

NIAGARA DRY GOODS CO.

The Store that Reflects the Good Taste of Niagara

The Whole Store Is Aglow With Beautiful Fashions For Easter

THE EASTER SHOW OF DRESSES REVEALS MANY INTERESTING STYLES

A New Silk Petticoat For Easter

Women's silk Petticoats, cut on the straight lines to conform with the narrow skirts finished with three inch pleating. Priced at \$4.95 and \$5.95.

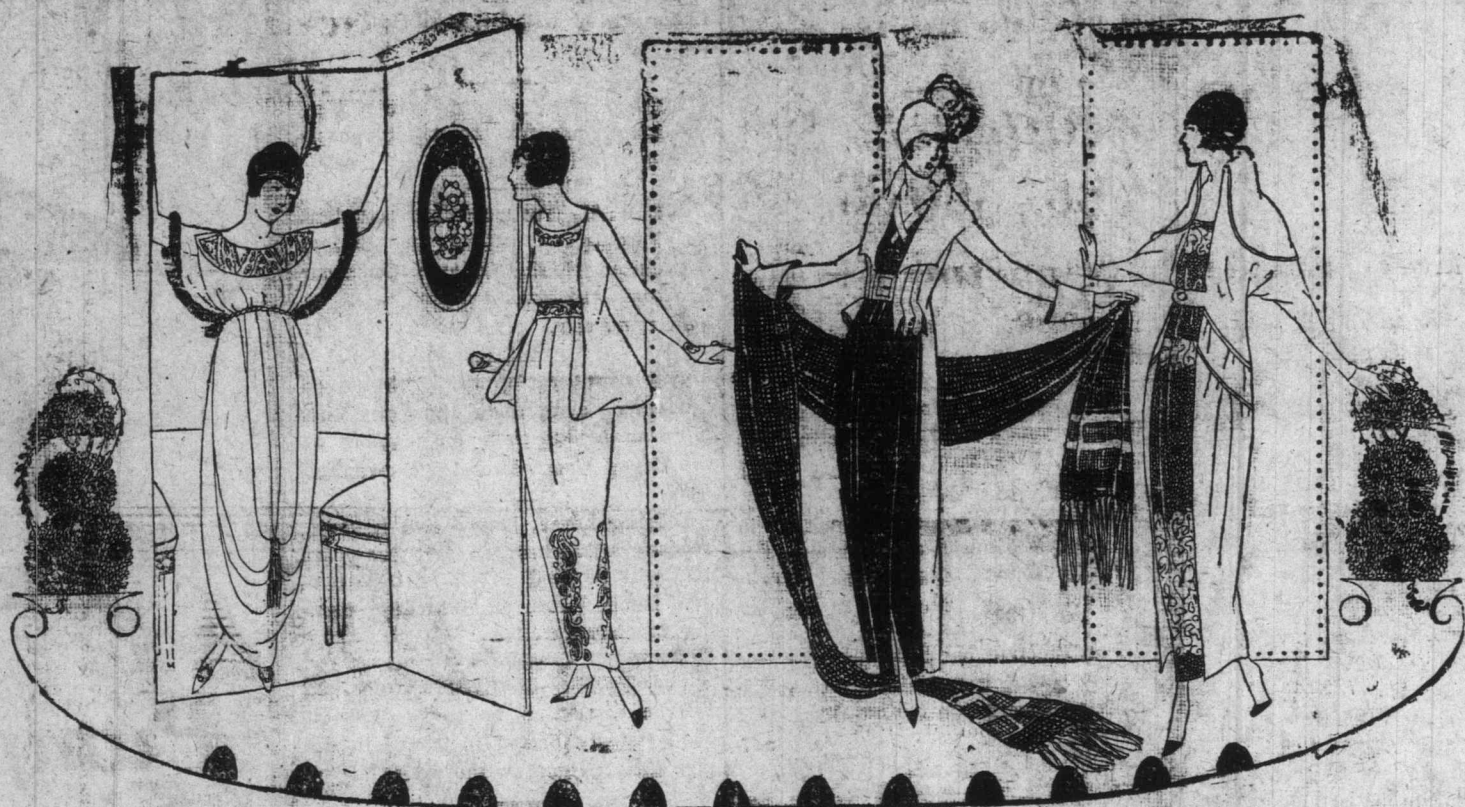
Women's silk Petticoats, some with top of Italian silk and flounce of taffeta, in all the wanted changeable shades. Priced at \$4.95.

