

Outport Customers

Our mail Order Department exists to give you the same opportunities as people living here in St. John's. We guarantee to satisfy you and assure you the same courtesy and service as if you came to the Store in person.

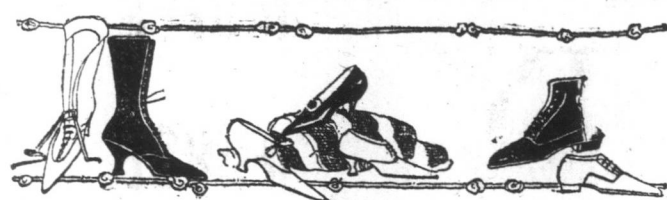
CONFIDENCE

One Good Customer puts it in this way--"Whether I know what I want, or not, it invariably turns out that I get exactly what I want whenever I buy anything for my home, or for personal wear, at The Royal Stores."



Taffeta Ribbon

For children's hair, sashes & millinery uses, 4 and 6 inches wide; assorted shades. Reg. 85c. yd. for 75c



Footwear Economy Specials

Ladies' Laced Boots.

18 pairs only Brown Vel Kid; sizes 3 to 7. Brown Canvas tops, military heel and medium toe. Reg. \$7.25 pair for \$7.25

36 pairs Black Dongola Kid Boots, laced styles, low heel, plain toe, heavy sole; specially made for troublesome feet; sizes 3 to 7. Reg. \$10.55 pair for \$9.85

Children's Buttoned Boots.

18 pairs only Brown Dongola Boots; sizes 6 to 8; all have flat heels and wide toes. Regular \$2.65 pair \$2.45

Men's Boots.

24 pairs Black Gun Metal Boots, Blucher cut; sizes 6 to 10; black dull kid tops. Regular \$8.40 pair for \$7.98

30 pairs only Brown Boots of special merit, Dark Mahogany finish, Blucher styles, Goodyear welt; sizes 6 to 9. Reg. \$17.00 pr. for \$15.85

36 pairs medium weight boots in Black Gunmetal finish, Blucher cut, rubber soles and heels, Goodyear welt; sizes 6 to 8. Reg. \$12.00 pair for \$11.25

24 pairs only Calfskin Boots, Blucher shapes, mahogany finish; sizes 6 to 9; extra special values. Reg. \$12.20 pair for \$11.38

FRIDAY and SATURDAY SPECIALS

School Books

Royal Primer, Special, each 6c.
Royal Readers—
No. 1, Special, ea. 20c.
No. 2, Special, ea. 30c.
No. 3, Special, ea. 35c.
No. 4, Special, ea. 70c.
No. 5, Special, ea. 80c.
No. 6, Special, ea. \$1.05
Christian Brothers—
Primers, Special, each 3c.
1st Book, Special, each 7c.
2nd Book, Special, each 25c.
3rd Book, Special, each 38c.
4th Book, Special, each 70c.
5th Book, Special, each 70c.
Grammars, 6c.
Catechisms, 6c.
Collins' Gem Dictionary, 45c.
School Atlases, 15c.
Royal Arithmetic, Nos. 1, 2 and 3, Special, each 8c.

Toilet Goods

White Vaseline, Reg. 35c. bottle for 30c.
Camphorated Vaseline, Reg. 30c. btl. for 26c.
Carbolated Vaseline, Reg. 28c. btl. for 24c.
Baby Talcum Powder, Reg. 20c. tin for 16c.
Colgate's Talcum Powder, Reg. 45c. tin for 38c.
Camphor Ice in boxes, Reg. 20c. each for 17c.
Ink Erasers, Reg. 40c. ptt. for 35c.
Colgate's Toilet Soap, 3 cakes in box, Reg. 55c. box for 46c.
Patriotic Match Box Holders, Reg. 13c. each for 11c.
Solidified Glycerine Tube for 32c.
Aluminum Sprinklers, all sizes, Reg. 9c. each for 7c.

A Sale of New Blouses



White Jap Shirtwaists.

6 dozen only well made roomy Shirtwaists with collars of latest design, front and cuffs finished with plain tucks; sizes 36 to 44. Reg. \$5.80 each for \$4.85

White Voile Blouses.

Smartly cut models, made of extra fine White Voiles, with round collars and cuffs, finished with lace and hand embroidery, pin tucks and ribbon bow. Reg. \$9.60 each for \$8.35

Children's Middies.

Strong White Jean materials, slip-over style, sailor collar and pocket of dark blue; laced up fronts. Regular \$2.65 each for \$2.19

Serge Skirts.

