

FIRE SALE!

FROM FIRE OF 360 MAIN STREET, BUFFALO, N. Y.

NOW IN FULL SWING

The Entire Stock of Ladies' and Men's

FURNISHINGS

Some Slightly Damaged By
Smoke and Water Only

NOW GOING ON AND GOING FAST AT

35 AND 37 FALLS STREET, NIAGARA FALLS, N. Y.

The most tremendous reductions ever heard of. BUY NOW AND SAVE MONEY. Don't miss this wonderful opportunity.

FOR LADIES

The Season's Latest Creations

\$15.00 to \$25.00 Dresses **\$9.98**

25c Good Strong Ladies Lisle Hose, 2 pair **25c**

Ladies' Silk hose 69c to **1.98**



Waists—Lawn, Voiles, Lingeries—A large assortment to pick from—Values up to \$2.00 **98c**

SKIRTS! SKIRTS!

Value \$5.00, now **\$2.25**

Finest Silk Poplin Skirts, All colors. Value 7.00 **\$2.98**

Sasquehana High Lustre Silk Poplin Skirts **\$3.98**

The latest creations in Ladies' \$36.00 Spring Suits **\$17.98**

CAPE—The very latest styles \$8.98

\$2.00 Beautiful Children's Dresses 98c

FOR MEN

SPRING NECKWEAR—The latest patterns, 19c, 29c, 49c, 65c. Easily worth double.

MEN'S UNDERWEAR

\$1.00 Fine Athletic Union Suits **59c**

\$1.50 High Grade Athletic Suits 79c; 3 for **\$2.25**

\$1.00 Real Fine Underwear, spring and summer weight, garment **\$59c**

The Latest **SPRING CAPS** \$1.00 and \$2.00 **98c**



Men's Blue Chambray Work Shirts, finest quality, 79c. 3 for **\$2.25**

Extra Fine Quality Overalls, plain and striped **\$1.39**

25c Men's Lisle Hose 2 pair for **25c**

Mercerized Silk Hose 25c, 35c

Dress Shirts—\$1.50 Negligee Shirts **98c**

\$2.50 Beautiful Madras Shirts at **1.59**

AND ONE THOUSAND AND ONE OTHER BARGAINS

PRICES SLASHED on Each and Every Article

NOTHING RESERVED—FIRST COME FIRST SERVED—DOORS OPEN AT 9 A. M.—COME EARLY

For the benefit of those who cannot come in the day time, and to accommodate the crowds, we will be OPEN EVENINGS

35-37 FALLS Street, Niagara Falls, N. Y.



Featuring dainty New Waists to be worn with Spring Suits, Gorgeotte with head trimmings is most popular.

TURN HAIR DARK WITH SAGE TEA

If Mixed With Sulphur It Darkens So Naturally Nobody Can Tell

The old-time mixture of Sage Tea and Sulphur for darkening gray, streaked and faded hair is grand mothers recipe, and folks are again using it to keep their hair a good, even color, which is quite sensible, as we are living in an age when a youthful appearance is of the greatest advantage.

Nowadays, though, we don't have the troublesome task of gathering the sage and the mussy mixing at home. All drug stores sell the ready to use product, improved by the addition of other ingredients, called Wyeth's Sage and Sulphur Compound. It is very popular because nobody can discover it has been applied. Simply moisten your comb or a soft brush with it and draw this through your hair, taking one small strand at a time; by morning the gray hair disappears, but what delights the lady with Wyeth's Sage and Sulphur Compound is that, besides, beautifully darkening the hair after a few applications it also produces that soft lustre and appearance of abundance which is so attractive. This ready-to-use preparation is a delightful toilet requisite for those who desire a more youthful appearance. It is not intended for the cure, mitigation or prevention of disease.

MORE APPLES GROWN FIFTY YEARS AGO

There were probably more apples grown between Hamilton and St. Catharines fifty years ago than there are to-day. But the increase in the production of peaches and other tender fruits in the same territory in the last half century has been phenomenal.

