

Our Great Anniversary SALE.

Take the time right now to read this interesting advertisement. It is an invitation to you to join in the pleasures and share in the profits of our Great Anniversary Celebration. On Monday, March 1st, we enter our 10th year in this building, and we are going to make it an epoch in our history by giving values in furniture and furnishings never heard of before. We appeal especially to the young people contemplating marriage, as it was largely for this purpose that this store was started.

The Furnishing of Home Outfits.

To those prepared to pay all monies down we will give some sweeping reductions, as by arrangement we have had considerable goods made the past 2 months right in the building for us which we can offer at specially low prices.

To those wanting accommodation Our Easy Payment Plan should appeal, as you can pay so much down and each every month until paid.

Unfailing straightforwardness in dealing, enterprise and ever increasing service are the cardinal principles of our business, which have won and held the confidence of the St. John's public in March's as a store for everybody—The Popular Furniture Store.

As our goods are made by skilled workmen we have no hesitation in recommending same.

Our Felt Mattresses are the best that money can buy. Our New Health Mattresses are absolutely sanitary, being made of pure cotton and filling.

Our improved Oxford Springs are superior in every way to the imported. Our Ideal Springs are the acme of perfection.

Our Davenport, made to order, which can be converted into a sleeping lounge, are taking well. Our Lounges, Couches, Upholstered Chairs are all made in the building. Our home made Parlour Suites are real money savers. Our newly made Sideboards are indeed wonders at the price.

Then we have a special line of Dining Suites which we offer at special prices during this sale; also Bookcases, China Cabinets, Hall Stands, Tables, Chairs, &c.

So we say, buy Home Made Goods and Save money, as well as keep the factories working and distributing the money from week to week.

The C. L. March Co., Ltd.,

The Popular Furniture Store, Cor. SPRINGDALE and WATER STREETS.

Give the Miller His Due, Mrs. Housewife

If he selects his wheat—

Washes, brushes and scours it—

Grinds it **20 times**, so the granules are all alike—

Sifts it **10 times** through silk, so you get only utterly perfect flour—

Then bakes a batch from every lot before it leaves the mill—

He deserves Recognition.

It is fair to you and fair to him that you specify his flour.

That's why we tell you of Gold Medal Flour.

We do it to better your baking—to give you more for your money—and to win a bigger place.

And, because we have done it, more homes use Gold Medal than any other flour in existence.

In mutual fairness, next time say

Washburn-Crosby's

Gold Medal FLOUR.

Sold Wholesale,

In Store and to Arrive.

G. I. ANDERSON, Agent, 165 Water Street

War News.

Messages Received
Previous to 9 A.M.

OFFICIAL.

LONDON, March 1.

The Governor, Newfoundland:
The French Government reports small successes near Dixmude and Lombardie, and important progress in Champagne. German works were carried north of Perthes and Beausejour. Two hundred prisoners were captured northwest of Perthes, and over 1,000 German soldiers surrendered during the last ten days. A subsequent report confirms progress in Champagne, the gains representing 2,000 metres in trenches. In one trench the enemy left over 200 dead. In the Argonne about three hundred yards of trench was captured. At another point the Germans sprayed the advance French trench with burning liquid.

The Russian Government reports their offensive developing in north-eastern Poland. Przemyśl has been taken, and the German retreat is extending. About 5,500 have been taken prisoners.

The Austrians were severely defeated in Eastern Galicia, losing 4,000 prisoners and nine machine guns.

HARCOURT.

ST. PIERRE BULLETIN.

PARIS, via St. Pierre, March 1.
Near Dixmude, Belgian artillery destroyed two German defence works. The Belgian infantry took a farm on the right bank of the Yser and Belgian aviators threw bombs on the German naval station of Ostend. The Germans are still bombarding Rheims and threw about thirty shells, of which thirty were directed against the Cathedral. In Champagne we have realized important gains, on Saturday night, by the capture of two German works north of Perthes les Hurles and north of Beausejour farm. Furthermore, we have progressed between these two points and made 200 prisoners. The number of German soldiers who have surrendered during the past ten days, exceed 1,000. A sharp artillery contest occurred on the Meuse heights and in the Vosges. We have progressed in the vicinity of Arhman's and Willerkopf.

FRENCH MAKING SUPREME EFFORT.

PARIS, March 1.

Terrific efforts are being made by the French to break the German lines in Champagne district in order to force a retirement of the Kaiser's forces between the Aisne and Oise Rivers. In the past five days at least thirty attacks have been made by the French against the German lines between Sedan and Sarror, north of Perthes, Beausejour and Les Hurles. The German armies lying in the angle formed by the junction of the Aisne and the Oise Rivers, will continue to be a menace to Paris until they are forced to retire. These armies are only forty miles from Paris and if Von Kluck could pierce the French lines with a sudden movement near Soissons, he could not only drive in the direction of Paris, but could split the entire French force in two. In West Flanders the Belgians are continuing their activity against the extreme German right using both infantry and artillery in their attacks. Heavy artillery fire is reported from the district northeast of Amiens and south of the Lys, as well as from the valley of the Meuse. In the Vosges mountains the struggle for strategic points is becoming fiercer. The Germans have been reinforced with Landsturm forces brought from southern Belgium, where they had been used as patrols and guards for the lines of communications.

HALIFAX SCARED BY SHELL.

