BUY SOME GIFTS EACH WEEK

## READ

UGGESTIONS FOR INFANTS.

ısh Sets	.80c. to \$2.7
Iuloid Rattles	
ating Toys	22c. to \$2.40
ol Jackets	90c. to \$3.00
el Leggings	\$2.00 иј
ol Caps	· · · · 85c
ol Snow Suits	\$3.60 to \$7.50

#### Things a Woman Would Wear.

	lies' Umbrellas \$1.95 to \$13.0
	Hes Silk Milliers
	ies woot unmers \$1704-
	lies' Spatts in all the newest shades, \$2.00 to \$2.50 pair
	\$9 00 to \$9 to
	lies! I am a Disab Tama T
	ies' Long Black Jersey Leggings
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	les Louise Robes \$7.40 to 210 M
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	nes manupags sine to glad
	lies Boudoir Caps
	ies' Fur Sets \$31.50 to 149 M
	les' Fur Sets . \$31.50 to 142.00 ies' Fur Coats . \$76.00 to 255.00 ies' Onyx Silk Hose . \$2.10 to \$4.70 pr.
	ies' Onyx Silk Hose \$2.10 to \$4.70 pe
	ics trebe de thene camisoles she to co to
	ies' Shadow Lace Camisoles \$1.75
	les Italian Silk Vocte 29 90 01 44
F	les' Italian Silk Knickers
ľ	ies' Italian Silk Priamas
	ies' Silk Sweeter Conta Pe on to conta
	ies' Boxes of Hand'fs15c. to \$1.10 ber
	les' Motor Countlete
	ies' Motor Gauntlets \$3,15 pair
	TO UC THEHE HANDERPEDIATE Vio to Isa as

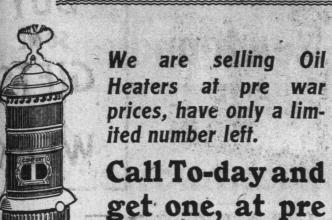
This List For Reference. 0. BOX 920, ST. JOHN'S.



launder, nd Clothier, St. John's,

The Epidem

COMFORT.





AYRE & SONS, LTD.,

war price.

Phone 11. - Hardware Dept.

'Phone 11.

## OW LONDON WAKES TO WAR

early morning light, meets think of the song of Clarias so popular in the drawmy boyhood-

bright smile haunts me still.

Square I make my way to Liverpool on in the railway yards as I pass, but the conventional red handkerchief, and ing eagerly into the distance. ers early afoot are linger- with the languor of early morn.

volent Institution. At 5.50 my buttonhole has been benevolently beflagged by the comely conductorette, and her

oom of a big railway hotel. At over

extinguish the is a scene of intense animation. The er. Many of them are young women of twos and khaki. The arrival platforms are fill- They are fairly well dressed, and they

Tastes fine, but con-

tains no caffeine the

drug in tea and coffee

The unusually attractive taste of

NSTANT

POSTUM

makes many people prefer it to tea or coffee. And you can make each cup

strong or mild just as you

wish by varying the amount of Instant Postum used per

ATrial Is Convincing.

"There's a Reason"

their work. Their offices and places of desire to respectfuly tender to you and usiness will not be open yet, and so Mrs. Macpherson our deep sympathy station waiting-rooms are packed with you in your sorrow on the death, with them and many of them find through illness, of your son after restting-piaces in such of the City four years in the service of his King churches as open early for their ac- and Country. commodation.

These girls are compelled to come By Moorgate Street and Finsbury might fail to find room in it; then they would be late at business. This Street. There is plenty of work going fear of being late has a marked effect on the attitude of the crowds that the streets are deserted except for a are now beginning to wait for tram-few labourers sauntering workward cars and motor-buses. Everywhere with their mid-day meal wrapped in you see anxious faces and eyes peer-

little groups of charwomen bound for There is a notable change in the old story was told again the buildings and houses in the neigh- character of the morning invasion as bourhood and gossiping as they go, but the hour advances. The majority of naper parcel and many of them have

ed again and again by the inflowing carry their provisions for the day in are in their respective chests. stream flows out into the world of their office desk, or it may be as naval stores officer in dockyard to

Their salaries permit them to lunch at a restaurant.

In the nine o'clock crowd there are many more men than there were at the earlier hours of the morning. By ten o'clock the City and the West

End are wide-awake. Londoners are up and out, and the great world of London is at work to win the war. You have only to watch the awakening of London to understand how great and glorious a part women are playing in the world's fight for Free-

From East and West and North and South since the earliest hours of the new-born day a noble army of women has been spreading itself over the capital to be the working bees in the great hives of industry connected with the war and the munitions of war, to take the place of men in all the industrial and commercial, and clerical occupa-

It is small wonder that our hearts are filled with pride when we realise how great an Imperial asset womanpower has proved itself to be in the Empire's hour of need.

Letter of

S. J. Macpherson.

Sympathy. St. John's, Nfid., Nev. 15, 1918.

