

**Japanese Silk Bargain.**

In the following shades:  
White, Lemon, Brown, Pink,  
Cardinal, Navy, Saxe, Greens  
and Black.

23 in.—Regular value	95c.
\$1.45. Now	
27 in.—Regular value	\$1.10
\$2.00. Now	
36 in.—Black only	\$1.50
\$1.75. Now	
36 in.—Black, \$3.70.	\$2.50
Now	

**Merve Silk.**

Cream, Saxe, Fawn, Grey,  
Cardinal, Navy and Black.

Regular value \$2.00.	\$1.45
Now	
Regular value \$2.70.	\$2.10
Now	

**Moire Silk.**

Cream, Sky, Brown, Navy and  
Black.

Regular value \$1.35.	\$1.95
Now	
Regular value \$4.70.	\$3.55
Now	

**Taffeta or Glacie Silk.**

Regular value \$1.70. \$1.20  
Now

In Saxe, Myrtle, Lemon,  
\$2.00. Now \$1.45

Brown, Grey, White &  
Black, \$2.75. Now \$1.80

**Bengaline Silk.**

In Saxe, Brown, Myrtle,  
\$2.60. Now \$2.00

22 in.—Violet & Black,  
\$3.30. Now \$2.60

22 in.—Brown only,  
\$1.00. Now 70c.

40 in.—Black only,  
\$6.60. Now \$4.60

**Georgette Crepe.**

Regular price \$3.60. \$2.40  
Now

Regular price \$4.40. \$3.20  
Now

Regular price \$4.95. \$3.70  
Now

**Crepe de Chene.**

Regular price \$4.50. \$2.35  
Now

Regular price \$5.20. \$3.60  
Now

Regular price \$6.10. \$4.10  
Now

**Corduroy Velveteen.**

Navy only. Bargain at 95c.

Cream, Black & Fawn,  
\$1.80. Sale Price \$1.40

Brown, Navy, Grey, Saxe, only  
\$2.20. Sale Price \$1.70

Saxe, Navy, Green  
Plum, \$2.50. Sale Price \$1.90

White, Navy, Brown, Purple,  
Saxe, \$2.70. Now \$2.10

**Velveteen.**

Navy, Brown, Marone,  
\$1.65. Now \$1.25

Fawn, Grey, Saxe,  
Royal, \$1.80. Now \$1.45

Navy, Cardinal, Brown, Vieux  
Rose, Black, Green, Marone,  
Navy, Brown, Scar-  
let, \$2.40. Now \$1.80

**CENTRAL STORE**

# KNOWLING'S

## GREAT

# CASH SALE!

**Silks, Velveteen, Dress Goods.**

We have made Exceptional Reductions in these Goods,  
which will bring them Lower than Replacement Value.

**FOR SPOT CASH ONLY**

Our Stock of Dress Tweeds, Gaberdines, Shepherds' Plaids,  
Permo & Roxannas, Poplins, Whipcord, San Toys, etc., is about  
the largest and best assorted in the city.

**Dress Tweed.**

Cheviots and Fancy Mixture.

38 in.—Regular value \$1.75.	\$1.20
Now	
40 in.—Regular value \$1.95.	\$1.35
Now	
40 in.—Regular value \$2.20.	\$1.65
Now	
52 in.—Regular value \$2.50.	\$1.70
Now	
40 in.—Regular value \$2.85.	\$2.15
Now	
52 in.—Regular value \$3.25.	\$2.30
Now	
52 in.—Regular value \$3.00.	\$2.25
Now	
54 in.—Regular value \$4.75.	\$3.50
Now	
54 in.—Regular value \$6.00.	\$4.50
Now	
54 in.—Regular value \$6.50.	\$4.90
Now	
54 in.—Regular value \$9.00.	\$7.25
Now	

**San Toy.**

Mixture of Silk and Wool in the  
following shades: Fawn, Ivory, Black,  
Saxe and Navy.

Regular value \$5.50.	\$4.10
Now	

**Black Figured.**

To-day's value \$2.50. \$1.10  
Now

**Prunella Figured.**

To-day's value \$2.50. \$1.10  
Now

**Crepon.**

42 inches wide, in Navy Brown,  
Helo, Cerise and Black.

