of Chinese eggs into



What Fashion favors for the little tots for early spring wear.

the U. S. has materially helped to keep
down their price.

That captured U-Boats in possession

of the U. S. will be allowed for exhibi-
tion purposes, to visit all harbors on
the sea coast and on the Great Lakes
which are accessible.



Scene from John Cort's hilarious musical pageant of beauty, wit and fashion Flo Flo, coming to the Grand, Saturday, matinee and evening, April 12, fresh
from its all year run at the Cort Theatre, New York, with its own symphony orchestra.

Beir Bros.

"The Store of Constant Progress"

123-125 FALLS STREET

NIAGARA FALLS, N. Y.

Pick Your Easter Bonnet from these alluring Blossoms

The most charming Easter Bonnets
you have ever dreamed of have just blossom-
ed in Beir's Millinery Section.

A SPRING Posey Bed must have inspired
the designers of some distinctive models with
their crowns fashioned entirely of dainty
buds and blossoms.

Of unusual beauty is a Black Sailor with
pansy crown and a facing of printed georget-
te. Small wing trimmings at the back give
an added dash of smartness.

A delightful Turban of shiny black straw
has the crown encircled in exquisitely dainty
flowers veiled in Tulle.

Among these bewitching Flower Trimmed
Hats are models for the Young Miss or Ma-
tron.

Their Prices Range from
\$9.50 to \$24.00

Third Floor.



Select your Easter Frock now and you will be better pleased
than by choosing at the last minute.

[Third Floor]

A Notable Assemblage of EASTER FROCKS at \$18--\$22.50--\$25

WHEN YOU ARE OFF TO CHOOSE THAT
EASTER FROCK AND THAT TIME SHOULD BE
VERY SOON, YOU WILL BE DELIGHTED WITH
THIS INTERESTING ARRAY OF EASTER FROCKS
ASSEMBLED FOR YOU IN BEIR'S POPULAR GAR-
MENT SECTION.

THERE is every clever style favored by fashion including win-
some Spring Frocks of Lovely Taffetas, Georgettes, Satins, Fur-
lards and Crepe de chine.

Stunning models feature accordeon plaited frill trimmings,
wide girdles with sash ties, pretty overskirts, new blouse effects,
hand embroidery and beaded trimmings.

Very youthful and smart is a dress of Navy Taffeta fashion-
ed with a bolero waist, which is handsomely beaded. Priced at
..... **\$18.00**

Typical of the Beautiful Dresses at \$22.50 is a Taupe Taffeta
model fashioned in overskirt style with corded trimming on the
skirt.

A navy Georgette Frock fashioned in the straight line silu-
ette is handsomely embroidered in self-colored beads. Priced at
\$25.00.

New silk jersey Petticoats \$5.98

YOU will want one of these Lovely
Petticoats to wear with your Easter Suit.
For they are fashioned in the new Sil-
houette and in almost every delightful
color, including Henna, Rose, Navy,
Tan, Green, Purple and Copen.

Some are made of all Silk Jersey with
accordeon plaited flounces and others
are fashioned with Jersey silk tops and
accordeon plaited, shirred or tucked Taf-
feta flounces.

Upon inspection you will find they
are exceptional values at \$5.98.

(First Floor)



A Graceful New Street Pump

This New Street Pump is fashioned of
Brown Calf with medium heel and per-
foration trimmed tip—priced at **\$8.50.**

The beautiful lines of this new creation
are enhanced by its perfect fit and design.
It is just one of the many handsome "Dor-
othy Dodds."

The woman, who chooses her Easter Cos-
tume with careful thought adds the note of
complete distinction in her dress by choos-
ing Faultless-Fitting "Dorothy Dodds."

(First Floor)

MONUMENT TO AN APPLE TREE

A novel monument has been erect-
ed by the farmers of Dundas coun-
ty, Ontario, in the form of a marble
pillar to mark the site where grew
a famous apple tree. A century ago
a settler named McIntosh, who
clearing the land for his home,
found a wild apple tree which bore
superior fruit. He cultivated it, and
named it McIntosh Red, and from
it has spread the famous fruit of that
name. The tree was damaged by
fire in 1896, but it bore fruit after-
wards, dying at last at the end of a
fruitful career of 115 years.

ADVERTISE IN THE JOURNAL

PROVINCE OF QUEBEC VOTE ON REFERENDUM TO-DAY

(Special to The Journal.)

Montreal, April 10.—The province of Quebec is today voting
on a referendum as to whether a wine and beer licenses shall be
issued or whether the province shall go "dry." Both the liquor
interests and the temperance organizations, have conducted vig-
orous campaigns, and the vote is expected to be heavy. All pro-
testant ministers have denounced the granting of wine and beer
licenses, but the Roman Catholic priests in some cases have not
directed their charges. Last night "wets" organized a torchlight
procession in this city. It marched through the city bearing such
announcements as, "lets all go home; let Toronto run the show."
Home rule in old Quebec; Viv o La France. Long live its wine."
"look at bone dry Russia."

Wholesale Cloak



Spring

You want one
\$10.00

Silk Poplin Sk

Wholesale

Direct From
221 Falls Street

MILLERS WANT TO

Large Delegation Asks
To Open Trade De

Ottawa, April 10.—Mea-
sure resumption of flo-
were urged on the Govt
day by a large delega-
ing the milling inter-
overseas claims to
off; the millers claim to
ing in consequence. The
was received by Sir Tho-
Acting Premier, and Hon-
rar, Minister of Agricul-

Milk producers of In-
Putnam districts oppose
milk on Sundays, claim
privileges and that the
conditions have ceased.
A deadlock seems to
ed in the Quebec Police
ceedings in the case of a
cused of conspiring to de-
matter of military exemp-

MOTHER! YOUR CHILD IS CROOKED! FEVER FROM CON

If Tongue is Coated, B
Stomach Sour, Clea
and Bowels.

Give "California Syrup
once—a teaspoonful
saves a sick child tomo-
If your little one is
half-sick, isn't resting,
acting naturally—look
if tongue is coated. T
sign that its little stom-
bowels are clogged with
cross, irritable, fever
sour, breath bad or h
ache, diarrhoea, sore th
old, give a teaspoonful
nia Syrup of Figs" an
hours all the constipate
digested food and sour
moves out of its little b
gripping, and you have
child again.

Mothers can rest eas-
this harmless "fruit la-
cause it never fails to
little one's liver and
sweeten the stomach a
love its pleasant taste-
tions for babies, child-
and grown-ups printed
tle.

Beware of counterfeit
Ask your druggist for
"California Syrup of F
that it is made by the
Fig Syrup Company."