In large sizes. A limited number of Heavy Serge Skirts in Black and Navy; all large sizes, suitable for stout figures; high waist effects, button trimmed. Reg. \$10.50 each for \$9.35



New Fall Shirts

MEN'S PERCALE SHIRTS—7 dozen fine Percale Shirts, white grounds with fancy colored stripes, laundered cuffs, soft fronts; sizes 15½ to 17; extra special values. Reg. \$1.30 each for \$1.09

MEN'S FLANNELETTE SHIRTS—10 dozen heavy weight Flannelette Shirts, mid-Grey and Blue grounds with fancy stripes, satin collar bands; sizes 14½ to 16. Reg. \$3.25 each for \$2.59

BOYS' FLANNELETTE SHIRTS—Light grounds with colored fancy stripes; all finished with collar and cuffs. Sizes 12 and 12½. Reg. \$1.85 each for \$1.70

Sizes 12 and 12½. Reg. \$1.95 each for \$1.75

MEN'S SWEATER COATS—In medium weight, Heather mixture, with storm collar and 2 pockets; sizes 36 to 42. Reg. \$4.00 each for \$3.65

MEN'S PULL OVERS—Or Jerseys, in Grey, finished with roll collar; sizes 36 and 38 inch. Special each \$2.40

Smart New Fall Hats for Men and Boys

MEN'S FELT HATS—In shades of Grey, Green, Brown, Fawn, &c.; unlined; wide brims, taped edges, wide or narrow ribbon bands; sizes 6½ to 7½. Reg. \$10.25 each for \$8.85

BOYS' TWEED HATS—In mixed Heather mixtures, Navy and Grey; adjustable rims, leather sweat bands and colored linings; sizes 6½ to 6¾. Reg. \$1.65 ea. for \$1.39

MEN'S CAPS—New styles in Grey, Brown and Mixed Tweeds; 1 piece crowns, quilted linings; heavy weight for Fall wear; sizes 6½ to 7¼. Reg. \$2.40 ea. for \$2.05

SMART POPLIN TIES—In a huge variety of colorings and designs; wide flowing ends. Reg. 92c. \$1.10 each for 92c.

OVERCOATS

A good line of Cheviot Coating Overcoats, to fit boys of 1 to 5 years, in shades of Fawn and Brown; finished with velvet collars and 2 pockets; semi-belted backs. Reg. \$8.00 each for \$6.60

Another assortment in shades of Brown and Navy; to fit boys of 1 to 4 years, finished with pinch-backs, velvet collar and 2 pockets. Reg. \$9.25 each for \$7.70

BOYS' PANTS—In Mixed Grey Tweeds, straight leg and side pockets. Sizes 3 to 7. Reg. \$3.30 pair for \$3.00

Sizes 7 to 12. Reg. \$4.20 pair for \$3.75

Sizes 7 to 12. Reg. \$5.80 pair for \$5.25



at Sale Prices

ALL WOOL GABARDINE—The popular weave so much in demand for coats, frocks, etc.; 52 inches wide; shades of Grey, Nigger, Navy and Black. Reg. \$7.00 yard for \$6.25

COSTUME TWEEDS—Beautifully finished materials in fancy mixtures of Fawn, Grey and Navy, 40 inches wide, ideal for smart Fall Costumes. Regular \$3.75 yard for \$3.25

FANCY LININGS—For Coats and Costumes, fancy stripes and floral designs in a host of tasteful colorings, 23 to 36 inches wide, lustrous silk finish. Reg. \$1.65 yard for \$1.45

NEWEST FALL HATS—Ready to wear, in fine quality felt, in styles suitable for ladies and misses, in a variety of pretty styles and colors. Reg. \$3.99 each for \$3.39

LADIES' MACINTOSHES—Good rubberized waterproof material in shades of Fawn and Navy; sizes from 48 to 56 inches. Reg. \$20.00 each for \$18.10

LADIES' VESTS—Fleece-lined, high neck, long sleeves; size 36 and 38, all white, open front. Regular \$1.50 each for \$1.50

LADIES' VESTS—Jersey knit, fleece-lined; sizes 36 and 38, high neck, long sleeves; also pants ankle length. Special per garment \$1.00

PLAID COATINGS—54 inch, all wool, extra heavy qualities, assorted checks and plaids in Grey, Brown, Red and Navy. Reg. \$8.50 and \$9.00 yard for \$7.50

COSTUME LENGTHS—A richly finished material known as "Sylvan Sulting" in 5 yard lengths, smart new shades of Fawn, Taupe, Russian Blue, Jade, Henna, etc. 50 in. wide. Reg. \$8.00 yard for \$6.95

CHILD'S SLEEPING SUITS—Cream Jersey knit Cloth, heavy weight, to fit a child of 9 and 10 years, round neck, buttoned fronts, finished with feet and pocket. Reg. \$1.90 each for \$1.45