Regular value \$2.50.	\$1.25
Now	

**Be Sure to See These Remarkable Values****Silk Stripe Dress Goods.**

In Navy, Lavender, V. Rose, Grey,  
Brown, Fawn and Green.

Regular price \$2.40.	\$1.90
Now	

**Mercerized Poplins.**

54 in.—White. Reg. \$1.80.	\$1.35
Now	
44 in.—Reseda. Reg. \$1.00.	50c.
Now	
30 in.—Navy. Reg. \$1.30.	95c.
Now	
40 in.—All other shades at following Sale Prices:	
\$1.20, \$1.35, \$1.45, \$2.00,	\$2.30.

**NAVY BLUE ALL WOOL FLANNEL, 28 inches wide, suitable  
for Blouses, Dressing Gowns, etc. Reg. value \$1.60. Now \$1.25****TARTAN PLAIDS—SPECIAL BARGAIN.**

Suitable for Children's Dresses, Ladies' Blouses, etc.

28 in. wide—Regular value 55c.	Now 35c.
28 in. wide—Regular value 65c.	Now 45c.
36 in. wide—Regular value 75c.	Now 50c.

**Black and White Shepherds'  
Plaids and Broken Plaids.**

Regular value 95c.	80c.
Now	
Regular value \$1.25.	95c.
Now	
Regular value \$1.60.	\$1.25
Now	
Regular value \$3.50.	\$2.25
Now	

**Black Wool Taffeta.**

Regular value \$2.95.	\$2.25
Now	
Regular value \$3.20.	\$2.45
Now	

**Reseda, V. Rose, Silk and  
Wool Taffeta.**

Regular value \$3.20.	\$2.50
Now	

**Crepe Dress Goods.**

An ideal goods for summer waist,  
in Grey, Brown and Green.

Regular value \$1.35.	\$1.00
Now	

**Fancy Tweed Dress Skirting**

Regular value \$8.75.	\$6.50
Now	
Regular value \$9.95.	\$7.30
Now	

**Black Hair Cord.**

Regular price \$2.30.	\$1.65
Now	
Regular price \$2.80.	\$2.15
Now	

**Alpacas.**

Brown—Reg. value \$1.90.	\$1.45
Now	
Green—Reg. value \$2.65.	\$2.10
Now	
Navy—Reg. value \$2.85.	\$2.20
Now	
Navy—Reg. value \$3.20.	\$2.40
Now	
Navy—Reg. value \$3.40.	\$2.55
Now	
Navy, Pin Stripe—Regular value \$2.25. Now	\$1.60
Black—Reg. value \$2.60.	\$2.10
Now	
Black—Reg. value \$3.35.	\$2.50
Now	
Black—Reg. value \$4.50.	\$3.35
Now	

**NAVY BLUE ALL WOOL FLANNEL, 28 inches wide, suitable  
for Blouses, Dressing Gowns, etc. Reg. value \$1.60. Now \$1.25****SPECIAL VALUE BARGAIN.**

Tweed, 56 inches wide, now only \$1.30

**CENTRAL STORE****Duchesse Mousseline.**

Black—Regular value	\$2.35
\$2.90. Now	
Black—Regular value	\$2.75
\$3.65. Now	
Black—Regular value	\$3.40
\$4.25. Now	
White, Ivory, Cream, Brown, Helo, Bottle Navy and Black.	\$4.50
Regular value \$6.00.	
Now	

**Charmeuse.**

White, 40 in. Now	\$7.50
Navy—40 in. Now	\$4.25
Black—40 in. Now	\$7.00

**Chiffon Taffeta.**

Cream and Sky. Reg.	\$2.40
value \$3.25. Now	
Vieux Rose & Myrtle,	\$3.30
\$4.90. Now	
Saxe only, \$5.70. Now	\$4.20
Saxe, Brown, White, Helo, Grey and Black, \$6.60. Now	\$4.95

**Fancy Silks.**

Plaid and Floral Effects.

