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# FOR 14 DAYS OUR ANNUAL WHITE SALE COMMENCING JANUARY 22

## Readjusted to Lowest 1921 Prices.

We have carefully gone over our entire stock and readjusted prices, so that they are now very much lower than new goods are possible to be during 1921. We immediately offer the benefits to our customers by putting on our Annual White Sale with usual vast assortments of Fresh, New Merchandise of a quality that proudly upholds our reputation for good value.



### SHOWROOM SPECIALS

That set a new value standard. The garments offered can not be replaced nearly so cheap—some of them can not be replaced at all. All the charm of daintiest lingerie—all the practical utility of quality fabrics. All values that can not be equalled in Newfoundland.

**LADIES' WHITE NIGHTGOWNS,**  
\$3.11, \$3.67, \$4.19, \$4.64, \$5.77.

In Muslins, Cambrics, Flannelette and Winceyette: in all cases daintily trimmed.

**MUSLIN COMBINATIONS only** ... \$1.84

**ENVELOPE CHEMISES only** ... \$2.89

**ENVELOPE CHEMISES only** ... \$3.14

**MUSLIN DRAWERS—**  
\$1.27, \$1.92, \$2.44, \$3.14, \$3.67, \$4.19

**CAMBRIC KNICKERS—**  
\$1.27, \$1.57, \$1.84, \$2.49

**MUSLIN & CAMBRIC CAMISOLES—**  
\$1.53, \$1.88, \$2.09, \$2.62, \$3.06, \$3.67

**FLANNELETTE KNICKERS only** 92c. pr.

**WINCEYETTE CHEMISES** ... \$2.09, \$2.59

**CAMBRIC CHEMISES** ... \$1.57 and \$2.09

**BRASSIERES,** 69c., 83c., \$1.05, \$1.31, \$1.57, \$1.88, \$2.32, \$2.79, \$3.24.

### Girl's Underwear!

This is where the 50c. piece again comes in useful. These good underthings for girls, 2 to 14 years.

**MUSLIN DRAWERS—**  
21c., 31c., 41c., 51c., 74c., 78c., 87c., \$1.31, \$1.67, \$1.75.

**MUSLIN UNDERSKIRTS,** \$2.06, \$2.32, \$2.54, \$3.06, \$3.49.

**PRINCESS UNDERSKIRTS,** \$1.53, \$2.04, \$2.24, \$3.49, \$4.20. (21 inches to 45 inches long.)

**FLANNELETTE SLEEPING SUITS** at only \$1.25 suit.

### The Infants' Wear Dept.

offers Flannelette Barras, Long Cambric Slips, short Cambric Slips, Day Gowns, Muslin Dresses, etc., at prices less than the cost of materials used in making these garments.

### WHITE DRESS MATERIALS

Specially assembled for this event, bearing prices much below regular. Every piece is of finest texture, soft quality and permanent finish.

**WHITE HAIR CORD** ... 83c. yard

**SILK MUSLIN** ... 95c. yard

**WHITE VOILE** ... \$1.23 yard

**CREAM SERGE** ... \$2.45 yard

**WHITE PIQUE** ... 57 and 88c. yard

**WHITE ORGANDIE** ... \$1.05 yard

**WHITE VIVELLA** ... \$1.09 yard

**WHITE WHIPCORD** ... 95c. yard

**JOB WHITE STRIPED MUSLIN** ... only 26c. yard

### Bishop, Sons & Co., Ltd.

ST. JOHN'S.

Mail Orders Receive Careful Consideration.

### Bed Linens and Table Linens.

We regard this group as one of the most important features of the White Sale. The values are, indeed, extraordinary for the goods are of an exceptionally high standard of value.

**WHITE TWILL SHEETING,** \$1.31, \$1.40, \$2.06 yard

**PILLOW CASES,** \$1.01, \$1.49, \$1.62, \$2.18

**TWILL SHEETS,** \$7.25, \$8.57, \$10.64

**BED SPREADS,** \$6.78, \$6.82, \$8.17, \$10.85, \$13.29

**WHITE TOWELS,** 61c., 79c., 98c.

**WHITE TABLE DAMASK,** \$1.17, \$1.27, \$1.40, \$1.67 yard

**WHITE TABLE CLOTHS,** \$2.03, \$2.29, \$3.52, \$2.27

**LACE CURTAINS,** \$2.54, \$2.88, \$3.36, \$5.78, \$6.66, \$10.10.

**WHITE TEA CLOTHS,** 68c., 96c., \$1.12, \$1.31, \$1.58, \$1.74.

112 Pounds

**WHITE BED SPREADS,** only \$1.20 pound.

### D. & A. CORSETS.

Latest 1921 models. New Corsets just opening will be placed on our sale counters at Sale Prices only.

**\$1.93, \$2.32, \$2.71, \$3.50, \$4.16, \$5.03, \$6.13, \$7.35, \$8.31 per pair.**

### LADIES' ATHLETIC UNDERWEAR only \$1.57 Suit.

Similar to brother's and just as comfortable, each garment in sealed dustproof package.

