New Fall and Winter Furs!

Our Fur Department is now showing large quantities of attractive, desirable and irresistible tailor made Furs, made from dependable, rich, handsome, selected skins, in the most popular styles and clever models.

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$31.30 to $142.00 Set.

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Ladies' Costumes, Coats, Neckwear, Silk Scarves, Wool Scarves, Waists, Sweater Coats, Silk Skirts, Serge Skirts, Kid Gloves, Dressing Gowns, Ribbons, Silks, Van Raalte Veils and Veilings, and the celebrated Young's New York Beaver Hat for Ladies, also new shipment of Cutex and Mavis Toilet Requisites, etc.

This is going to be a busy week-end in these departments, don't wait until the above assortments are depleted.

See the Assortments Now.

Black Coney Seal Fur Coats, $76.00 to $88.00.

These Coney Coats were purchased when the Fur market was much below this season's price, and are now offering at slightly over half to-day's value.

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Mail Orders Receive Careful Consideration.

'PHONE 484. **BISHOP SONS & CO., Limited.** P.O. BOX 920, ST. JOHN'S.

Flour and Substitutes

STATEMENT BY THE FOOD CONTROL BOARD.

The Harbor Grace "Standard" in its last issue published a lengthy article respecting food control, with special reference to the matter of Flour and substitutes. The Food Control Board thinks it desirable, as this article embodies points of criticism and comment very generally employed, to deal with it fully.

The "Standard" complains that white flour is difficult to obtain and that it is held by people who hoarded it. The answer is that until July last no call was made on the Food Control Board to require the use of substitutes, although standard flour was made universal in Canada in February. After that month none but standard flour was imported here and what white flour was in town was gradually bought, much of it being doubtless hoarded by unpatriotic people. In July the Canada Food Board, owing to a shortage, required us to employ substitutes with the standard flour, because this was the only quality in general use, and such a regulation had to be put into effect.

The "Standard" next complains that mixtures of standard flour and substitutes do not make good bread. The answer to this is that precisely the same flour is used in Canada with precisely the same quantity of substitutes. That some standard flours are not as good as others has to be admitted, but the same is true of the old time white flours. There is much apprehension in the public mind as to the difference between standard flour and the white flour formerly so general. The white flour contained about 72 per cent. of the wheat berry. The standard flour, if milled according to the Canadian requirements, contains 76 per cent., or is only 4 per cent. coarser. Some standard flours are apparently milled about another 4 per cent. coarser, but even the latter flour is not as coarse as that in use in Britain to-day, which contains 83 per cent. of the wheat berry, and yet the flour has to be subsequently adulterated by an admixture of at least 20 per cent. of substitutes, and the British people are apparently not suffering in any fashion from the use of the bread and other articles made from the use of such flour.

The "Standard" suggests that cooking classes should be started in every settlement of any size during the coming winter. This is easier said than done. Last winer the Food Control Board promoted a bread baking contest in St. John's. The City contains some 30,000 people, or say 6,000 families. Out of these no more than 250 participated. With this example before them it is very questionable if, assuming that the Board could secure competent instructors for cooking classes, the attendance in the outports would be such as to justify the expense which would be involved in such a policy.

The "Standard" then suggests that the Board give the ordinary housewife the option, not of buying less substitutes, but of making bread out of standard flour without any substitutes or with as little as she chose, provided she use the whole or what remains of the substitutes as household foods, say in the form of oatmeal or cornmeal porridge, or oatmeal or corn cakes. The best answer to this is found in a statement of Herbert Hoover, the American Food Controller, to a meeting of the Food Administrators in the various States of the Union, at Washington on September 4th, 1918, when he said:—

"In providing a 'substitute' programme for wheat next year of twenty per cent., we wish to change the attitude of mind of the American public towards the policy of substitutes in that we wish to get this percentage of substitute grains into the actual wheat flour itself. . . . What we desire to get into the minds of the householders is that they should get the twenty per cent. of substitutes and mix it with the flour for all purposes, and that any use of these substitutes for other purposes is not making a war bread and is not maintaining an economy in the consumption of wheat. . . . . We believe that it is patriotic and right for every person in the United States to eat the same flour during the next twelve months that is eaten by the whole of the Allied countries. . . . . All suggestions that mixed breads have any dietic damage inherent in them only raises a laugh in Europe. There bread has been mixed as high as 75 per cent. of other cereals for months during the past year and comprises everything from beans to potatoes, and they have had as yet no dietary difficulties, and the number of people who insisted that they must have white flour in order to exist through a stream of physicians' certificates has been reduced to such a small number that they have abolished these certificates altogether on the general basis that a person who is so particular as that during war times should die and disappear from public life. Therefore I have no patience with the people who wish to have a little white flour to make themselves a few special biscuits on Sundays."