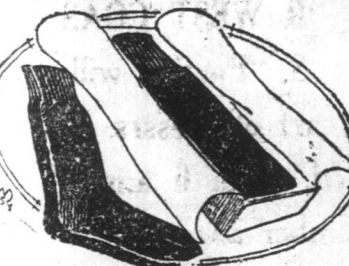
CHILD'S NIGHTDRESSES—In White Flannelette, to fit children of 4 to 12 years V shaped neck, no collar, long sleeves finished with colored insertion and embroidery. Special \$1.50 each for \$1.50

ALL WOOL SCARFS—Brushed; Angora Wool; size 9 in x 60 in.; Pekin and Saxa Blue with long wool fringe. Reg. \$2.25 each. \$1.95

DRESSING JACKETS—Fancy flowered Flannelette, V shaped neck, finished with silk cord and girdle; ¾ sleeve. Reg. \$1.50 \$1.25

MOIRE UNDERSKIRTS—Women's size, colors of Wine, Nigger and Black; wide flounce, drawstring at waist. Reg. \$2.25 \$1.95

The New Fall Hosiery



Cashmere Socks.

Assorted sizes in Black, Navy and Tan. The noted "Two Steeple" brand. Reg. \$2.50 pair for \$2.25

Worsted Socks.

Well knit, Heather mixtures, shaped leg and foot, assorted sizes. Reg. \$1.35 pair for \$1.24

Ladies' Plain Hose.

Black Cashmere, fast colors; sizes SW and W; seamless feet; god value. Reg. \$1.80 pair for \$1.60

Ladies' Sports Hose.

Ribbed Cashmere Hose in various Heather mixtures; ideal for present season's wear. Reg. \$1.20 pair for \$1.05

Children's Hose.

Black and Tan Cashmere, fine ribs. Sizes 4 and 4½ inch. Values \$1.05 and \$1.15 pair for 77c. Sizes 5 and 5½ inch. Values \$1.05 and \$1.15 pair for 94c. Sizes 6 and 6½ inch. Values \$1.25 to \$1.35 pair for \$1.10

Towels, Blankets, Floor Coverings, etc.

Honeycomb Towels.

Strong White Cotton; sizes 18 x 28, red striped, fringed ends. Reg. 50c. each 44c.

Linen Table Cloths.

White Damask; sizes 54 x 54, pretty designs, hemmed ends. Regular \$3.75 each \$3.30

Linen Table Napkins.

White Damask; sizes 18 x 18, hemmed, ready for use. Reg. 40c. ea. for 36c.

Twilled Sheetting.

Unbleached; soft finish, no dressing, 60 inches wide, Regular \$1.35 yard for \$1.24

American Fllette.

28 inches wide, Light and Dark colorings, stripes and checks; no filling. Special per yard 38c.

Cotton Blankets.

White with Blue and Pink borders; size 80, Reg. \$5.90 pr. for \$5.25

Wooll Blankets.

White with Blue borders; size 64 x 80, heavy weight; w e l l finished. Special per pair \$14.40

Stair Carpet.

120 yards superior grade of Tapestry Carpeting for stairs, 18 inches wide, Oriental designs in Blue, Crimson, Grey, etc., with border. Reg. \$3.75 yd. for \$3.32

"Feltex."

500 yards of this popular floor covering, in Brown, Green, Fawn, White, etc.; assorted designs; 2 yards wide. Special per yard \$1.85



A Sale of Umbrellas

LADIES' UMBRELLAS—10 dozen well made Umbrellas of superior quality and finish; wood and steel rods, fancy colored handles, crook or straight styles; 8 rib frames, Black Gloria covering. Values to \$2.50 each for \$2.25

MEN'S UMBRELLAS—Strong 8 rib frames covered with reliable Black Lustre Cloth; wood rods, black or colored handles, finished with large tassel. Reg. \$4.00 each for \$3.58

LADIES' COLLARS—New designs in Muslin, Net Lace and Georgette Crepe, Black, White and V. Rose; all are trimmed with lace or embroidered. Reg. 65c. each for 55c.

LADIES' HANDKERCHIEFS—In Mercerized and Printed Mull Muslin, plain White and with colored borders. Reg. 25c. each for 21c.

NEW VEILINGS—60 yards only fine and coarse Mesh Veilings in Taupe, Fawn, Brown, Purple, Green and Black. Reg. 55c. yard for 46c.

TRILBY EMBROIDERY—2½ in. wide Embroidery on White Lawn, with and without beading. Reg. 25c. yard for 20c.

Hand Purses

36 only handsome Patent Leather Purses, in colors of Black, Brown and Grey; well made, stout catch and leather cross strap. Reg. \$4.00 each for \$3.35

Pendants.

Heart shaped Pendants, in rolled gold, imitation diamonds, Amethyst, Ruby and other stones. Special each 38c.

