



World of White Exposition!

AYRE'S exposition of White Goods has for years been looked forward to as one of the principal merchandizing events of the year. A distinguishing feature of our display is that the goods shown are entirely new, many of them having been imported expressly for this event. This season we have been particularly fortunate in securing exceptionally good bargains in many lines, in both the English and American markets—values our patrons will appreciate. We list some of them on this page. **SALE COMMENCES FRIDAY, March 13th.**

Curtains.

Just in time for fixing-up for spring. We show handsome styles and special values, **35c. to 12.50** per pair. **Curtain Nets and Madras.** We show many very effective patterns in the newest materials, **10c. to 75c.** per yard.

St. Gall Lingerie.

We have, in the past, offered many good lines of embroideries to our customers, but our importations this year surpass anything yet shown. For delicacy and beauty of design these goods have never been equalled in Newfoundland. Prices from **6c. to 50c.** per yard.

Wash Goods

For several seasons "White" has been the favorite in summer dress fabrics, and this season it will be more popular than ever. Our stock is a good criterion of what is "correct" in this line, embracing as it does the accepted styles for 1914. Special offerings in Mercerised Brocades and Madras at **15c. and 20c.**



Shirt Waists and Blouses

Correct English and American designs; some very attractive styles this season at **60c. 75c. 80c. \$1.30 \$1.50, \$2, \$2.60**. A big special at **50c.**

Neckwear.

2,500 Lace Collars in favorite shapes, such as Gibson, Dutch, Coat & Stock **8c, 20c, 25c, 40c.**

AMERICAN SKIRTS

in Pique and Ratine, with high waist line, removable buttons, pocket, **\$1.40**

HOUSEHOLD SUPPLIES.

These are all standard goods, considerably below regular prices.

36 inch Sheet	22c.
30 inch Perfection Shirting	10c.
36 inch Superior Shirting	12c.
36 inch Lonsdale	16c, 18c, 22c.
36 inch Lawn, in 2 to 6 yard lengths	9c. per yard
Fine American Lawn, 4 to 8 yard lengths	9c. & 12½c.
American Madras, 4 to 8 yard lengths	12½c.
Household Shirting in 6 yard lengths	8½c. & 10½c.
Brilliant, 5 & 6 yard lengths	12½c. yard
American Pillow Slips	20c, 25c.
Face Cloth	6 for 25c.

Embroidered Dresses!

Made of Swiss Muslins, in the latest styles; handsomely embroidered, **\$5.50, \$8.00 to \$15.00.**

MUSLIN DRESSES

Special at **\$.20**. Child's Muslin Dresses—**\$1.30, \$1.70, to \$3.00**

CORSETS.

For the next few days we offer our well-known "Pearl" corsets made of fine quality coutil, daintily trimmed, Directoire style dble. supporters, Sizes 20 to 28, at a special price, **\$1.00**

Lingerie Underwear

In Underwear we show an exquisite assortment of the daintiest creations in English, American and French (hand-embroidered)

Camisoles... **40c., 60c., 85c.**
Lace Slips... **\$1.00**

Camisoles and Knickers to match... **85c. each**
Knickers... **45c., 60c., 85c.**
Corset Covers... **40c., 60c., 80c., \$1.20**
Princess Slips... **\$1.60, \$2.20, \$2.70**
Night Dresses... **90c., \$1.25, \$1.50, \$2.00 to \$5.80**



Handkerchiefs.

A fortunate purchase enables us to offer the surplus Christmas stock of a big dealer in England, at prices that we are positive will appeal to all who see them. They include:—

H.S. Initial, 6 for... **15c.**
Embroidered, 6 for... **45c.**
H.S. Embroidered Initial 6 for... **40c.**

Child's H.S., 3 for... **8c.**
Embroidered Sachets, some with 3, others with 6 Hks... **70c.**
H.S. Special... **40c. ea.**

APRONS

In various patterns... **15c., 25c., 30c.**

TABLECLOTHS, Etc.

Values that should appeal to every housekeeper: Damask Tablecloths, **70c., \$1.00, \$1.40, \$2.10, \$2.90, \$3.20.** DOYLEYS, with scalloped edges, **25c.** per doz.

Napkins

Table Napkins, put in 1-2 dozens, at **70c., 75c., 90c., \$1.98, \$1.20, 1.50**

Ayre & Sons

LIMITED.



