

NEW GOODS NOW OPENING.

Ladies' Velour Hats.

Ladies' Scotch Wool Gloves.

Boys' Overcoats.
All sizes—Fit 2 to 16 years.
GOOD FITTING,
STYLISH & COMFORT-
ABLE.

Ladies' UNDERSKIRTS.
the best variety that we have ever had.

Silk Knitted Scarves.
in every known variety.

Bishop, Sons & Company, Limited, Water Street.

Mail Orders Receive Careful Consideration.



Special Offer from now until New Year

As a special New Year Gift we are offering
6 tins V.C. Smoking Mixture, \$1.02 Value
and 1 C.P.F. Briar Pipe, 75 "
For One Dollar & Fifty Cents

GEORGE TRAINOR,
The Royal Cigar Store.

Not a speck of dust enters the "ARMADA" package.
Not a fraction of the flavour is ever lost.
And the quality is maintained always regardless of cost.

"ARMADA"

THE CUP THAT CHEERS.

Passion Play, 1921.

The next production of the famous Passion Play by the pious folk of Oberammergau will probably be given in 1921. Of those who took part in the play in 1910, the wife of Anton Lang, who represented Jesus Christ, is dead, also three of his

daughters, one of whom represented Martha. Seventy of the performers and nineteen members of the orchestra, died during the war.

BOYS' OVERCOATS. — We have just received a small shipment of High Grade Boys' Overcoats. G. KNOWLING, LTD. dec26/4, eod.

PRACTICING FOR SPORTS. The Newfoundland Highlanders will have their first practice for the annual sports, in the C.C.C. Armoury on Wednesday night. The sports will be held the last week in January.

STAFFORD'S GINGER WINE for sale in two sizes, 20c. & 40c. —dec26/1

Red Haired Men.

SOME OLD PREJUDICES REGARDING TAWNY TOPS.

"Salute no red-haired man nearer than thirty feet off," runs an old French saying, "and even so, hold three stones in the fist wherewith to defend thyself."

From biblical times to the present day can be traced the prejudice against red hair. "Never lodge at red-haired people's houses," runs a precept in the fifteenth century "Boke of Curtasye," "for these be folks that are to drede." According to one tradition this distrust of red-haired people dates from the time of Judas, who, himself red-haired, caused treachery to be ever afterward connected with hair of that color.

Shakespeare alludes to this belief. Says Rosalind, complaining of her lover, "His hair is of the dissembling color." Whereupon Celia answers her: "Something browner than Judas's." Marston, too, in "The Inconscience Countess," makes one of his characters remark: "I ever thought by his red hair he would prove a Judas."

In Sweden prejudice against red hair was very strong; here its connection with treachery was twofold, for the traitor, Ashjorn, who betrayed Canute, possessed red hair. In Germany, also, red hair met with scant regard. "The short in stature," says a German proverb, "are naturally proud, and the red-haired untrustworthy."

Red hair, however, unjustly, is still associated with deceit, and, in Ireland and Scotland, with ill luck as well. In the Highlands he who meets a red-haired woman when starting on a journey will be well-advised, say the wisecracks, to return home and start the journey afresh; and in Ireland red-haired people are supposed to exercise the same baleful influence upon any undertaking.

A man staying in western Connemara for brown trout fishing complained one day that sport had been unusually poor. The landlord smoothed his chin and pondered for some little time upon the reason for this lack of fish. Then, suddenly, his face lighted—the lakes, after all, it seemed, were not at fault. "Sure," said he, "ye'll have met Red Maggie Murphy on the way to the lake? 'Twas herself that passed by the minute after!"

The fairy folk are at one with human beings in disliking red-haired people, although in other connections they are by no means averse to red. Pixies, indeed, are sometimes known in the west of England by the name of "red caps," owing to their fondness for caps of the color; while fairy cows, those strange, hornless animals which have the power of crossing the sea by themselves, are invariably red.

But the unfortunate human possessor of red hair meets with scant courtesy from the fairy folk; he it is who suffers most acutely from the unwelcome attacks of spriggans and busses. He wanders across the bogland at night by lights like those of cottage windows, only to find that these lights have, in truth, no existence; his cattle will be plucky-ridden, his coils chased all night long.

Only, indeed, by wearing his cap turned inside out, and drawing his cap well over that obnoxious hair, can he hope to mitigate such unwelcome attentions.

To the Soda Fountain Trade.

I had one year's experience conducting a Soda Fountain business and the result has been, at least, that I know the trials and tribulations of a Soda Fountain proprietor.

