

COSTUMES

AT REDUCED PRICES.



See
Window
Display.

For a short time we shall be running our
Ladies' Costumes
considerably under regular price.
We have a very fine selection in
TWEED and SERGE.

NOTE THE REDUCTION.
Reg. \$4.50. Selling now for \$3.50
Reg. \$5.50. Selling now for \$4.75
Reg. \$7.00. Selling now for \$6.00
Reg. \$7.50. Selling now for \$6.50
Reg. \$8.00. Selling now for \$7.00
Reg. \$9.00. Selling now for \$8.00
Reg. \$10.00. Selling now for \$9.00
Reg. \$12.00. Selling now for \$10.50
Reg. \$13.00. Selling now for \$11.00
Reg. \$14.00. Selling now for \$12.00
Reg. \$15.00. Selling now for \$13.00
Reg. \$16.00. Selling now for \$14.00

**THE EARLIER YOU CALL,
THE BETTER THE
SELECTION.**

STEER Brothers.



O'Leary Family Burnt Out.

ESCAPE IN NIGHT CLOTHES.
While the community was sleeping the house of Mr. Frank O'Leary was in the clutches of a blast of fire which took the members of two of our fire brigades upwards of two hours to extinguish, but not before the building was badly gutted and the greater part of the contents destroyed. There was nothing to indicate fire when the family retired. The last to come was Mr. O'Leary's second son, Frank, who had been to a party. He went to bed about 2 o'clock this morning, but did not see any smoke or notice anything wrong. Shortly after 4 a.m. Mrs. O'Leary, who was sleeping on the second floor, smelled smoke and aroused her husband, who heard the crackling of wood whilst the rooms in the house were beginning to fill with smoke. He immediately alarmed the rest of the occupants, ordering them to get out as quickly as possible, and then ran to Cochrane Street and sent in an alarm on box 14. Mrs. O'Leary, her sons and daughters escaped in their night clothes. It was only after a strenuous effort that they got out at all, as the fire had made great headway. The smoke was rapidly getting dense and the two sons who were sleeping on the top floor of the house had a trying time beating their way over two flights of stairs and to the street. By the time the Central and Eastern fire companies arrived on the scene the blaze was then well under way with flames issuing from all parts of the house and very difficult for the firemen to get at. At about 6 a.m. the "all-out" signal was sent in. The origin of the fire is unknown, though it is supposed to have been started in the basement or cellar. A peculiar feature is that the fire must have been eating up through the ceilings for several hours and not discovered. The house is wrecked while the contents are practically all destroyed either by fire, smoke or water. The loss to Mr. O'Leary is great as he is only partially insured.

Cowan Mission Entertainment.

The Cowan Mission Entertainment held at the Methodist College Hall yesterday afternoon was largely attended and successfully carried out. Among those present were His Excellency the Governor and Lady Davidson. Vocal and instrumental selections were pleasingly given by Mrs. Job, Misses Doyle, Rennie, Johnson and Mitchell. Amusing and interesting was the sketch: "His Majesty's Mail" in which Mrs. Outerbridge, Mrs. Colville and Misses Rendell and Cliff took part.

CAN'T FIND DANDRUFF

Every bit of dandruff disappears after one or two applications of Danderine rubbed well into the scalp with the finger tips. Get a 25-cent bottle of Danderine at any drug store and save your hair. After a few applications you can't find a particle of dandruff or any falling hair, and the scalp will never itch.

Wesley Sociable.

The sociable held at Wesley Church basement last night was largely attended. Hon. J. C. Crosbie presided and expressed his pleasure at seeing so much unity among the people of Wesley Circuit. The programme consisted of selections by Misses Inkpen and Whiteway, Messrs. Maunders, Gushue, Cowan and F. W. Gorok. During the evening the S. A. band discoursed excellent music, which was very much appreciated. Tea was served at 9.45 p.m., after which a patriotic address was given by the Chairman. The singing of the National Anthem brought the enjoyable entertainment to a close.

DON'T TAKE CALOMEL

Instead of a dangerous, salivating Calomel to liver your liver when bilious, headachy or constipated get a 10-cent box of Cascarets. They start the liver and bowels and straighten you up better than nasty Calomel, without griping or making you sick.