21 in.—Regular value	\$1.20
\$1.65. Now	
21 in.—Regular value	\$1.65
\$2.40. Now	
28 in.—Regular value	\$1.30
\$2.00. Now	
36 in.—Regular value	\$1.70
\$2.60. Now	
36 in.—Regular value	\$2.20
\$5.00. Now	
36 in.—Regular value	\$3.75
\$5.50. Now	
36 in.—Regular value	\$4.75
\$6.60. Now	

**Cream Dress Serge.**

42 in., \$1.55	\$1.25
Now	
40 in., \$2.40	\$1.75
Now	

**Cream Cheviot Serge.**

54 in., \$5.00	\$3.75
Now	

**Shantung Silk.**

Natural shade, at  
95c., \$1.35, \$1.55 and  
\$2.40.

Fancy—34 in., \$3.00.	\$2.25
Now	
Fancy—34 in., \$4.20.	\$3.00
Now	
34 in.—Navy, \$2.95.	\$2.20
Now	
34 in.—Navy, \$3.75.	\$2.60
Now	

**Plain Dress Voiles.**

In shades Navy, Saxe, Coral Grey. Now	\$1.50
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**Fancy Silk Lustre.**

Regular price \$2.10.	\$1.40
Now	

**A Treatise on Drink.**

Editor Evening Telegram.

Dear Sir:—Apart from the two or three pleasanties which "Moderate" a correspondent replying to my letter of Wednesday, indulges himself, the fundamental difference in the two letters is one of opinion. He states one view without adducing any proofs, while I do likewise. Therefore with both of us it is simply a statement of opinion. My opinion is that the abolition of liquor, and for the same reason that they signed the petition. "Moderate" thinks that such would not happen. Thus we differ.

Now, I attempted to analyze the psychology of those who signed the moderation petition. I stated, first, that they were mostly men who had voted for Prohibition, but had since been disillusioned by the application of the principle. Supporting the principle of prohibition, most of them because it was a moral matter, they were sickened and disgusted over the way that principle was applied. For example, there was discrimination in the supplying of liquor. The only qualification needed by a man wanting liquor was that he have sufficient money, or that he have the necessary pull. Thus the old vicious distinction of the property-qualification obtained, and generally there was unfairness and discrimination. No red-blooded people who stand for democracy would put up with that kind of thing. Therefore, when the moderation petition was put into their hands, they signed it, as the petition appeared to be a way by which the discrimination and unfairness could be eliminated. You know, a man who has been drinking more or less all his life and who is willing to give it up, and there must be every encouragement to have him give it up. The knowledge that others, with money, did not have to give it up and make the sacrifice, did not conduce to the frame of mind that would keep him firm in his determination to abstain. Therefore they got a drink whenever the opportunity offered. Therefore they were drunk as often as they could get drunk. Therefore (and what is important) the virus of alcohol has not gotten out of their veins to this day.

Alcohol creates its own thirst. That is to say, when a man has drunk one glassful, he wants to drink another because the first one has given him the appetite for it. Then he wants to drink three, and so on till he is drunk. One drunk makes him want to get drunk again, and so on. The more he drinks the more he wants to get drunk. It is the same in the smoking of opium. The more one smokes it, until eventually it gets to such a pass that the individual has no more chance against the opium than a snowball has in an oven. Even so is it with alcohol and for the same reason, it is a narcotic, the fundamental difference in the two letters being that one of the letters only alcohol is bad for the same reason that opium is.

Therefore, the presence of one glassful of alcohol is an insistent incentive to possess another. Therefore, if you are going to cut out drunkenness, you have to cut out liquor. While there is liquor there is going to be drunkenness. Society should stand for drunkenness no more than it should stand for arson or murder. The three of them are fundamentally the same; the difference is one of degree of horror and heftiness. Anything which conduces to the development of the finer, the nobler, the aesthetic senses of man, and tends to make him a more civilized creature, stands justified. Anything which conduces to the development of the lower instincts, the brute, the beast that is in each of us, that tends, I say, to the subjugation of the finer feelings and the elevation of the barbaric, savage, stonage instincts, stands condemned. Development of sensuousness over sensuality is the ideal of civilization—it is civilization. Therefore, alcohol, which represents the elevation of the flesh over the spirit, which represents the enthronement of sensuality and overthrow of sensuousness, is bad, is unjustifiable, and should be ruthlessly crushed.