One of the worst of these trials is the difficulty of getting Fruits and Syrups in town. Affable drummers blow in once or twice a year and book your requirements for Fruits and Syrups, and do you get what you ordered? Not by a darn sight! You get a Bill of Lading calling for so many boxes of Fruits and Syrups, you pass your entries, pay your freight and go down to get your goods, and what do you get? You get boxes of broken glass and sticky muck, jars with the covers off, tins that have come unsoldered, and about one jar in five not damaged. Sure, the shippers pay your claims, but what's the use of that when your customers are clamoring for "Peach Blow Sundae" and the nearest thing you can give them is Lemon Phosphate and a tale of woe about all the "Peach Blow" being broken en route.

I propose, being now in a position to devote by entire time to the agency business, to do away with all the above sort of thing. I have obtained the agency for

The Liquid Carbonic Co., Ltd.

Manufacturers of "So-dalicious" Fruits and Syrups, Soda Fountains and Ice Cream Parlor Supplies of all sorts.

I propose carrying in St. John's a complete stock of Syrups and Fruits and I shall be glad to supply these to the trade in quantities as required.

Think what this means: You buy the goods and pay for them as you use them, having no big drafts to meet before the season is well advanced. You get what you order and not a collection of broken glass and Credit Notes. You get Fruits and Syrups as good as any imported and at as cheap a price as you can import them yourselves. My first shipment, due early next month, comprises:—

FRUITS:

- | | |
|---------------------|---------------------|
| CRUSHED STRAWBERRY | BUTTERSCOTCH FRAPPE |
| CRUSHED RASPBERRY | SLICED PEACH |
| CRUSHED PINEAPPLE | ALL NUT SUNDAE |
| MARASCHINO CHERRIES | PECAN HALVES |
| CRUSHED APRICOT | WALNUT HALVES |
| SHREDDED FIGS | CARAMEL FRAPPE |
| CRUSHED PEACH | CHOCOLATE FUDGE |
| | COCOA PASTE |

SYRUPS:

- | | |
|------------|-------------|
| RED CHERRY | PINEAPPLE |
| COCOA | RASPBERRY |
| COFFEE | ROOT BEER |
| LEMON | SARSPARILLA |
| ORANGEADE | STRAWBERRY |
| ORANGE | VANILLA |
| MAPLE | |

I should be glad to have any of the trade favor me with a trial order as I believe I can merit your patronage.

Soda Fountain Sundries.

CONES.

I have also been appointed Sole Agent for The Consolidated Wafer Co., Ltd., Manufacturer of Ice Cream Cones, and have just received a shipment of 50,000 "Dandy Crisp" Cones which I am offering at 75c. per hundred, or \$7.30 per thousand, delivered.

PAPER CUPS, PAPER DISHES AND PAPER SPOONS.

I have also obtained agencies for these goods and will have same in stock before the opening of next season. These paper goods have the advantages of being sanitary and of doing away with all washing and breakage and are a boon to the Soda Fountain Soft Drinks trade. They are now used exclusively in the United States and Canada.

I should like to call the attention of persons getting up dances and other entertainments to the fact that I will shortly have these paper goods in stock. They save all the worry, breakage and loss and about three quarters the expense of hiring glass and silverware. Samples of these goods gladly to anyone interested just as soon as shipments arrive.

P. E. OUTERBRIDGE,

SODA FOUNTAIN AND SOFT DRINK SPECIALTIES,

KING'S ROAD (corner Gower Street.)

TELEPHONE 60.

FEAST DAY.—Thursday next the Feast of the Circumcision, will be observed as a Holiday of Obligation by Roman Catholics, and Masses will be celebrated at the same hours as on Sundays.

Fashions and Fads.

Some coats have shallow yokes cut in one with the front. A novel head-dress is of maroon tulle and drooping parasol.

When you want something in a hurry for tea, go to ELLIS—Head Cheese, Ox Tongue, Botted Ham, Cooked Corned Beef, Bolognese, Sausages.

THE NEW FRENCH REMEDY.

THERAPION No. 1
THERAPION No. 2
Minard's Linctum Cures Diphtheria.

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Sizes
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.....\$22.50
.....\$25.00
25.00 and \$35.00
ATTRESSES of all

Co., Ltd.,
Streets.

Again thanking you and yours for past favours, wishing all a very bright and prosperous New Year.
Sincerely yours,
F. MOORE,
Bandmaster.

A Dance will be held in Quidi Vidi School House on Wednesday, Dec. 31st, at 8.30 p.m. Tickets: Double, \$1.00; Single, 70c; Ladies, 50c. Tickets at door, dec29/21.

MINARD'S LINCTUM CURES DIPHTHERIA.