

Give the Local Breeder Credit.

A REPLY TO "SALESMAN."

Dear Sir—In the Daily News of the 15th and 16th respectively I read a letter relative to poultry matters and reply thereto. "Salesman" may have been a good deal kinder on adverting Canadian eggs than he was in rubbing it into a few hen men who are doing their best to improve the breed. He complains of, but as a breeder of pure bred poultry for some years I would like to comment briefly as possible on his remarks. To "Salesman" the owners names are trotted out and they are given as much credit for the laying of the eggs as the hens that actually did the laying. To this I say, "certainly not" and it is right and proper that they should. Heavy egg production depends largely upon the breeder's knowledge of the correct principles of mating and breeding, and his careful application of same. (B) Upon his knowledge of proper correct housing and feeding methods. (C) His methods of curing the fowls so as to prevent disease, practically eliminate vermin, and keep vigor and stamina unimpaired. The names of all competitors in all American (and even Canadian) contests are "trotted out" and truly they show up that the skill of the breeder. Mr. Barred Rocks bred by a certain breeder may head the list for that particular competition, while the same breed from the yards of another breeder may be anywhere from tenth to last. At another competition White Leghorns may show up as fifth raters as represented by the entry of one poultry man, while his more skillful neighbor who has also entered White Leghorns cops the cup and the laying record. A Black Orpington at one Missouri Contest laid sixty seven eggs for the year, another Black Orpington from a different breeder laid two hundred and seven eggs. It is needless perhaps to mention that all birds are fed, housed and cared for in the same way, under Government inspection, and with such a wide variation in production by fowls of the same manner, don't you think the breeder has just a little to do with it? Then why deny him credit? It is an easy matter for any genuine hen man to "rise and explain" all about Canadian eggs or most any other kind of eggs, but if "Salesman" will meditate while it will dawn on him that it is not the genuine hen men in this country that market the eggs of inferior grade he complains of. On the contrary they are doing their best to induce better and more up to date methods into all poultry work, and eventually give Mr. "Salesman" what Canada has taken decades to attain. Chinese eggs offered a great menace to the Canadian egg trade not very many months ago, but Canadian "Salesmen" did not advise Canadians to go to the Chinese and learn something. They lent a helping hand in a nice and cheerful manner and things went more smoothly. Canada and the United States have plenty of Agricultural Colleges and a large number of pamphlets on Poultry Culture or almost any other culture, that are obtainable without cost to those desirous of adding to their knowledge. People of Newfoundland have not advantages of this kind, not even a farm paper or a poultry magazine is at present produced in this country, and much general information needs to be produced so as to gain a maximum price and give highest satisfaction. I agree with "Salesman" as to improving quality of products, and properly grading same and giving due attention to packing. I do not pretend to agree with him when he accuses the "Hen Men" of crowing, nor when he states that a breeder's name should not be "trotted out" and credit given him for his work where credit is due. When I sell eggs they are put up in sealed cartons bearing my name and a guarantee that they are produced under sanitary conditions by properly fed fowls. They are uniform in color and size and weigh at least twenty-four ounces to the dozen and I put twenty cents a dozen above the price paid for Canadian eggs for all I can spare. If any local newspaper cares to place a limited amount of space at my disposal monthly I will do my best to pass along all helpful information I can, not by way of crowing, but to show the Bell Island boys and any other boys that I think they are worthy of better treatment than having cold water doused on them every time they show a little natural enthusiasm.

Yours truly, W. K. CHANCEY,
Grand Falls, Sept. 19, 1922.

Fads and Fashions.

Belge is in great favor for simple dinner frocks. The newest apron effect is slightly draped at the left side. It is reported that velvet will be very good for evening wear. Colored braids are introduced as trimming for dark colored frocks. Coat frocks of new wool materials promise to have a distinguished vogue. Although most of the new sleeves are long they run in a variety of widths. This selects the small hat, either with or without a bow, for restaurant wear.

Get a Glimpse at the Newest

FALL STYLES

The Royal Stores are now displaying the latest Fashion dictates for Fall and Winter wear. Our representatives have traveled afar in quest of Style, Beauty and Novelty. Now the fruits of their labors are on show.

Full or soft glowing colors and in thrilling variety, the new goods present the most brilliant assemblage we have ever shown. If you love Beauty, if you would see what is to be worn this Fall and Winter, you will make a point of visiting the Store this week.

Fascinating New Blouses

For Autumn.

This Fall brings a new assortment of Blouses in delightful new styles, as varied in colorings as the Costumes and Skirts which they will accompany; they reveal all the ruses most favored this season: Braids, Silk and Embroidery, applied in a variety of new ways, trim many of the favored models: Georgette, Tricotee, Jap Silk, Volles and Poplins are the most popular materials.

Prices range from \$1.25 to \$7.00 each

Serviceable All-Wool Sweaters

Sounds mighty good this weather and later on one will not be able to do without a Sweater Coat. They are mighty attractive this Fall, coming in vivid and sombre colors and in designs that carry all the autumnal tints. Styles are very smart, especially the new Jumpers in Silk and Wool knit.

Prices from \$2.50 to \$7.00 each

Children's Wearing Apparel

Showing that nicety of detail accorded to the attire of their elders. Coats are smartly simple in line and may be found in beautifully tailored styles of Velour, Tweeds and Blanket Cloth. Hats are gay little models as smart as those worn by older heads. They catch the spirit of youth in the bright colorings as well as in the shapes.