The speaker was Mr. J. W. Smith, who has spent a long life under the shelter of the ridge that, together with Lake Ontario, fences off that wonderful garden spot extending from Hamilton to the Niagara frontier. An illustration of how great the development in tender fruit growing has been was given in a few words by Mr. Smith. "When I was a lad," he said, "a Mr. Biggar, who was considered one of our biggest fruit growers at the time (that is, of tender fruit), started us by saying he had just figured up his fruit sales for the year, and they totalled \$80. We thought this wonderful, and that the lucky one was in a fair way of becoming the Rockefeller of his time. Before that we thought he was going wild when he planted two or three acres in peaches, but we changed our minds when we heard of that sale aggregating \$80."

More Chickens'd Now.

Eighty dollars would hardly be considered chickened by the Hamilton-Niagara fruit growers to-day, and a two or three acre plantation is a mere garden patch among the orchards and vineyards of the present. Mr. Smith himself has 175 acres of land in the old homestead, and all but thirty of this is in fruit. In company with his sons, he holds 250 acres in another section,

and 200 of this holding is also in fruit. "From 'Sims' Creek' to Beansville, a distance of 15 miles," said Mr. Smith, "fully 50 per cent. of the land is devoted to the production of tender fruit to-day."

How One Start Was Made.

The story of Mr. Smith's own start in this direction is also an interesting one. "My father," he said, "was a straight farmer—grain, live stock, and that sort of thing. My mother had the produce of the cows and fowls, as her perquisites, and she also had the product of the few peach trees, planted for the most part in fence corners. When she went to Hamilton to market her products I accompanied her, and I thought I saw something in the tender fruit end of it. When I set out three acres in peaches I was told I was foolish, that I would never be able to find sale for the crop."

Think It Careless Now.

That is one illustration of the wisdom of to-day is the foolishness of to-mor-

A Drop On a Touchy Corn

Instant relief! Then corn or callus lifts off with fingers.



Just think! You can lift off any corn or callus without one twinge of pain.

A Cincinnati man discovered this ether compound and named it Frezzone. Any druggist will sell a tiny bottle of Frezzone for very little cost. You apply a few drops directly upon a tender corn or callus. Instantly the soreness disappears, then shortly you will find the corn or callus so loose that you can lift it right off.

Frezzone is wonderful. It dries instantly. It doesn't eat away the corn or callus, but shrivels it up without even irritating the skin.

Hard corns, soft corns, or corns between the toes, as well as painful calluses, lift right off. There is no pain before or afterwards. No soreness or smarting. Women should keep a tiny bottle on the dresser and never let a corn ache twice.

row. Niagara fruit growers of the present think in car loads where their predecessors thought in baskets.

It has not, however, been all easy going for fruit growers, any more than it has for farmers in other lines. Grain growers have had their troubles in the past with the midge, Hessian fly and smut; dairymen have suffered from milk fever and other worries, and fruit growers have had their special difficulties as well.

Pests That Threatened Ruin.

"When black knot first became a serious pest we thought the plum industry was ruined," said Mr. Smith. "When the San Jose scale attacked peach and other trees we were up in the air again. But black knot is almost unknown now, and the scale no longer causes dread. Pear blight, however, is still with us, but it is not so bad as it was."

Hamilton-Niagara fruit growers have learned their business, and they are all alive. It is an education in pruning to go through an orchard in that district. It is a lesson in management to see how old trees, no longer useful, are weeded out and new plantations are started. The old is continually going, the new is always coming. But everywhere, and always there is evidence of progress and comfort, happiness and prosperity following upon well directed industry.

AMHMK

THIEF CAPTURED.

Rochester, N. Y., April 17.—A nine-month chase for an alleged thief which covered 25,000 miles, ended in the capture here by Detective Edward Cooper, of the New York police department, of Charles Albert Pulver, 26, of 110 East Ninety-first street, New York. He is accused of the theft of furs valued at \$14,000 from a New York firm of wholesale furries, by whom he was employed as a truckman.