Anything that is unsocial is immoral. Drink is unsocial, because it makes an individual a less desirable member of society. Therefore it makes him unsocial. Therefore he is immoral. Therefore the thing which makes him immoral is itself immoral. Anything which is immoral should be eliminated. Killing, war, and generally the taking of life, is immoral, because they are unsocial. Government, religion, education, love, art, music, literature, are moral—because they are social, and tend to the civilizing of society. Alcohol should be classed with killing, wife-beating, child-murder, and other criminal pastimes. As a matter of fact, they are nearly synonymous.

In Canada, the other day, they had a referendum over the subject of liquor, and a majority of the provinces voted for total abolition. I think the day will come when all Canada will be bone-dry. Newfoundland must be made bone-dry.

Yours sincerely,  
J. R. SMALLWOOD.  
June 3, 1921.

**Village Romance.**

BANNS BETWEEN DUKE'S GRANDSON AND VILLAGE MAID.

Romance, in its very essence, is embodied in the engagement of a duke's grandson and a village maid. In a pretty little church that nestles in the wooded parklands of Historic Stowe, the banns were published of a marriage between the Hon. and Rev. G. Morgan-Grenville, Master of Kinloss, eldest surviving grandson of the last Duke of Buckingham and Chandos, and Miss Katharine Beatrice MacKenzie Jackman. The latter is to be the daughter of a blacksmith, whose forge is situated on the Kinloss estate. The romance may be said to have begun when she was attending the village school at Daddford, and the Master of Kinloss, as a boy, used to take his broken toys to her father for repair.

Minard's Liniment for Burns, Etc.

**Cabbage Plants**

Early and Late.

Assorted Annuals.  
Marrows and Cucumbers.  
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**DR. LEHR, Dentist,**

329. Water Street.

**PYORRHEA.**

Pyorrhea is the most destructive, the most difficult to treat, yet one of the commonest of all the diseases of the teeth. It is present in the mouths of countless thousands of adults who fondly think their teeth are in perfect condition. It progresses slowly, and in its early stages, painlessly. The gums become soft and bleed easily, then they grow sore and become inflamed. Pus forms at the roots of the teeth and they loosen in their sockets. When the disease reaches this stage it affects the general health and usually extraction is the only remedy.

tu,th,ett

**SKINNER'S  
Monumental Works,**

ST. JOHN'S, N.F.



(Established 1874.)

329 and 333 Duckworth Street.  
A large assortment of Headstones and Monuments always in stock. Latest designs, etc., with prices and sizes to suit everybody. Outport customers can save time and money by writing to-day for Catalogue of designs and Price List. We have satisfied many customers with our mail order system of buying from our photo despatch.

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LOCAL CEMENTRY WORK PROMPTLY ATTENDED TO.  
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150,000  
Hard & Soft Bricks,  
25,000  
Fire Bricks; also,

A large quantity of  
Drain Pipes,  
Various Sizes.

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**BEEN GOOD FOR 40 YEARS.  
HYPOPHOSPHITES**

What is it good for?  
As a general tonic  
In nervous affections.  
In convalescence from illness.  
In general where vitality, energy and appetite are diminished.

Only make sure of the quality of your Hypophosphites.  
O'MARA's name on it is a sure guarantee.  
Price \$1.20 bottle.

**PETER O'MARA,**  
The Druggist,  
THE REXALL STORE.

**HATS OFF TO ME.**

Gentlemen, leave your old hat with me if you want it made like new. Straw Hats cleaned while you wait, 50 cents. Velour, Soft and Felt Hats cleaned and reblocked, \$1.00. Old clothes dyed, altered, repaired, dry cleaned and pressed. Suits pressed while you wait. The only real cleaning house in Newfoundland.

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Phone 959.  
Clothes and Hats called for and delivered. Outport orders carefully attended to.

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