

Have You Found Your RED LETTER? at DEVINE'S Great Anniversary Sale.

Established June, 1909.

"A" for advertising, that we always do;
And one thing to remember it is always true.

ASSORTMENT OF BLOUSES.

These prices and great variety should appeal to all women. They embrace the following: Middy, low necks and high necks. Special: 1,000 in White Lawn, Muslin and Linen. Anniversary Price30c.

"B" is for "Broadway"—a Shoe of great fame. And ladies from all parts are praising its name.

BIG BARGAINS

In our Shoe Department during Anniversary. See our Ladies' 8-strap Oxford, Patent Leather, daintily enamelled. Cuban heel and Broadway dash. Usually \$3.00. Anniversary Price . . . \$2.50.
200 pairs Tan 2-strap Blucher Oxford. Regular \$2.50. Anniversary Price2.00
150 pairs Shoes, Blucher Cut, laced, patent toe tip, Cuban heel, in Black and Tan. Usually \$1.50. Anniversary Price1.30

"C" is for "Cash," that you'll surely save. And the road to a bank account certainly pave.

CORSETS.

Which just now we are carrying one of the finest lines in the city, representing the famous D. & A. and Parisian. You can scarcely think of Corsets without linking the well known name of D. & A. with them. 500 pairs, ranging from 45c. to \$2.00. During Anniversary prices will be reduced, so that you can get \$1.00 value for 75c, and \$2.00 values for \$1.50.

"D" is for "Devine's," who Doubles the Dollars. And makes ten cents buy two lovely collars.

DRESSES.

Which we are showing in great variety. Ladies' and children's. 120 Children's Colored Linen, for ages from 2 to 14 years, from 90c. up.

Special: See our Parisian Cut Ladies' one-piece Blue, Cream and Black Serge. Worth \$3.00. Anniversary Price2.50.

Peter Pan Collars and Cuffs.

79 Only White Muslin one-piece Dresses, beautifully trimmed in Insertion and Lace. Ordinary price, \$5.00. Anniversary Price3.00

"E" is for "Enraptured," as you'll surely be. When you come in our Bargains to see.

EMBROIDERIES & EXCELLENT LACES.

1500 yards Embroidery, usually selling from 5c. per yard up to 30c. Anniversary Price from3c. to 20c. per yard
25 doz. Valenciennes, worth from 5 to 8c. per yard. Anniversary Price2 to 5c.

"F" is for "Freedom," that you will enjoy When selecting the Bargains with your girl or your boy.

FLANNELETTES AND FLEECE CALICO.

We have these goods in abundance in plain and striped effects.

1520 yards Striped Flannelette, 14 and 16c. quality. Anniversary Price10c. per yard
Extra—295 yards Pink and Cream Fleece Calico, very wide. Usual price, 25c. Anniversary Price19c. per yard

"G" is for "Guarantee," which goes with each sale. Whether made on the spot or sent through the mail.

GINGHAMS & GLOVES.

1567 yards Gingham, in striped effects and checked; shades Brown, Green and Blue; fine for overalls, dresses and pinafores. Regular from 12c. up. Anniversary Price10c.

15 doz. Ladies' Gloves in Cashmere and Lisle; shades Chamois, Champagne, Navy, Black, White and Grey. Ideal summer Gloves; dome button. Reg. 50c. to 50c. Anniversary Price20c. to 40c.

"H" is for "Honesty," always our aim; This has done much to keep up Devine's name.

HOSIERY.

LOT No. 1—20 doz. Solsette Tan Stockings for women. This is a Stocking that looks and feels like silk. They breathe as you walk; specially for summer wear. Regular 40c. Anniversary Price19c. pair

Get a half dozen pairs.

LOT No. 2—15 doz. Black Ribbed and Plain Cashmere; great value. Usually 30c. per pair. Anniversary Price25c.

LOT No. 3—10 doz. Buster Brown, for children; strong as steel. Usually 25c. Anniversary Price22c.

LOT No. 4—10 doz. Men's Colored Sox, from 20c. to 75c. per pair. During anniversary, prices cut low.

This is a Sale of most unusual value, comprising many original features and displaying an assortment of underpriced merchandise. The Red Letter Bargains are strong in quality and striking in display, for every Special will be shown by a Red Letter which will agree with the letters of this advertisement. All you have to do is to remember your letters; also remember that every item has been specially reduced in price—that every item will prove a glorious prize and surprise. Sale begins to-day. FOR ONE WEEK ONLY.