**LADIES' FLEECE UNDERWEAR,** 88c., \$1.31 and \$1.62 garment

**LADIES' WOOL UNDERWEAR,** \$1.84, \$2.71, \$3.28, \$3.59, \$3.81 garment.

**LADIES' MUSLIN UNDERSKIRTS,** \$2.63, \$3.18, \$3.68, \$4.64, \$5.24, \$6.03, \$7.98.

**Wonderful Values in SHADOW PROOF PETTICOATS, Embroidered Initials, 4c. dozen.**

lantic in a little over three days. It will be remembered that the fastest of the 1914 lot took nearly three years.

Large numbers of Filipinos are resisting an edict requiring them to wear trousers. Unfortunately it is impossible to offer to accommodate them all in the ranks of the Chicago Scottish.

It was most unfortunate that Mr. "Fatty" Arbuckle's visit to London should have clashed with the Cattle Show at the Royal Agricultural Hall.

During a recent revue performance in London the conductor accidentally turned over two pages of music at once, and the orchestra suddenly ceased playing. Several words of the chorus were actually heard by those sitting in front before the mistake could be rectified.

Green peas in excellent condition, says a contemporary, have been picked at Pentlow, Sussex. It serves them right.

**DID YOU KNOW THAT**

At present there is no metal currency in Turkey?

Just as a "baker's dozen" is thirteen loaves, a grocer's 100 eggs is 120.

During an ordinary dance program a dancer covers about seven miles; but if the items are "hops" the distance covered is ten miles.

"A water 'otter found in the Thames" is the description applied by a Kingston tradesman to an old tin kettle exhibited in his shop window.

Polo ponies will often fetch as much as 250 guineas.

Our officers and men still serving in France number 37,000.

Toys have to be accurately made in every detail to please the modern child.

Elementary education has increased in cost at a rate of 119 per cent. since 1914.

Mr. Lloyd George recently stated that the first prize he ever won was for singing.

The British Army of Occupation on the Rhine costs at present £300,000 a month.

Out of each 1,000 marriageable women, forty-one found husbands during the war.

**WHY THEY DO IT**

A salesman was taking an elderly lady out for a drive in a car he was anxious to sell her. He made a number of turns, and at the proper time extended his arm as a turning signal. The old lady watched the proceedings for some time. Then she craned her neck and looked at the sky.

"Mister," she said sternly, tapping him on the shoulder, "you just attend to your driving! It doesn't look like rain, but if it should I'll let you know."

**A DISAPPOINTMENT.**

It was Boxing-Day, and the hard-working letter carrier ploughed his way through snow and bitter wind, an unusually large sack of letters on his arm.

He descended the spacious steps of a fashionable residence, and in answer to his ring, a man-servant in rich livery appeared.

"Wait a moment, please," said the servant, as he took the letters, "the mistress wishes to speak to you."

The letter carrier's eye brightened. It was the holiday season. He had done his duty with fidelity. Now, no doubt, in recognition of his regular and faithful—

"I shall be glad," he said politely, "to wait your mistress's pleasure."

In a few minutes a richly-attired lady appeared.

"Are you?" she asked, "our regular postman?"

"Yes, madam," he answered, bowing.

"Do you come in the morning?"

"Yes, madam."

"And in the afternoon and evening?"

Again he assented eagerly. Then the lady said with a frown:

"Well, then, it was you who broke our bell!"

### Side Talks by Ruth Cameron

#### IN REGARD TO GOODWILL.

When the value of a shop or a manufacturing establishment is estimated, one of the factors included in the estimate is "goodwill." Sometimes this good will is estimated as worth more than the plant itself.

In view of these facts, one often wonders at the price paid for such a precious possession.

For instance, would anything more destroy the customer's good than the habit of ready promise and then as readily breaking the same?

"Have Them Friday Sure."

When you go to a certain shop to buy films developed. The first I handed them to the man he said "When would you like these?"

"Have them for you Wednesday if like" (It was then Monday). I collected. I had not expected

such prompt service. Nor did I get them until Wednesday but the film were not ready—"Have them for you Friday, sure," I called Friday and he promised to mail them to me "Monday, sure." I received them in the following Saturday.

The work was fairly good and the price reasonable, so I gave the man two more chances. I had two similar experiences, and took my work elsewhere.

**He Threw My Good Will Out the Window.**

That was good will simply thrown out the window. And absolutely without excuse, too, for I did not in either case ask him to hurry. He made the promise of his own accord and then failed to live up to it.

Of course what more often happens, is that the customer wants the pictures in a hurry, and tries to extort a promise. But even in that

#### My Column.

(BY THE CUB-EDITOR.)

#### THE HOCKEY SEASON.

A few days ago I happened to be at work. (Don't you believe it. He never did—Horris) when I heard an awful uproar coming from the corridor outside my office. Voices raised in heated argument first came to my ears; then followed a thud, a yell and a banging on the door. I could not stand the row any longer so I rushed to the door and as I opened it, I walked Horace! But, what a Horace! That part of his face usually covered with dirt was now red with blood which flowed from his nasal organ, one eye was rapidly assuming a splendid representation of a painter's color box, his collar was decorated one of his ears and there was other proof of his having been engaged in mortal combat.