All Jersey Silk Petticoats, flounce accordion plaited with Vandyke points, over pleating some with insets of contrasting colors. Priced at \$6.95 and \$7.95.

Women's extra size Petticoats, some of all taffeta silk with elastic band at waist, tailored flounce joined to top with four rows of shirring. Priced at \$5.95 to \$7.95.

Women's Petticoats, all silk jersey, colors of navy brown, taupe and green. Priced at \$5.95.

(Second Floor)



We are now showing a remarkably beautiful assortment of exclusive new models in dresses for Easter and Spring wear. Clever designs unusually well finished and featuring individual styles in Crepe de chine, Georgette Crepes, Taffetas, Foulards and Pussy Willows.]

Every dress has that valuable virtue of being extremely well made so it will fit your figure correctly and hang in graceful lines. All the details of finish and workmanship are carefully and serviceably perfect. Among the new models are the following:

A navy foulard frock with georgette sleeves which are button trimmed from the shoulder to the cuff, the waist is plain in back and front with a row of navy buttons extending from the collar line at the back to the waist. The skirt has a pointed tunic in front and back a soft girde of the same material finishes this smart little dress at \$37.50.

A pretty little model of printed georgette with a navy ground and an all-over rose pattern. The skirt has an overdrape, the waist is made with a round neck and plain front, sleeves have a flowing cuff, and a girde of the same material completes this new model. Priced at \$26.50.

A very appealing dress is one of figured georgette, in a blue and tan combination with an over-dress of plain navy georgette, the effect of the figured crepe under the plain gives a very soft and pretty effect, the skirt is slightly draped at the sides the waist has a round neck, piped with the figured crepe, upper part of the sleeves of the plain navy, the cuff being of the figured crepe in wide flowing effect, a deep crushed girde of navy satin adds to the charm of this handsome dress. Priced at \$42.50.

A dress of reseda crepe de chine made with an overskirt which has a deep roll of embroidery and eyelet work the neck of the waist is square and is finished with a small roll collar, a row of wide eyelet work forms the bodice of the waist. A wide loose belt with a panel extending almost the length of the skirt adds the necessary finishing touch. Priced \$52.50.

A dress of georgette crepe in French blue is a very novel creation, the skirt has five rows of tucks running around the skirt from the hem to the waist-line. This dress is made in long straight line effect. The waist being entirely covered with an all over braiding design and embroidery work the three quarter sleeves are finished with braiding and flowing cuff. This same model is also shown in light grey. Priced at \$42.50.

A dress of taupe crepe de chine made in straight line effect with an overskirt lavishly embroidered. A silk cord serves as a girde. The back and front hangs in a box pleat from a yoke from the shoulder, sleeves are finished with two straps at the cuffs, button trimmed, accordion pleated collar with eyelet work adds the finishing touch. Priced at \$45.00.

A very exclusive model of black georgette over black Pussy-willow satin is fashioned on straight lines, the waist with a vest effect and reverses trimmed with an irregular silk fringe, long panels trimmed with same style fringe extends about three-quarters way down on either side of the skirt, loose sleeves with four rows of fluster tucks extend to the elbow. A sash of the same material forms a girde which crosses in the back and ties in front. Priced at \$49.50.

Black taffeta is used to produce a most enhancing dress made on straight lines with embroidered side panels put on in a shirred effect at the hip line. A wide belt gives a high waisted effect, the sleeves are straight with a wide flaring over cuff trimmed with buttons. Priced at \$45.00.

One of the most stunning garments shown in a dress of navy tricolette, the skirt has side panels heavily braided waist, made in long effect with a vest the entire front being heavily braided. Collars and edge of vest trimmed with antique wood beads. The sleeve trimmed with buttons to form a cuff effect. Priced at \$89.50.