"I" is for "Important," as this Sale will be, Commemorating as it does our Anniversary.

IMMENSE STOCK OF LADIES' WHITEWEAR.

Consisting of Corset Covers, Chemises, Nightdresses, Underskirts and Princess Slips, at prices way below.

20 doz. Corset Covers, assorted sizes, elegantly embroidered. Regular from 40c. to \$1.00. Anniversary Price35c. to 85c. each

Underskirts—Here is where we shine in value: 35 only White Lawn trimmed in Lace and Embroidery. \$1.20 and \$2.50. Regular Anniversary Price 90c. to \$2.00. See these goods.

"J" is for "Joy," that comes when you've found Sales that with Bargains always abound.

JEWELRY & NICKELWARE.

We carry Jewelry and Silverware for the Xmas trade only, but we find we have a few lines left, which last year which we are not going to pack away, but clearing now at half price. Your choice while it lasts. See our Expansion Bracelets at Anniversary Price . . . \$1.00

Embossed Brooches at Anniversary Price . . . 25c.

Novelty Pins from30c. up

Hairpin and Powder Boxes, silver top. Usually 90c. Anniversary Price50c.

Cigarette Cases in Nickel. Usually 40c. Anniversary Price25c.

Hat Pin Protectors—Here is something every lady should have. Great in the danger to the eyes at crowded places of amusement from the point of the deadly hat pin. We protect the point. Do you see the point?

"K" is for "Knack," which we've always got in making up ads. to bring you on the spot.

KINDERGARTEN KNICK-KNACKS.

And the children will do well to come round to see us during our Anniversary.

SCHOOL BAGS FOR GIRLS AND BOYS. 5 doz. strong and neat looking. Usual price, 30c. and 35c. Anniversary Price20c. and 25c.

Special: 3 doz. extra quality. Anniversary Price40c. each

Straps for Books, assorted, at Anniversary Price.

School Pens and Lead Pencils at half price. See our Pencil Boxes and Bag Pencil Sets; Music Cases. Have you seen the Post Office Fountain Pen? This is the wonder of the age in Pandom. Does the same work as a \$5.00 Fountain Pen. Anniversary Sale Price45c. each

"L" stands for "Letter," six and twenty 'tis sure. So pick out your letter and come down to our store.

LADIES' OVERALLS.

10 doz. Ladies' Overalls in English and American make, made from linens of choicest quality; fine large sizes, completely covers the dress; excellent garment for household duties, garden parties, etc. Usual price, 95c. to \$1.20. Anniversary Price60c.

"M" stands for "Morning," the best of the day; Our advice is shop early, so make no delay.

MANICURE SETS.

Mounted Biscuit Jars, Mounted Jam Dishes, Mounted Sugar Dishes, Money Boxes, Men's Shaving Sets, Brushes, Men's Shaving Bowls, Men's Dressing Cases. Prices of all cut in two during this great Anniversary Sale.

J. M. DEVINE,

Established 1909, St. John's, N.F.

THE RIGHT HOUSE.

These bargains will easily be discovered by the huge Red Letters in every department. Remember your letters—each will be a prize worth coming for.

CUT THIS OUT.

I must be sure to look at the following BARGAINS at

DEVINE'S

Established 1909, St. John's, N.F.

(Mark Bargain Letters below.)

"N" stands for "Nothing," that scares us a bit; We feel quite assured this Sale is a hit.

NAPKINS.

Splendid assortment Japanese Paper Napkins, 50 in a box. Regular price 25c. Anniversary Price . . . 19c.

Note Books, Novelties such as Hat Pins, Tubes, Toys, Dolls, Teddy Bears, all reduced in price, and many other items. Remember we are showing Toys every day in the year.

"O" is for "Often," that customers say Your help is politest in every way.

OVERALLS.

In a great assortment, Blue Derry, Cotton Tweed and Indigo, striped, for men; guaranteed to stand the hardest wear. Regular 75c. Anniversary Sale Price60c.

Also stands for TABLE OILCLOTH, in assorted patterns. Regular price, 25 and 30c. per yard. Anniversary Price19c. per yard

Odds and ends Cottons, Blouse Goods, Dress Ends, at half price during Anniversary Sale. Great time to get remnants.