"Why, Horace," I exclaimed in amazement, "what have you been doing?" He eyed me, as well as one can eye anybody when one has only one eye to do it with (horrible grammar), with a glance of contempt. I felt like "a woman scorned," or something equally terrible. It seemed to bore-right through me.

"Oh, nothing, gov'nor," he said. "I was just gettin' ready to go to me sister's party." I felt withheld.

"Come now, Horace," I said, "you've been fighting."

"Honest injun, I wasn't, gov. I just came in from teaching me little brudder how to walk."

I tried not to laugh. In spite of Horace's cheek, it is impossible for anyone with the slightest semblance of a sense of humor not to laugh at him. (That's a skurrilus libel—Horris). "Who was responsible for making such a mess of you and why did he do it?" I asked sternly.

Horace was staggered. "Well!" he cried. "Made a mess of me? Why did he do it? Gov, the fellow who did this is now on his way home in 'an ambulance."

"Oh, is that so, and what was the cause of all this, Dempsey, junior?" I asked.

"Well, gov," replied my one and only Horace, "it were like this: You see, he sez the Terror Novers are going to win to-night and I sez the Feeidyns are going to win, and when he sez the Feeidyns was no good, I bifled him one on the boko and then he got sossy, so I made a mess of 'im," and here my gentle Horace love Cascarets too. 10, 25, 50 cents.

### Kidney Trouble

is the cause of great suffering from backache, rheumatism and lumbago. You can quickly set the kidneys right by using Dr. Chase's Kidney-Liver Pills. One pill a dose. 25c. a box, all dealers.

**Dr. Chase's Kidney-Liver Pills**

HERALD S. DOTY, Distributing Agent, Water Street, St. John's.

#### RIMES OF THE TIMES.

(3)

**REMOVE THE ICE.**

We crave the permission Of the Civic Commission

### CASCARETS

"They Work while you Sleep"

Do you feel "out-of-tune"? You are bilious, constipated! You feel headachy, full of cold, unstrung. Your meals don't fit—breath is bad, skin sallow. Take Cascarets tonight for your liver, and bowels and wake up clear, rosy and cheerful. No griping—no inconvenience. Children like 'em," and here my gentle Horace love Cascarets too. 10, 25, 50 cents.

**TO CORRESPONDENTS.**

Doubtful—Yours is a terrible predicament. To be in love with one girl at any time is bad enough but to be in love with two at the one time and not know which to marry, is worse. The best advice I can give you is to become a Mormon or Mohammedan and then you can marry both without committing bigamy. By the way, how do you know that either will accept you? In numeris salus.

F.C.K.—Your question is a puzzle even for one possessed of such enormous intelligence ("Rot"—Horris) as I am. If this were leap year your course would be plain, but in these ultra modern times, there is no reason why a girl should not ask a man to marry her at any time. Falling this, the only advice I can give you is to use your eyes and try to vamp him. Another way to get-him is to pretend you don't care for him. They all fall for that—

THE CUB EDITOR.

**PARS FROM PUNCH.**

A new type of American warship is expected to be able to cross the At-

**MUTT AND JEFF**

WHAT'S THE IDEA OF THE SOUP-TO-NUTS SCENERY, JEFF?

POOR FISH, DON'T YOU KNOW THIS IS NEW YEAR'S EVE? AIN'T WE GOING TO ONE OF THE SWELL DOWNTOWN RESTAURANTS AND WELCOME THE NEW YEAR IN?

HA HA HA! THAT'S RICH! DON'T YOU KNOW THE OLD DAYS ARE GONE? THE PROHIBITION GUYS ARE GOIN' TO SEE THAT THE LID'S CLAMPED DOWN TIGHT. IT'LL BE LIKE A MORGUE DOWNTOWN!

WHAT'LL WE DO, THEN?

WE CAN STAY HOME AND HAVE A WILD NIGHT. WE'RE SAFE FROM THE BLUE LAWS AND EVERYTHING, HERE!

FINE! I'LL BE WITH YOU IN A MINUTE!

THIS IS OUR HOME AND WE CAN DO WHAT WE DARN PLEASE IN IT. COME ON, JEFF!

MUTT, ARE YOU SURE THE DOOR'S LOCKED?

YES! NEW FOR THREE HOURS OF UNRESTRAINED REVULRY TILL 1921 BLOWS IN!

### ASPIRIN

Only "Bayer" is Genuine

Warning! Take no chances with substitutes for genuine "Bayer" Tablets of Aspirin. Unless you see the name "Bayer" on package or on tablets you are not getting Aspirin at all. In every Bayer package are directions for Colds, Headache, Neuralgia, Rheumatism, Earache, Toothache, Lumbago and for Pain. Handy tin boxes of twelve tablets cost few cents. Druggists also sell larger packages. Made in Canada. Aspirin is the trade mark (registered in Canada) of Bayer Manufacture of Monoaceticacidester of Salicylicacid.

**MINARD'S LIMEWORT RELIEVES NEURALGIA.**