Wonderful Millinery Modes

Correct in every detail
Beautiful in every line

"Was a wise man who said 'Every woman is beautiful when she wears the hat that understands her.'"

Beautiful! "The wish of all women. Come—Here are the Hats that 'understand you.' Hats for all moods, for all times of day, all ages, all tastes. Hats of Plush, Beaver, Velvet and Satin antique. Soft or hard of crown, draped and drooping of brim or smartly up-standing. Large Hats, medium Hats, Hats as close as a Halo.

TURBANS TAMS

OFF-THE-FACE-HATS

BRETON-SAILORS NAPOLEON HATS

In mysterious Black, Blues, Dark and Light; in Purple, Grey and Brown—in every autumn shade. Trimmings: Silk, Ribbon and Embroidery, Gold and Silver Thread, but Feathers are the favorite—curling, swirling or straight as a hair.

While also can one find such an exclusive showing of magical flattering Hats.

Prices from . . . \$6.50 to \$14.00 each.

Tweed Costumes are popular

The New Costumes now displayed are nearly all made of handsome Tweeds and Homespuns, in various patterns; beautiful autumn 'Heather' combinations. They are all cut on graceful lines which create a magically slendering effect.

Prices from . . . \$15.00 to \$35.50 each.

The New Dress Fabrics

It seems as if our representatives had been favored with extraordinary good luck in their selection of Dress materials, for the patterns and colors were never more beautiful or more charming than they are in this present display. We believe you will agree with us once you have seen these new fabrics, at new low prices. We shall be honored and delighted to show them to you.

Large assortments of

SERGES, BROADCLOTHS,

TRICOLINES, POPLINS,

POPLINS, CHEVIOTS, etc.

are shown in all the weights and qualities suitable for Newfoundland weather. The prices are well below those of previous years. Indeed, many of the lines are marked at almost pre-war figures.

Striking new color effects in

MELTONS, VELOUR CLOTHS,

CHECK & BLANKET CLOTHS,

RIVERSIDE COATINGS, etc.



On Buying FURS

Nowadays—more so than ever—inferior grades of Furs are being made up, solely to catch the eye. The cheapest Fur—after all—is the quality Fur—and as to Quality Furs, it is generally conceded that our offerings mean greater values. Here you will find everything in full modelled Coats, Wraps, etc., in the season's most approved styles. Also the new Scarfs, Chokers, Muffs, etc. Every desirable Fur is here, including Sable, Seal, Otter, Mole and Squirrel.

Carpets & Rugs for the Home

The selection of suitable Rugs for the Home should be one of your first considerations. Glaring colours and indifferent combinations are the jarring effects on even the most calm temperaments. Mellow colors, artistic combinations, in Carpet Squares, Rugs and Doormats are to be found here in abundance. They are all beautiful and the prices are very reasonable for merchandise of quality.

Prices—Hearth Rugs \$3.00 to \$7.15
—Doormats 95c to \$2.50
—Carpet Squares 30.00 to 40.00

The New Hose

Smart Novelties in Stockings to wear with the new Fall Coats and Costumes, are now being shown. Heather mixtures are again in the lead. We have a great variety at prices ranging from 65c pair to \$2.00

The New Gloves

Our presentation of Gloves for Autumn and Winter includes every new style in weave and design—for every period of the day.

Prices—Suede finish 65c to \$1.20
—Kid Gloves \$1.20 to \$2.55

The New Coats

The wide inset sleeve often characterizes the new Coats which are so handsome that many of them may be dignified by the title of Wraps. Pleasingly varied in Silhouette, some of these models adhere to the straight lines, while others show the light-fitting waist and smartly flaring lower edge. The more expensive models are trimmed with Otter and Beaver collars; the materials are mostly in rich autumn shades of Brown, Fawn and Green.

Fur trimmed Coats—

Prices \$25.50 to \$55.00

Tweed and Cloth Coats—

Prices \$12.50 to \$25.00

Frocks and Dresses for all occasions

The New Styles in Street and Afternoon Frocks are much admired. They are here in Tricotine, Silk, Serge, Gabardine and other materials. Smart, slim models showing a partiality for Braided and Beaded trimmings in novel designs. Then there are artistic models in Evening Gowns, that have to be seen to be properly appreciated. The most popular materials for foundations being Satin Antique, Crepe-de-Chene, Georgette and Taffeta.

Street and Afternoon Dresses—

Prices from . . . \$11.00 to \$40.00 ea.

Evening Gowns—

Prices from . . . \$25.50 to \$65.00 ea.

New Fall Styles for Men

Sensible men are here appealed to, to use judgment, discrimination and care, in choosing their Autumn and Winter wardrobe. We can honestly say that our stocks have never been so large and varied. Knowing that the mind is more easily approached through the eye, and that conviction usually follows inspection, we hereby invite all and sundry to come, look, inspect and scrutinize.

New Fall Hats.

Exclusive but not expensive. Smartest models in all sizes and in all the newest colorings. Soft Hats, in Felt, Wool Felt and Velour; also a number of styles in Hard Derbys.

Prices \$3.10 to \$11.35 each

The New Shirts.

Almost every material has been requisitioned to complete our new Fall stocks in Shirts. Soft fronted, with pointed; some with collars attached and others in Union Flannel are here in all sizes and quantities.

Prices from . . . \$1.55 to \$2.50 each

New Ties.

Finest designs from the English and American markets. Persian and Oriental designs; Novelty Silk, Brocade and Basket Weave Silks, in the most exquisite shadings.

Prices from . . . 95c to \$2.00 each

The Royal Stores, Ltd.