Dresses at \$15 and \$16.50

There is a liberal showing of very effective dresses of crepe de chine-satin with georgette sleeves and taffeta with georgette sleeves shown in colors of taupe, navy, brown, wisteria, French blue, and black, made in several different styles and very specially priced at \$15.00.

Charming frocks of Foulard all tastefully made and unusually effective, these all are in blue grounds, some with white polka dots, other in new all-over effects, round necks with Georgette collars are shown, others with a vest effect, while others are collarless. Priced at \$16.50.

(Third Floor)

The Easter Glove Display

The fine stock of kid gloves now here and ready for your selection are the result of orders placed many months ago and our policy in anticipating that long period ahead is now proving to be good, for we have a splendid selection of kid gloves for you—many of the styles being only obtainable here. For instance:

French kid, Mocha, Chamoisette, Cape, and silk gloves shown in colors of Mode, Navy, Brown, Tan, Champagne, Grey, Black and White.

White with black embroidered back, Black with white embroidered back, also many of the other colors with contrasting embroidered back.

We have also prepared a most extensive showing of Children's gloves in chamoisette, silk and colors of mode, white and navy and kid gloves in tan and white from oos to 7.

The Easter display of gloves are a guide not only to the style in gloves, but the economies in gloves also.

(Street Floor)

Waists of Georgette For Easter Morning



Pink Georgette Waist, has square sailor collar, each end of which has a two-tone shaded button of pink and green. Front has round neck, which is in Vest effect in a small hemstitched yoke, through which a green crepe tie is threaded; three buttons form a tassel at the end of it; tiny pin tucks also trim the front, and the fastening is under a large tuck at left side of front. Priced at \$8.50.

Dainty and stylish Georgette Crepe Waists. One very winning model in white has low round neck, square sailor collar, the ends of which hang loosely over shoulder and are finished with a gold beaded ornament; the front and sleeves are embroidered with white and gold silk; six tiny pin tucks, also one large tuck, trim front. This waist is fastened invisibly under the large tuck at left side of front. Priced at \$8.50.

Most exclusive model in Pink Georgette has small flat roll collar which can be worn as a high collar or in open V-neck style. The front is prettily embroidered in sprays, the flowers imitating their natural color; three small tucks come between the rows of embroidered flowers; sleeves have small turn-back cuff. The fastening of this waist is down centre of front with a dull tone shaded pink button to match waist. Priced at \$8.95.

The most delicate shade of pink possible makes this dressy waist of Georgette crepe; it has a fichu shaped collar composed of tuck net, has square neck in vest effect, which is also finished with frilling; tiny pin tucks, also the very smallest of pearl buttons, adorn the centre of the front; sleeves have a turn-back cuff of net frilling and are fastened with small buttons. This waist is \$10.95.

(Third Floor)

Footwear For Easter Sunday

This will be dress up Sunday for the children. We are prepared for their needs in footwear in our Children's Shoe section.

Black patent leather with white top, always dressy. Black patent leather with black cloth or dull kid top.

Black kid and tan calf. Tan calf with fawn cloth tops and black kid with grey cloth tops.

Patent and dull pumps with the new instep strap, the kind that won't gap at the side.

All prices very reasonable. Quality considered.

(Street Floor)

An Easter Showing Of Exclusive Millinery



\$10.00
\$15.00
to
\$25.00

Commencing tomorrow, we will have a special exhibit of new Easter Millinery. This display is more gorgeous than ever before.

All the beautiful creations of this season are well represented. The designers have put into them that touch of loveliness that every woman desires. There are most bewitching curves and droops in stunning flares and wing effects also many very effective flower hats. The patterns include:—

RAWAK BLUEBIRD CUPID
GAGE AND CREATIONS FROM OUR OWN DESIGNING ROOMS.

THIS IS PERHAPS THE MOST DISTINCTIVE SHOWING OF EASTER MILLINERY THIS STORE HAS EVER OFFERED.

An equally attractive display of hats for children and girls in their teens will be ready for your inspection and choosing tomorrow.

All the favorite and most approved styles will be in the showing, featuring poke bonnet styles, wide droopy brims with flowing streamers together with other chic Easter styles.

