ARMADA TEA.

New Stock.

Best Yet Offered

1 lb. Tins.

Ask Your Grocer

LIGHT, HEAT, COMFORT!

The proprietor of one of the best known multiple shopping systems is credited with saying, "Give me any old shop, in any old street, and I'll guarantee to make it in twelve months the most widely known and best frequented shop in the district." He was asked to explain. Holding up three fingers he said, "I believe in the trinity of LIGHT, WARMTH, COMFORT. I should dazzle the moths until the candle drew them, I should bring them into a warm, comfortable shop, filled with a soft, pleasing radiance, and the rest is—well, mere child's play."

Mixed metaphors, perhaps, but expressive. Now we can more than imagine the kind of shop this well-known individual would open, for we pass it in almost every town—always a landmark to the street. No one fails to notice it. There is an indefinable air of welcome and invitation as one stands for a moment on the pathway and lets one's gaze travel inside it. The subdued, restful lighting effect that so charms because of its very unobtrusiveness, the absence of dark corners, the intangible feeling that if one would step inside one would be sure of experiencing a delicious sense of warmth and comfort and cheerfulness—all these are part of its appeal. Truly a shop with an individuality.

We cordially invite all progressive business men to visit our showroom and see our latest Lighting and Heating Appliances, by the adoption of which the ideal outline in the above extract from a London paper may be easily secured. Our new RADIO X. Lamp and GASTEAM Radiators fill all light and heat re-

ST. JOHN'S GAS LIGHT COMPANY.

Potatoes & Oats!

Due to-day per "Sable Island,"

2,000 Half Sax P. E. I. BLUE POTATOES. 1,000 Sax BLACK OATS.

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LADIES' COSTUMES and RAGLANS,

Newest Styles,

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A Royal Smoke.

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CHRISTIAN'S

Borax Soap, 8 cts per cake.

Be sure and save your Wrappers as \$10.00 in Gold will be given the person saving the most for 1916. Besides you get the best Laundry Soap on the

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A NEW AND TOTALLY DIFFERENT

TALCUM POWDER

other, but distinguished by the True Oriental Odor," s magrace inimiable in its subtlety an I charm.

At all Druggists, St. John's, Nfld.

Grove Hill Bulletin

Ready May 15th:
CABBAGE PLANTS:
Early Jersey Wakefield, First and Best, Charleston Wakefield, Henderson's Succession, Red Dutch, 80c. a hundred, \$7 a thousand.

Purity, Snowball.

BRUSSELS SPROUTS.

Terms: STRICTLY CASH. J. MCNEIL,

NOTICE!

1 am Selling,---

Atlas Portland Cement

In extra coopered barrels Roofing Materials of best quality,

GOOD COAL. COLIN CAMPBELL.

North Sydney Screened COAL, \$9.60 Ton

While discharging only.

Ex S.S. "Njord," due Friday, June 2nd.

A. H. MURRAY, Beck's Cove.

At The Great Vegetable Warehouse!

P.E.I. **Blue Nose Potatoes**

We have a very large shipment of the popular "BLUE NOSE" POTATOES on the "Sable I.", due to-morrow from Charlottetown, and are offering same to arrive at lowest market prices. We had this shipment specially selected and packed in 90 LBS. or HALF BARREL SACKS, and can guarantee our customers strictly fancy, reliable quality.

We shall be glad to have your order for prompt delivery from ship's side.

F. McNAMARA, Queen Street.

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Wholesale Dry Goods House

POUND GOODS!

SHIRTING, CALICO, LAWN, SATEEN, FLANNELETTE, LINEN, FLEECE CALICO, DENIM, MISSPRINTS, TOWELS, ETC., ETC.

PIECE GOODS! DRESS GOODS, CURTAIN NET, REGATTAS,

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REID-NEW FOUNDLAND COMPANY.

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Excursion to Kelligrews.

Leaving St. John's Station at 2.30 pm. Returning, leave Kelligrews 8.07 p.m.

Reid-Newfoundland Co.

LAST SUMMER'S SUIT FRENCH DRY CLEANED.

Send in your last summer's Suit and have it French Dry Cleaned. This process will give it a smart and new appearance.

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VOLUME XXX

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On Thursday, the at 11 o'clock, Messrs. A. HARVE

LIMITED. 2" Lumber, Bunk Board Pine Beams, belonging "Bonaventure" and "Bel

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A Large Assortmen Electric Pocket and Torche

All sizes and Pr THE VEST POCKET 47c. Extra bulbs, 20c. LAMPS—Larger sizes, \$1.10, \$1.35, \$1.55, \$1.90,

TORCHES—With 2 on ickel plated. Price \$1.9 cloth bound, \$1.35. Ext.

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