NAINSOOKS

36-inch Fine Nainsock, 13 Pure Cambrics in 4 to 6 yard lengths... **10c., 12c. 15c.** per yard

TOWELS

SOFT TURKISH TOWELS. Special at... **10c., 15c., 20c. to 30c.** each.

News of the City and the Outports

OBITUARY.

Edward Soper, Lady Cove, T.B.

There passed peacefully away on Feb. 25th Edward Soper, of Lady Cove, Trinity Bay. Born in 1837 at Hant's Harbor, the son of the late Dr. Soper, who died sixty-three years ago, in 1868 he removed to Lady Cove where he spent the remainder of his days.

The deceased was seventy-six years of age and leaves a wife, four sons, three daughters, one brother, twelve grandchildren and a numerous host of friends to mourn their sad loss.

The funeral took place on March 2nd and was largely attended, the service being conducted by the Rev. Mr. Cummings, pastor of the Methodist Church of Lady Cove, at which the deceased was a prominent member.

Although unwell for twelve months yet Mr. Soper took an active part in the F.P.U., of which he was a faithful member.

SHIPPING

THE "CHECKERS."

She left this coast some months ago. Manned by six seamen strong and brave. But, ah, we have grave fears to-day. These men have met a watery grave.

She reached Oporto safe and sound. And soon the news sped o'er the sea. That she was leaving, homeward bound, which filled our waiting hearts with glee.

Alas we must now abandon hope. That she will e'er reach port again. We fear that she has met her fate. Off the rugged coast of Spain.

IRONCLADS LEAVE.

The ironclads left this morning. The Adventure was the first to get underway, going at about ten minutes to eight. She was followed by the Bonaventure, Bellaventure, Nascope, Beothic, Florizel and Stephano.

They passed Pouch Cove in the following order: Bellaventure, Bonaventure, Nascope, Adventure, Beothic, Florizel and Stephano.

The Bellaventure passed Cape St. Francis at 10.10 with the Nascope and Bonaventure close behind. The Beothic came next, then the Bonaventure, Florizel and Stephano. The latter was nearly 70 minutes behind the Adventure leaving port.

Hundreds of citizens lined the wharves, the Batteries and Signal Hill to see the ships off.

Mr. W. F. Coaker has gone out in the Nascope and the people gave him three hearty cheers this morning.

The Mail wishes the ships one and all bumper trips.

THE NEW BANK OPENS NEXT THURSDAY

The new branch of the Royal Bank of Canada in the Horwood Building, Water Street West, opens for business on Thursday next.

The interior is now receiving the finishing touches, and in a few days time the fittings will be complete.

Mr. Alex Marshall is the manager. Mr. Marshall has been with the Royal Bank of Canada for 17 years. He entered as a junior and went through all the work. His appointment will be a popular one, as Mr. Marshall is a young man who has the highest respect of all our citizens.

Under his able management we predict success for the institution.

Mr. J. Rawlins will act as teller in the new bank and Bert Bowden will be junior.

GENTLEMAN JIM.

The manuscript of "The Queen's Messenger" not having arrived this charming playlet will not be given at the Irish night concert. "Gentleman Jim" by Miss Keegan and Cecil Cliff will be substituted for it.

The latter is a splendid piece and will prove popular we think.

Under the Distinguished Patronage of His Excellency the Governor and Mrs. Davidson, the ladies of the Cowan Mission will hold their Annual Tea and Concert in the Methodist College Hall on St. Patrick's afternoon. Admission 30 cents, including tea. Concert to commence at 8.30. Home Made Candy for Sale.—21.13.16

RT. REV MONSIGNOR ROCHE

GIVES INTERESTING LECTURE

Rt. Rev. Mons. Roche lectured to the members of the Star Society and their lady friends last night.

His subject was "The late Mr. Gladstone," whose life he dealt with from early days to death.

At the close a vote of thanks moved by the President, Mr. Jackman, and seconded by Mr. Thomas Kelly, was tendered amid loud applause by the Chairman, Mr. J. J. Lacey, on whose invitation the spiritual director, Rev. Dr. Greene also spoke, and was followed by the Rev. Fr. Doutney.

Both gentlemen spoke of the Society's good work in glowing terms.

M. C. L. I.

The subject for discussion at the M.C.L.I. rooms last evening was "Do modern comforts tend to promote a stronger man, mentally, morally and physically. The arguments put forward were bright and interesting.