(Third Floor)

Captivating Styles in Capes and Dolmans

And they all express the new Silhouette so gracefully. Capes with saucy little draped collars of contrasting silk and those with dignified roll collars. Capes that stop bewitchingly below the waist, and others fashioned with a vest effect when belted from underneath. Fashionable Dolmans of the choicest fabrics and made on style lines which represent the highest art of skilled designers.

An unusually attractive and exclusive showing of Capes and Dolmans for the Miss, the Matron and even for the Girl from 8 to 14 years are here in one grand assemblage for your selecting. Prices commencing at \$13.50 and up to \$145.00.

(Third Floor)

NIAGARA DRY GOODS CO., Inc.

114-120 FALLS STREET, NIAGARA FALLS, N. Y.

IN CONNECTION WITH SIBLEY, LINDSAY & CURR CO., ROCHESTER, N.Y.

COLLEGIATE NOTES

The annual Speaking Contest for Major Merritt's prize will be held in the Collegiate Gymnasium on Tuesday evening April 29th. About six of the best pupils of the Collegiate will take the platform and compete for the much coveted honour.

The evening classes in Shop Mathematics have closed. The members of that class will please take notice that there will be no session of the class Thursday evening.

In the announcement made in the Toronto papers this week, of the winners of the Provincial prizes in the Victory Loan essays competition, Colin Tait, of the local Collegiate Institute won honourable mention, in the contest among the pupils of the Upper School.

He was also the winner of the first prize in the Upper School in this Collegiate Institute, and the award mentioned above, means that he was third in the Province in that competition.

TWO OF SIXTEEN HAVE PILOTED MORE THAN ONE WINNING CLUB

Only two of the sixteen managers who will lead teams in the major baseball leagues this season have piloted more than one pennant winning club. Connie Mack of the Athletics and John McGraw of the Giants are the men. Both these baseball generals have seen their teams win a half dozen championships in their respective leagues.

McGraw's sixth pennant came in 1917; Mack's was won in 1914.

It was in 1904 that McGraw won his first National League pennant. He repeated in 1905. Then there was a lapse of six years in which the Giants couldn't get on top, but in 1911 the Giants copper. In 1912 and again in 1913 McGraw's club finished in front in the National League, two years ago the Giants also won.

WEATHER PROPHECY

Approaching Changes Registered By Members of Animal Kingdom.

Undoubtedly there is a great relation between the elements and certain complaints, in the same way that some seasons of the year render certain people liable to illness more than others.

The lover who investigates in the animal world the more prone, are its subjects to be affected by the weather. A cat for as much as three days beforehand feels a coming storm; a horse's fine nostrils can sniff approaching rain in an uncanny manner. The birds of the air have but to be watched to see the way in which they seek their nests at a hint of danger in the air.

The very trees and plants tremble in a peculiar manner before a severe storm. Many human beings are just as sensitive to the march of the elements, but do not always realize the significance of their sensitiveness. People who suffer from gout, rheumatism or neuralgia know at once when bad weather is approaching.

Old wounds make themselves felt at certain times, and the stomps of members long since amputated give pain.

Medical men have never satisfactorily explained these strange phenomena, neither can they tell why some people instinctively become restless and excited, or moody and sullen, before a thunderstorm.—Tit Bits.

THE PASSING JEST

"No houses for rent anywhere, it seems." "True." "And a big demand everywhere, I hear." "Well?" "I'm forced to the conclusion that millions of people haven't been living in houses."—Louisville Courier-Journal.

Close Friend (sympathetically)—I hear that your son doesn't take kindly to the law. Big Lawyer (grimly)—Perhaps you wouldn't either if you had been arrested three times for violating traffic ordinances.—Buffalo Express.

Gerty—What are you going to do with all those fellows you have been corresponding with at the front when they come back? You certainly can't become engaged to all of them. Prunella (hopefully)—I don't know. They may come back one at a time.—Life.

"I wouldn't marry the best man living." "I'm sorry you feel that way about me, but I appreciate the compliment."—Detroit Free Press.

He—But do you think I could deceive my own little wife? She—No, I know you couldn't; but you are silly enough to try.—Boston Transcript.

Redd—The doctor said he'd have me on my feet in a fortnight. Greene—And did he? Sure. I've had to sell my automobile.—Yonkers Statesman.