Finally the "Standard" recommends that if there be enough standard flour available, no substitutes need be put with it, or that there may be enough standard flour to reduce the substitutes to one-eighth instead of double as much. The answer to this is that the Canada Food Board has undertaken to give this Colony its normal supply of wheat flour less 20 per cent. of substitutes so as to place the Colony on an equality with the rest of this continent. Last year there was a very large over-import of flour and we were specially notified that this would not be tolerated for the present twelve months. Under these circumstances our Food Control authorities have been endeavouring to induce people to play the patriotic part and purchase flour as sparingly as possible consistent with their actual needs, and if this policy is pursued and the substitutes are rightly used, there will be ample flour in the country to furnish as many loaves of bread as any other year, and thus feed as many people; but if certain elements amongst us persist in hoarding flour and not using substitutes in the proportion necessary, there may come a shortage during the winter which will necessitate the Food Control Board taking drastic measures, even to the removal of the excessive flour from the homes of hoarders in order that everybody may fare alike.

As Written.

The British Government department entrusted with the duty of disbursing separation allowances receives some strange requests from correspondents who put in a claim for them. These are a few examples culled from many: "I have received no pay since my husband has gone nowhere." "We have received yours truly—I am his Grandfather and Grandmother, he was born and brought up in this house in answer to yours truly." "My Bill has been put in charge of a spittoon, will I get any more money?" "I have received no pay since my husband was confined to a Constipation Camp in Germany." "I am paying attention to a nice young man—how do I go about money?" "In accordance with instructions on ring paper, I have given birth to twins enclosed in envelope."

The Prussian Spirit.

(From the Westminster Gazette.)

A good many people last night were talking as if the war would now certainly end by Christmas, and there was a general feeling of triumph and jubilation everywhere. An enterprising newsboy who ran about outside the Guildhall crying "Surrender of Austria"—his geography was a little mixed—seemed to anticipate the news that the crowd expected. But it would be as well, if the public are not to be disappointed, that they should view the future in a more cautious spirit. Reports from the front show that the Germans, especially the Prussians, are putting up a very stiff fight, and we must expect them to do so for some time yet. The tradition of Frederick the Great, who fought against heavy odds, has a strong hold on the Prussians, and I recall a Prussian statesman saying many years ago that even if Prussia were deserted in a European war by Bavaria and Saxony she would continue to fight, for Prussia would never admit defeat while she had a man left. Four years of war have undoubtedly had an effect even on the Prussian spirit, but we must not bank on the war being over before Christmas.

Hard Salted Salmon.

Since last reports there has been a good movement in hard salted salmon in New York, small offerings being eagerly taken advantage of and local trading showing a general improvement. The supply of this grade in New York hands is not large at present, but the demand has improved to such an extent that there is now an inquiry from many sources which have heretofore taken little or no interest in it. Offerings from the Pacific Coast this week consisted largely of medium reds, which are reported to have been sold at $20 f.o.b. Seattle. Other offerings of pinks at $16@17 are reported, and it is understood that these have met with counter offers from the trade at slightly lower prices which have been rejected. According to well informed sources there are still fair quantities of Alaska reds to be offered, and it is reported that factors on the Pacific will ask $22 for these. Chums have been negatively offered at $14 per barrel. Halifax salmon has been little in demand since the sharp advance in price a fortnight ago. As packers in Newfoundland are asking up to $22.50 for salmon at this time, it is not likely that there will be great trading in it, at least as competitive of Pacific Coast salmon.—N. Y. Fishing Gazette.

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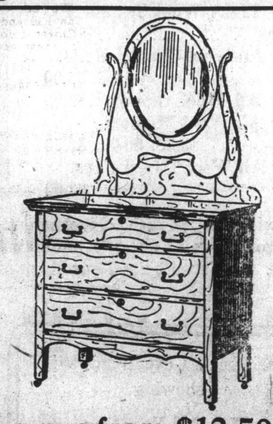

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A New and Peerless Line

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MILLINERY MODELS,

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We offer you the largest possible assortment of SHAPES, COLORS & Originality of Trimming in a complete variety of the season's most popular weaves. Our Showrooms are always an exhibition of the newest in HEADWEAR.

