

Eventually you will
buy at this Store--
why not profit by a
visit NOW.

VALUES! PRICES!

That are the
Talk of the town

Lower Than you
ever hoped for

Every purchase in this
Store during this Sale
means Big Savings.

Come! Buy! Save!

Hundreds of people have been well satisfied with their purchase at this Store since we have started

OUR BIG VALUE GIVING SALE

We have now placed on Sale many more items at Big Reductions, and for your own benefit, we would advise you to come early and secure some of these values. Kindly Note that this Sale will last for a few more days only.

LADIES' SPRING HOSIERY

We have just received another shipment of Ladies' Hose, in Grey, Brown, Fawn, Nude, Blue, and various Heather mixtures. These Stockings were formerly sold for 49c. pair

" 65c. "	Now 29c.
" 98c. "	Now 49c.
" 1.10 "	Now 59c.
	Now 69c.

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SUMMER DRESSES

We have just received a wonderful assortment of Dresses in the leading colors and styles, in fancy and dotted voiles, with organdie collars and cuffs. These Dresses are easily worth, 12.00

Sale Price \$6.98

SEE OUR WINDOW

282 Water Street.

WYLAN'S, Kindly Note the Number--282

Ladies' Reliable Outfitters

"Leads in every District"

VICTOR FLOUR

**Sherwin Williams
Red Paint**

\$2.50 per gallon

and a full line of PAINT BRUSHES.
Prices from 10c. up to \$1.00 each.

GARDEN SHOVELS 60c. each.
GARDEN SPADES 70c. each.

Mail Orders attended to at once.

Freight or express charges extra.

W. G. PIPPY

425 Water Street, St. John's.
HARDWARE STORES TINWARE

May 7, 1911, ed.

Forty-Four Years in the Service of
the Public—The Evening Telegram.

Diamonds Made From Bones.

SHAMS WORTH MORE THAN THE
GENUINE ARTICLES.

By mixing paraffin spirit, bone oil, distillate, and metallic lithium in a powerful cast-iron tube, and heating the compound in a reverberatory furnace, an English chemist has obtained artificial diamonds identical in composition with the original gem as dug from the mine.

But the process is long and costly, while the diamonds resulting are so tiny that mine stones of the same size could be bought for a quarter of the money.

A Swiss scientist has produced sapphires of pure crystallized aluminum. The only difference between his sapphires and natural stones is that the former are not quite so hard. He hopes eventually to make their production a paying business, but here again the cost is many times that for which he could have bought supplies of the same size in the open market.

An opal made by fusing silica, with ether is said to be even more lovely in its changing hues than the mine stone.

The number of false jewels manufactured is enormous, and among these imitations none have ever been more perfect than so-called Venetian pearls. Their manufacture is a lost art, the secret having died with the inventor, a poor Venetian and it was not until after his death that their beauty and value were recognized.

There are said to be no more than ten or twelve thousand in existence. They are very hard, their lustre is perfect, and they now command a price almost equal to that of the gem produced by the oyster.

Colours that Make Money.

Have you ever realized how your choice of a purchase is influenced by the colour of its wrapper or box? Probably not. Yet in making your selection you have been swayed, consciously or unconsciously, by the law of colour.

Makers of sweetmeats have always given careful attention to this question, and a long series of costly experiments has demonstrated beyond all doubt that red is the colour that "pulls." Sweets done up in blue wrappers have left the public cold; the same sweets enclosed in red wrappers have enjoyed a steady sale.

The modern advertising man knows the subtle appeal of red. Note its predominance in coloured advertisements and on posters.

The writer knows of a monthly magazine which was published with a quiet grey cover. Its sales were infinitesimal. The second number, which was enclosed in a cover of vivid red, sold like wildfire.

Observe the number of red novels at the bookstalls, and ask a few questions about their sales, and you will realize that red is the best selling colour.

The reason that red is a warm colour; so also are orange and yellow, but in a lesser degree.

Green, blue and violet are cold colours. They arouse no passions or enthusiasm. Green is a restful and soothing colour—hence its use in the manufacture of billiard tables and in theatrical "green rooms." Soft shades of grey convey an impression of refinement.

Whipped cream is nice served with deep cherry pie.

At your druggist

Blue-jay

The simplest way to end a corn is Blue-jay. Stops the pain instantly. Then the corn loosens and comes out. Made in clear liquid and in this plaster. The action is the same.