City. Dear Sir and Brother.-We, the members of the N. I. W. A. Co-cperative Committee in meeting convened,

As a brother whom we all esteem highly it is with deep regret we have to their work with time to spare. If learned of the sad affliction with they left it till the last train they which your home has been visited at this time when humanity in general is rejoicing over the dawn of peace. On behalf of the Committee,

Yours fraternally, JOHN CALDWELL, Chairman. M. J. JAMES, Secretary, JAMES BAIRD, Treasurer.

#### Naval Secrets.

the girls in the seven o'clock crowd cannot buy, among them the secrets Towards six o'clock a rivulet of hu- are young and pale and poorly dress- of our silent Navy. There exist conmanity begins to trickle into the City. ed. Their skirts are skimpy, and there fidential volumes on wireless signalold story" was an idyll of It is made up mainly of elderly and is little attempt at finery. They car codes, books on guinery and torpedo ace. To-day the great middle-aged men of the labouring and ry their mid-day meal in a brown- matters, all of which are kept as

converge upon London in the early who flow in graceful streams along a reference book. Two officers then the City ways are quite daintily and burn the book until it is reduced to nen in them seem to be tossed to and fashfonably dressed. They wear silk ashes. Before destroying it, the numblouses and carry vanity bags. They ber and title must be accurately redo not carry brown-paper parcels or corded and its fate entered in the

#### Super War Bread

to-day is war-bread. "How can we be

stead that you are not eating German war-bread. Then, indeed, your sighs might be justified. According to the "Deutsche Tageszeitung," the authorities of Leipzig recently made an examination of the bread Fritz was baking. And the authorities held up their fat hands in horror! They found feathers and thread and wadding and wood. They found paper and straw and splinters and sand. They also found lysol, gypsum, and chalk

Honorary Chaplain

War Office, stating that he has been ppointed as Honorary Chaplain to the Forces. An extract from the letter

'Rev. A. Clayton. that in recognition of the services endered by you in the Army Chaplain's Department, approval has been norary Chaplain to the Forces, 4th

## NEW HATS!

We announce that with the arrival of the steamer from England, a day or two ago, we have opened up a splendid selection of LADIES' FALL and WINTER HATS.

The models now being shown offer such wide latitude for choosing that you can find a becoming hat quickly and satisfactory. We invite you to pay us a visit and inspect our stock.

NEW GOODS FROM ENGLAND BEING OPENED.



### Seasonable Items At Cut Prices

These cold mornings require

SERGE.

pieces left we recommend that you come early. Worth \$5.50 yard. Sale \$4.40

CORSETS. A few odd lines grouped un

der one price; sizes 20 to 30. Made of strong linen and fitted with lasting suspenders. price \$1.20 to \$1.30 price \$1.20 to \$1.30 \$1.10

MISSES' FLETTE UNDERSKIRTS. A complete assortment of sizes, from age 6 to 14 years. Made of White Flannelette with frilled hem, finished with galon

WOMEN'S NIGHTGOWNS. How special this value is can be judged by a comparison of this price with the present day

Store

**Opens** 

A special line of Blay Turkish extra bed covering. Double bed Towels. We offer these at a small

extra bed covering. Double bed size of a very fine quality, well margin of profit in order to clear. Here's a warm working shirt margin of profit in order to clear. These are not wool, but are the next best, namely wool Nap. Sale Price, per pr. \$7.30 LADIES' HOSIERY.

A special lot of Ladies' Fleeced That much wanted material in Navy and Black; is 56 inches wide and of an extra good quality. As there are only two light, as the light was presented in the second light, as the light was presented in the second light was presented Hose. We are delighted to mention

LADIES' HOSE.

to give good wear. Reg. price 69c a customer a day or two ago.
This is quite true. There's a CORSET COVERS. The ever popular Fleeced Corset Cover, suitable for fall and winter

Here are real serviceable Caps for

wear: high neck, short sleeves, but-

LADIES' GLOVES. Just arrived, a special line of La-for trimming, also would make

this price with the present day prices. Made of heavy White Flannelette; some with V necks, others with collars.

Sale Price, each ... \$1.98

Here's a warm working shirt

A heavy Striped Flannelette

Also a line of extra heavy weight MEN'S WOOL UNDERWEAR. Fleeced Hose. These are plain with "It pays to buy good underribbed garter top; full length. Sure wear," was the remark made by

line of Stanfield's that we offer at a cut price. Reg. price \$2.50 gar. Sale Price, \$2.35 WOMEN'S FELT JULIETS. toned front. Sale Price, each 85c Fur trimmed tops. An easy fitting shoe for house wear.

Colors Wine, Grey, Navy and Brown; sizes 3 to 7. Reg. price, per pair, \$2.20. \$1.98

dies' Cashmerette Gloves in Grey and dresses and costumes. Colors

18 New Gower St. 8.30 a.m.

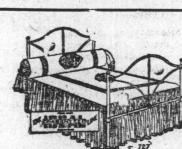
Store Closes 9 urdays 10 p.m.

A Big Shipment of

# BEDSTEADS.

White Enamel, Single and Double. The C. L. March Co., Ltd., cor. Water & Springdale Sts.





Bedsteads: \$9.50, \$11.50, \$14.50, **\$15.50,** All Good Values.

MATRESSES.



We make them from Bunk Size up. Prices from \$2.00 to \$18.50.

Corner Water and Springdale Streets.

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Advertise in the Telegram.