HALIFAX, March 1.
A twelve-pound shell, presumably fired from one of the harbour forts during target practice, entered two houses in the residential section here this afternoon. No one was in the houses at the time. The people living in the vicinity were panic stricken for a while, thinking that an enemy's ship had fired the shell.

ARRIVED SAFELY.

LONDON, March 1.
The steamer St. Louis arrived safely at Liverpool to-day, without any incident in passing through the naval zone.

OPERATIONS DELAYED.

LONDON, March 1.
The attack by the allied fleet on the Dardanelles has been interrupted. The Official Bureau issued a statement to-night saying that operations are being delayed, owing to bad weather.

MILARD'S LINIMENT CURES RABBIT IN COWS.

NEW SHIPMENT of BABY CARRIAGES 1915 PATTERNS.

These Carriages have just arrived and include the very latest in style and workmanship. Come early and make your choice.

Folding Go Carts,
Folding Runabouts,
Pullman Runabouts,
English Carriages.



All well finished and upholstered in various colors. Also in stock: Wheels, from 10 to 16 in. diameter.

Ayre & Sons, Ltd

HARDWARE DEPARTMENT.

BUY A PAIR.

Your sure to need then. Only

60c. per pair

Those

Gauntlet Gloves

for Ladies,

In Heather and Grey Wool, Leather Bound,
Aberdeen make, this week at

A. & S. Rodger's.



TIME FLIES

AND SO WILL THE

FLANNELETTES

that we are offering this week in

Pink, White, Cream, Sky, and
Cardinal, at

12 cents per yd.

You are not limited to quantity. Buy
as much as you want of each shade.
Good Value for 15 cents.

MOTHERS! Can you afford to let this chance slip by?

S. MILLEY.

Trinity College of Music, London

THEORY EXAMINATIONS.

Higher Local.—Edward Hirst, Associateship, (A.T.C.L.), completed. Mr. King.
Lizzie Brown, Presentation Convent, Cath. Sq. (Theory part of Associateship.)

INTERMEDIATE.

Honours.—Gertrude Costello, Mercy Convent, Military Road. J. Ver Hayward, Mr. King.
Pass.—Eva Harris, Mercy Convent, Military Road; Mabel M. J. Sinnott, Presentation Convent, Cath. Square; Molly Farrell, Mercy Convent, Military Road; Florence Dawson, Mercy Convent, Military Road.

ADVANCED JUNIOR.

Pass.—Bride Mullins, Mercy Convent, Military Road.

JUNIOR.

Honours.—Kitty Harris, Mercy Convent, Military Road.
Pass.—Michael Morris, Presentation Convent, Cathedral Sq.; Mary Ryan, Presentation Convent, Cath. Sq.; Lucy Stack, Mercy Convent, Military Road.

PREPARATORY.

Honours.—Kathleen M. Thorburn, Pres. Con., Cath. Sq.; Charlotte McPherson, Mercy Con., Military Road; Nance Goss, Miss A. Collins; Mary J. Sinnott, Pres. Con., Cath. Sq.; Emma Benning, Miss A. Collins; Mary E. O'Neill, Pres. Con., Cath. Sq.
Pass.—Marie J. Lawlor, Pres. Con., Cath. Sq.; Mabel McGrath, Mercy Con., Military Road; Bella Hennebury, Miss A. Collins; Mary Goss, Miss A. Collins.

\$120 in Flour
From Rossley's.

As several curious people have asked what amount Rossley's gave from the benefit, that is, the amount Mr. Rossley placed in the hands of the McGuire Bread Firm, for which McGuire gives one thousand loaves of bread at two and a half pence each, at twelve cents per loaf, and the day the tickets will be out for sale. It was impossible to complete the order sooner. Every benefit Mr. Rossley has given he always states the amount, and within two years the benefits he has given is just on one thousand dollars. In his own quiet way he is always giving, and scores know that. The thousand loaves of bread will be all handed out, and in such a manner that the deserving poor will not be embarrassed. The names of ticket holders will be published to-morrow.

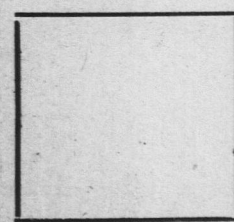
Entertainment at Seamen's Institute

The usual series of entertainment for the seafarers, fishermen and seamen visiting the city will begin at the Grenfell Hall this evening, and will continue until the sailing fleet has sailed.

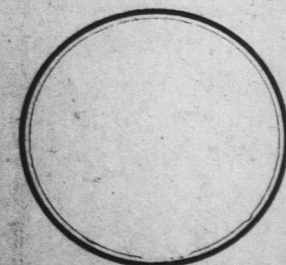
Interesting moving pictures will be shown including as many war pictures as possible. Admission will be free to all seafarers and fishermen, and the entertainments will no doubt, be largely attended.

STAFFORD'S LINIMENT

will treat you
on the



the whole year



Try a bottle and find out for yourself.
It cures Rheumatism, Lumbago, Neuralgia and all Aches and Pains.

Prepared only by
DR. F. STAFFORD & SON,
St. John's, Newfoundland.
Manufacturers
of the 3 Specialties:
STAFFORD'S LINIMENT,
STAFFORD'S PRESCRIPTION
PAIN
STAFFORD'S PHONATONE
COUGH CURE.