Tasker Celebration

The annual Tasker Celebration was held at the British Hall yesterday afternoon and was attended by over 600 children. An interesting programme was provided and all present thoroughly enjoyed themselves. A particular feature of the evening's entertainment was a lantern exhibition given by Mr. P. Cowan. Lady Whiteway and D. G. Masters, Duder and Cliff were present and helped to make the children's event an enjoyable one.

Mark of Respect.

As a mark of respect to the late Hubert H. Steele, the volunteers who were on parade yesterday halted when passing the residence of the parents of the deceased while the band drums ceased playing. Deceased has two brothers, Owen and James, with the Nfld. Regiment.

CAPTAIN HATHERLY KILLED.
HALIFAX, March 17.
Capt. Hatherly, of the Allan Ethier Mongolian, was killed to-day by falling from the hatch beam. The Mongolian is undergoing repairs in the dry dock.

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.

COUNSEL'S ADVICE!

Take a walk, or take the car, but LET your
DESTINATION be OUR wonderful SALE of
Flannelettes.
Their value will repay you, they are extra good.

A. & S. RODGER

For SPRING 1915

LATEST FASHIONS IN

LADIES' COATS!

Exquisite Shades. New Designs.

\$3.95 each.

WORTH UP TO \$8.00 EACH.

NOTICE WINDOW.

S. MILLEY.

BUY GOODS

Made Newfoundland!

When you consider that on every dollar's worth of furniture imported you pay eighty cents charges, you will readily see that it is to your advantage to buy Home Made Goods. Besides, you are helping to keep the labor at home when you

Buy Goods Manufactured in Nfld.

We are prepared to demonstrate the saving qualities of our goods. Having a Factory in our building equipped with modern machinery, also a large supply of hardwoods direct from the mill, we are in a position as never before to meet you, not only in prices, but quality. We have our Springs woven from the wire right in the building, thus saving considerable on cost. We have our Mattresses made by the only machine of its kind in the country. Our Couches, Lounges, Dayenports are also made here, and our Parlour Suites as well; also Sideboards, Tables, Bureaus and Stands, Writing Desks, and in fact anything required we can make to order and save you considerable money. Then why not take advantage of this

Our Great Anniversary Sale

by securing goods at almost Half Price, which can be held until required.

Let us figure on that job of repairing you want done, it will pay you.

Remember, Sale closes March 31st, so don't fail to take advantage of the many special offerings we are now making.

The C. L. March Co., Ltd.,
Cor. SPRINGDALE and WATER STREETS.

BRITAIN'S RECORD ARMY.

If Kitchener is able to carry out his programme and form an imperial army of 3,000,000 men, without counting troops in India, Great Britain will be in a condition for which its history affords no precedent. Not even when the glow of the camp-fires of Napoleon's army at Boulogne could be made out from the British shore of the Channel did the armed strength of the alarmed United Kingdom approximate the host Kitchener proposes to have ready for what he calls the beginning of the war. It will be five times as numerous as were all Great Britain's aggregate effective forces two years ago and it will have been raised without resort to conscription. Great Britain will have "a nation in arms" a force that the strategist of Berlin never dreamed could be conjured up when they began their war incantations.—Bonston Transcript.

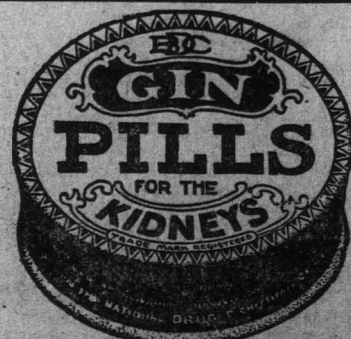
EVERYDAY ETIQUETTE

"If I do not care to send out cards to friends to announce the birth of my child what should one do?" was Mrs. Newmother's query.

"Notes can be written to one's intimate friends or the announcement may be made through the newspaper," said her aunt.

Mr. M. A. Devine will lecture in the Star Club Rooms on Thursday, at 8.30 p.m. Subject: "Clippings from the Back Bay Bugle." Admission 10c. Bring your friends.—mar16,2i

Simplicity is the dominant note in all that pertains to fashion these days—even to fabrics.



If you are having trouble with your bladder—with incontinence or suppression of urine—burning pain—weakness or pain in the back—or Stone in the Bladder—take GIN PILLS. They cure—60c.—6 for \$2.50. At dealers everywhere.