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We have just received our shipment of

GRINDING STONES,

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Rubber Sponges, each	19c
Nail Brushes, each	10c. & 19c
Hair Brushes, special value; each	17c
Mending Wool, all colors, 2 for	5c
Mendets, always needed	10c
Ironing Wax, 3 for	5c
Large Coat Buckles, each	14c
Cuff Links, per set	14c
Stud, Link and Pin Set	17c
Gold Rimmed Spectacles, per pair	30c
Tortoise Shell Hair Pins, per box	12c
Blouse Sets, per set	8c., 15c., 20c
Sewing Cotton, 100 to 200 yds., each	5c
Boot Laces, extra strong, per doz.	15c
Hair Pins, 2 pkts. for	7c
Graduated Safety Pins, per card	6c
Absorbent Cotton, 3 oz. rolls	13c
Child's Tea Sets—Knife, Fork & Spoon,	15c
Nickel Table Knives, each	15c
Nickel Tea Spoons, each	7c
Black & White Shoe Polish, per btl.	15c
Baby's Musical Pacifiers, each	14c
Baby's Nipples, each	4c
Graduated Feeding Bottles, each	8c
Filled Pencil Cases, each	5c
Colgate's Shaving Sticks, each	15c
Colgate's Shaving Cream, each	25c
Vaseline Cold Cream, each	15c
Vanishing Cream, each	15c

Talcum Powders.

Perfumed Talcum Powder, per tin	9c
Tusca Talcum Powder, per tin	12c
Dixie Talcum Powder, per tin	15c
Erasmic Talcum Powder, per tin	20c
Mennen's Talcum Powder, per tin	22c
Taylor's Talcum Powder, per tin	29c
Toilet Soap, 2 cakes for	10c
Toilet Soap, 2 cakes for	15c
Hydrogen Peroxide, 4 oz. bottle	11c
Hydrogen Peroxide, 8 oz. bottle	17c
Hydrogen Peroxide, 16 oz. bottle	28c
Hypozone, kills germs, 4 oz. bottle	15c
Hypozone, kills germs, 16 oz. bottle	25c
Hypozone, kills germs, 32 oz. bottle	43c
Carbonal Disinfectant, 4 oz. bottle	19c
Jaynes' Fluid, per bottle	14c
Silkylike Crochet Cotton, 2 balls for	11c
Envelopes, per package	7c. & 10c
"Seewell" Reading Glasses, each	50c
Brush and Comb Set	45c
Big Ben Scribbler, each	10c
The Lion Scribbler, each	6c

A Corner Strong With Values for the

LACE TEA CLOTHS.—Can you imagine anything prettier than a Lace Tea Cloth. These are for small tables; size 36 x 36. Reg. 55c. Friday, Saturday and Monday **49c**

BLAY TURKISH TOWELS.—About 3 dozen pairs of strong blay Turkish Towels, size 18 x 44, with fringed ends. These are real good wearing and the most serviceable towel to be had for the price. Regular 90c. Friday, Saturday and Monday, each **73c**

BRUSH AND COMB BAG.—Have one of these handy Brush and Comb Bags made of fine White Linen, nicely hemmed; will last for years. Reg. 65c. Friday, Saturday and Monday, each **59c**

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28 in. Corduroy Velvet, a heavy suiting or satin roy; best dyes and finish; colors: Navy, Dark light Green, Brown and Black. Reg. $1.60 yard. Saturday and Monday .. ..

BOYS' SCHOOL BOOTS—Boys' sturdy Boots for school wear, just the boot to stand up against the hard usage that boys give them. Sizes from 8 to 13. Gunmetal leather with grain tops; heels and soles of leather both stitched and pegged; an ideal boot for present wear. Reg. $2.60 pair. Friday, Saturday and Monday **$2.48**

MEN'S BOOTS — Gun Metal, Blucher style Boots, leather soles and heels, block toes; just the thing for wearing in rubbers. Sizes 6 to 10, including half sizes. Special Friday, Saturday and Monday **$3.48**

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as cold weather comes quickly it is well to prepa
offer come in a heavy Blue and Blue G Cloth
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$1.30. Friday, Saturday and Monday