Messrs. S. Woods, I. C. Morris and A. Daves were the principal speakers for the affirmative, and Rev. Dr. Curtilis, Messrs. Joseph Moore and H. Mitchell for the negative. The vote resulted in a tie.

At last night's meeting it was decided to hold the annual dinner on April 16th in the College Hall. The catering will be looked after by the members of the L.C.A.S.

THOUSANDS OF SEALS AT ST. ANTHONY

A gentleman informs us that he had a message from one of the staff at the Grenfell hospital, St. Anthony, that seals were in thousands off that place on Wednesday.

SEALERS QUARREL

Two sealers of the Bellaventure, brothers-in-law from Logy Bay, quarrelled on board the ship last evening, and one received a blow which left a large wound on his forehead.

Dr. Campbell was called and stitched up the wound.

The Bruce express is due at midnight.

MANCHESTER COMMERCE AT HALIFAX

S.S. Manchester Commerce, which underwent extensive repairs here after striking an iceberg, is now at Halifax loading deal, having arrived there last week from Manchester.

Capt. Couch is now enjoying a vacation, and Captain Payne is in command.

'LENA' BADLY BATTERED

The Lena, which arrived at Malaga last month from Newfoundland, with a cargo of fish, had a fearful experience.

Fifteen feet of the starboard bulwarks were smashed in; she lost her anchor and chain; ten stanchions were broken, the rails from the fore-rigging to the bollards were carried away and she had to jettison part of her cargo.

COASTAL BOATS.

BOWTINGS.

Prospero arrived at Fortune at 9 a.m. and left at 9.45 a.m.

REIDS.

Brue left Basques at 5 a.m.

Lintrose arrived at Basques at 7.50 a.m.

FIELD HOCKEY.

The next game will be between Companies No. 2 and No. 5.

To-night at the armoury after battalion parade, J. Murphy's and P. Murphy's teams will contest at field hockey.

BRUCE PASSENGERS

S.S. Brue arrived at Port aux Basques at 1 p.m. yesterday, with the following passengers—J. Watkins, D. H. Murrin, W. A. Perkins, A. B. Morine, B. J. Bates, W. Keeping, J. C. Colbourne, S. A. Browne.

DAILY MAIL, \$2.00 A YEAR

SMALLPOX STILL PREVAILS.

Dr. Fitzgerald of St. Jacques has been ordered to a place called Pamme, Fortune Bay, to investigate into some cases of smallpox.

The disease is of a very mild type.

WILL LOSE HIS EYE.

Arthur Andrews who was injured at the Prince's Rink will lose his eye, as it must be removed.

The operation will be performed on Monday next.

MAGISTRATE'S LEVEE.

Two inebriates for acting disorderly were each fined \$5 or 14 days.

Two others were discharged.

ST. ANDREW'S CLUB BUSY

The members of St. Andrew's Club intend holding a concert in the Presbyterian Hall next Wednesday.

They are also preparing for their dance which will be held in the club rooms.

PASSED CATALINA.

A message from Catalina early this afternoon says that the seven steel steamers passed that place at ten minutes to two to-day.

COULDN'T GET OUT.

Quite a number of men who came to town on "spec" hoping to get berths to the ice were forced to return home again. We are sorry these men were disappointed considering the trouble and expense to which they were put.

S.S. Nordcap arrived at Hr. Breton from Santo Pola yesterday with sail for Job Bros. and Co.

SEALING NEWS

The Gulf Fleet

Yesterday afternoon Mr. R. C. Smith, Supt. of the Anglo, had the following message from Cape Ray—

"Latest reports from the sealers give their positions, 40 miles West of Grind Stone Island. Heavy loose ice; no seals."

Young Harps at Hare Bay

Mr. W. Reid had a message yesterday from his brother from Stocke's Cove, saying that young harps were plentiful at the mouth of Hare Bay, and landmen were doing well.

Seals at Cape Norman

The Minister of Marine and Fisheries had the following from Flower's Cove:

"Moderate winds, East; dull and cold. Not much running ice on this side of Straits. Seals reported plentiful at Cape Norman."

Tuesday, March 17, 1914, at 8 p.m. Popular Illustrated Lecture by Mr. W. H. Jones, "The Empire of India." 65 new views, Chairman, the Hon. R. Watson. Admission 20 cents. —21.13.14

CHOIR PRACTICE

George Street choir meets this evening for practice.