KNITTING WOOLS

BEEHIVE—S, 4 and 5 ply; assorted colors. Reg. 45c. slip for 41c.
FLOSSINE—Sweater Wool, in new shades. Reg. 45c. oz. ball for 42c.
VICTORIAN—4 ply wool, assorted colors. Reg. 38c. slip for 33c.

Men's Raglans

24 only smart new Raglan Coats for men, made of reliable waterproof cloth, raglan sleeve, long roll collar and belt; sizes 34 to 54. Reg. \$30.00 ea. for \$26.15

18 only Fawn Raglan Coats, loose fitting back, no belt, neat close fitting military collar; sizes 34 to 45 chest. Reg. \$22.50 for \$18.70

The ROYAL STORES, Ltd.

Advancing Commercial Education.

Editor Evening Telegram.

Dear Sir,—Your Diocesan Proceedings correspondent on Education, stated yesterday that Newfoundland had no properly equipped department for commercial training, and this was repeated in the Synod this evening. Now to prove to you that this is incorrect I invite you, or any of your readers, to visit the Commercial School Stenographic and Commercial Departments, corner of Springdale and Gilbert Streets. Here you will find a good beginning; \$3,500 worth of standard typewriting machines in use, up-to-date Business College desks, outfit, equipment and accommodation for 75 students; certificated Business College teachers in Short-hand and Touch Typewriting, Book-keeping and Accounting, Business Arithmetic, Business Law, Business English, Business Correspondence, Business Writing and Spelling, Rapid Business Calculation, Salesmanship and Advertising, Business Organization and Management, Office Practice, Secretarial Duties, Commercial Geography, etc., one of these teachers being of Universal Standard, winning 80 to 90 per cent. in each subject, which is as good a record as can be shown by any Business College teacher in Canada and a great many in the United States.

This rating is sufficient to qualify as Principal of a Commercial Department in a High School in New York City; yet it is alleged there is no Commercial Department here—a poor appreciation of the efforts already made.

Further, the syllabus and examinations of the Business Educators' Association of Canada and of the Accredited Commercial Schools of America, are the standards followed in this institution, the only difficulty being sufficient funds to pay the affiliation fees of fifty dollars per year, the publication of expensive calendars and reports, and the charging of the fees required, namely, forty dollars per quarter instead of ten, to maintain teachers, secure more equipment, etc., and to pay for the expenses of local monthly examinations of those associations whose courses of study develop the business capacities of the students. We have proved their value during the past three years.

Lack of funds therefore is the great difficulty. The teachers are prepared for advanced work, and they can thank themselves for it. One consolation, their work is appreciated, as can be seen by the patronage they are receiving; yet their financial support is discouraging. They are kept here by home ties, love of country, a sense of duty, living in hopes that a brighter day will dawn soon, and that better conditions and facilities for advanced commercial training will be provided, at least equal to the Business Educators' Standard Examinations, the Business College Graduates' test of Canada, that should be held in St. John's quarterly, for all business school graduates, to prove that they are up to the standard and their schools truly efficient Business Colleges like the Commercial School, Springdale Street, that is advancing in spite of all opposition.

Yours faithfully,
P. G. BUTLER.

Sept. 21, 1920.

The St. George's Coal Fields.

Editor Evening Telegram

Dear Sir,—Recent articles in the press concerning the railway commission work, also, contain reference to Professor Dowling's recent recommendations re our coal areas, Grand Lake Country according to Professor Dowling, may contain an enormous wealth of coal, and of course this opinion is based on the Geological data compiled by the late James P. Howley; this must be because Professor Dowling never visited the Grand Lake Areas.

The areas visited by the above gentleman during the past season, were those under the ownership of The St. George's Coal Fields, Limited, and so impressed was he from what he saw on these areas, and the geological estimate placed upon them by the late James P. Howley, that he did not hesitate to accept Mr. Howley's estimate as being geologically and scientifically correct. Accepting Mr. Howley's data of the Grand Lake areas as of the same high order as his work on the St. George's Co. Areas, Professor Dowling did not hesitate to make recommendations concerning the Grand Lake areas, although he had not seen them. According to Professor Dowling, there is no reason why Newfoundland should not be a coal producing country.

Now that the late James P. Howley's estimate has been accepted as of such a high order, it is to be hoped that Newfoundland will soon have an abundant supply of good coal from her own mines, and at a price considerably less than we are now compelled to pay for slate and dust.

The writer had the pleasure of two lengthy interviews with Mr. Dowling after he had visited the St. George's Coal Areas, and hopes shortly to be able to give for publication through the columns of your valuable paper, some information concerning these areas. Thanking you for space,
Yours truly,
JUKES SEAM.

Sept. 22nd, 1920.

Send the boys and girls here for School Boots. We have them at SMALLWOOD'S Big Shoe Sale.—sept.24