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French Have Perfect Gun With 100-Mile Range.

Col. Sauveroch, in an article published recently in Paris, stated that the French artillery is now able to build a gun which will shoot 150 kilometers—about 100 miles, or about twice as far as the famous "Bertha's" which shelled Paris. He says that a number of these guns on the left bank of the Rhine could prevent any German mobilization on the right bank for an attack westward.

It is understood that the French have also worked out a shell for such a gun which would be far more effective than the Bertha shells that were notoriously ineffective when they exploded, due to the very thick walls of the projectile for the amount of explosive they carried.

**Do YOU Use
Windsor
Table
Salt**
It is Canada's
Purest
and Best

THE CANADIAN SALT CO. LIMITED

409

Morey's Coal is Good Coal
In Stock, Best Grades of
North Sydney Screened, Scotch House
hold and Anthracite
COAL.

M. MOREY & Co., Ltd.

**SPRING OVERCOATINGS
and SUITINGS**

A\$60 OVERCOAT FOR \$48

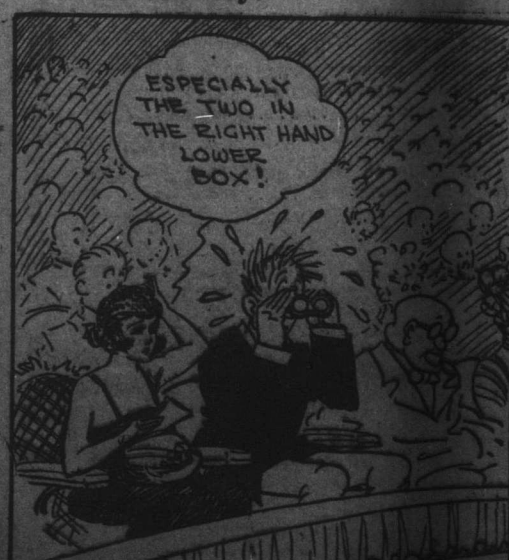
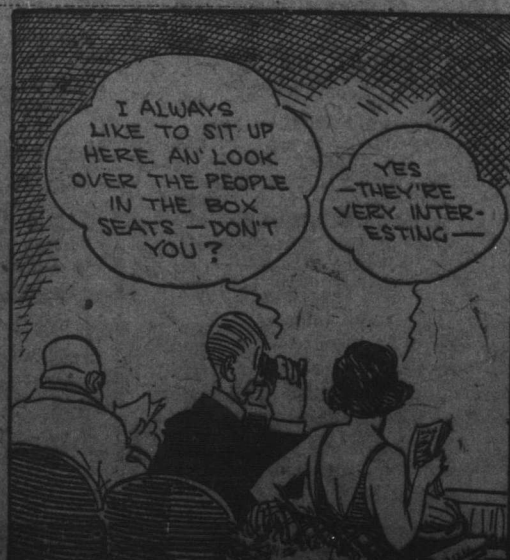
We are specializing on the Spring Coat you require, and have it marked down to the lowest possible figure, consistent with the first-class quality of the material and workmanship. The first of the SPRING SUITINGS have arrived, English swell effects, early choosers get the best—pick out your Suit Length and leave a deposit on it, and it will be put aside until you require it. Just a few \$39.90 values left.

SPURRELL The Tailor
WATER ST. WEST. and at DUCKWORTH ST.
GRAND FALLS.

m.h.s.t.f

"There Ain't No Flies On Billy."

By BEN BATES



YORK—The city of New York was the scene of a riotous celebration, including many stunts, when a railway bridge was burned. The riot was identified as a celebration of the anniversary of the burning of the railway bridge, as a man who tried to stop the celebration was severely beaten. The riot broke out before midnight on the bridge and youths, breaking into the bridge, burned it.

Shop

The Soap which
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Sunlight Soap
Selling Sunlight
Don't load up
Stick to Sunlight

Sun

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them.

cars at a Lynch

YORK—The city of New York was the scene of a riotous celebration, including many stunts, when a railway bridge was burned. The riot was identified as a celebration of the anniversary of the burning of the railway bridge, as a man who tried to stop the celebration was severely beaten. The riot broke out before midnight on the bridge and youths, breaking into the bridge, burned it.