FASHIONS IN BRIEF.

Every shade of rose will be a favorite this spring. Taffeta and silk or wool jersey are useful for motor coats. Street gowns are made of exquisite gloveskin duvety.

ARREST IN FRENCH MYSTERY.

Paris, April 17.—Henri Landru has been arrested in connection with the disappearance of a number of widows. It is alleged that Landru took his dupes to a lonely house on the border of the Rambouillet forest and that they were never seen again.

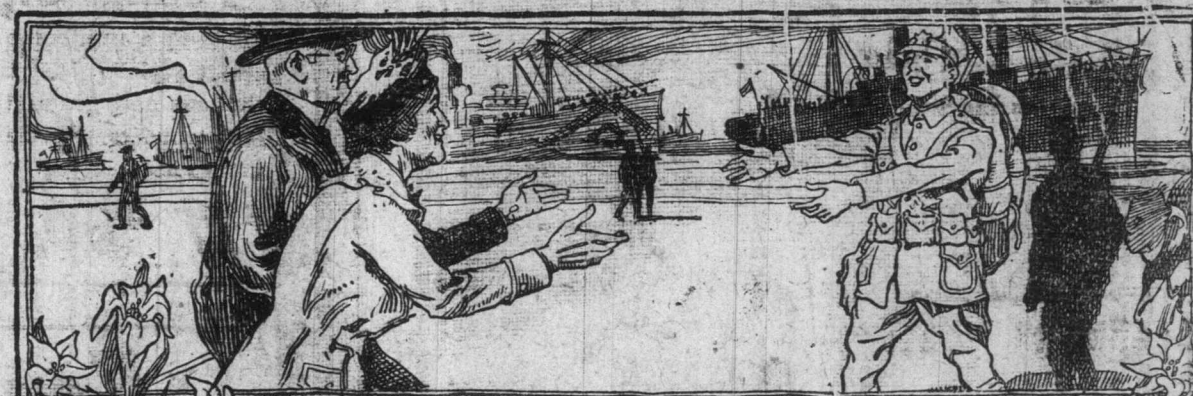
IN TWO MONTHS HANSARD GROWS A FOOT THICKER

Ottawa, April 16.—The oratory of the two months' sitting of the House of Commons is revealed in Hansard, which is now nearly a foot thick.

TORONTO MAN SENTENCED.

London, April 17.—Found guilty of stealing a \$500 Victory bond, John alias Chester F. Smith, of Toronto, was sentenced to a three months' term of from three months to two years.

The Children's Shelter, of Brantford, will benefit by \$4,000 as a result of the canvass carried out by the Commercial Travelers' Club there. Of this \$420 was contributed by Paris, and \$3,580 by Brantford. Other gifts are expected to bring the total up to \$4,000.



What an Easter this will be!

PEACE!—Joyous homecoming and reunion—Spring in the air—and renewed evidence of prosperity and plenty about us—

Happy parents—healthy children—freed from the worry of the years of conflict and the restrictions that have helped to attain the victory that is now ours—

Little wonder that the aim in thousands of Canadian homes will be to celebrate this joyous occasion by a return to old-time festivity. Let your home be one! Let your household, this Easter of 1919, once again freely enjoy its old-time Easter Breakfast—

Swift's Premium Ham

Gone are the reasons that for four long years have restricted the enjoyment of this delicately tender, sweetly-flavored, amply-satisfying food product. Once more you need only phone your grocer or butcher in order to be promptly supplied. When you buy, make sure you see the Swift's Premium wrapper and brand. You can seek no better Easter breakfast dish than ham—you can find no better ham than Swift's Premium!

Swift Canadian Co.

Limited
Toronto Winnipeg Edmonton
(Canada Food Board License Nos. 13-170, 171, 172)