"P" stands for "Prices," that we have cut low; We want you to remember the Sale is no blow.

PARTY DRESSES

for ladies. Special arrival direct from New York. Chic in every detail; made from fine Linen, Holland, Muslin and Pique, in shades of Blue, Hello, Pink, White, Khaki and Striped effects. Beautiful goods; will wash well. They reflect a summerishness that will do you good to look upon. Buy no while the stock is fresh and new, \$10.00 worth regular. Anniversary Price . \$5.00

Also stands for FARTS. This is a line in which we always star, simply because we buy the best there is to be had. Prices range from 90c. to \$4.50. During Anniversary, prices will be pared away down. Workingmen, this is your opportunity. See our Special Cotton Tweed at 90c.

"Q" is for "Question," of which there's no doubt; You will come to see us when you're down and out.

QUALITY IN SWEATER COATS.

Just a few Ladies' remaining, in Grey and Fawn.

Also stands for quality in Children's Coats and Caps. 5 doz. Children's Little Top Coats, American creations; very dressy, large sailor collar and fancy buttons in assorted shades. Equal \$6.00 Anniversary Price\$3.00 to \$5.00 each

"R" is for "Returns," when goods are not right; For just satisfaction you never need fight.

ROMPERS.

15 doz. Boys' and Girls' Rompers, made from Texas Cotton and very strongly sewn; shades of Khaki and Blue and Blue and White and Red and Fawn, and assorted stripes. Special line. Regular 60c. Anniversary Price40c.

Answering a Call.

How a Labrador Doctor Went to the Missionary's Aid.

An urgent call in Labrador means not only inconvenience and hardship to the doctor and his sledge-drive, but actual danger. Nevertheless, no one ever flinches from his duty. Dr. G. K. Hutton, in "Among the Eskimos of Labrador," tells of one such call. On a bitterly cold and stormy night came the message from the missionary at Hebron, seventy-one miles away. "Come, my people are dying." It was an urgent call, and there must be no delay. Quickly the dogs were harnessed to the sledge, the Eskimo drivers were in place, everything was ready.

"It was pitchy dark when we started. A raw air came moaning from the east; it chilled us through our sealskins, and made our cheeks and noses ache. When I tried to warm my stiffening toes by an occasional trot alongside the sledge, I kept stumbling over jagged points of ice, until one of the men shouted, 'Sit still, or we shall be losing you!'"

"After that I sat still and hoped for morning. For two solid hours the agony went on, and then a faint glimmer of grey began to show in the east; it changed to a dull red, sullen and lurid in the morning haze, and we began to see the wide stretch of white ice beside us, and a black and awful sea ahead of us. The ice in the bay had broken with the storm!"

"Then we stopped our sledge and clustered together to consult about finding a road to Hebron."

"There is no road," the men said. "The ice is all broken there round the headland. Let us turn homeward!"

"I know a track over the headland," said Johannes. "Let me see if we can get to it."

"He walked along the ice at the foot of the rocks, now standing for a moment, now running a few steps; he came back presently, and said, 'We can do it.'"

"I think that of all of my memories of Labrador the most vivid is the memory of that race along the fringe of ice at the foot of the cliffs. On the left the wall of rock rose steep; on the right the black water churned and tumbled and ground the boating ice-pans together; beneath us the thick ice rocked and heaved, and here and there the water came swifling through."

"Sit tight, sit tight!" said the drivers, and there we sat, bowling along over the heaving ice. Sometimes one of the men pushed out a leg to guide the sledge round a bend, or to check its speed. At the place where the guide led us on to the headland the ice was broken away from the rock, and was rising and falling with the swell. One moment it came groaning up to the level of the land; the next it sank away again. The dogs went scrambling over, glad to get on to something firm; but the drivers held the sledge back until the ice began to rise, and then with a yell they started the dogs again, and bumped across the crack just as it came up level. A second too soon or too late would have meant smashing the front of the sledge to splinters."

"It seemed a long way over the headlands, uphill and down, and always through soft snow, sometimes so deep that the dogs had virtually to swim, because they could get no foothold. The cold air rendered Johannes frost-bound; the moisture of his breath had frozen his beard and moustache so firmly together that when lunch time came, he could not open his mouth until we thawed him out!"

"As the afternoon wore on, the dogs began to tire. The rest of us sat on our sledges until the cold began to chill us, and then ran alongside until weariness made us sit down again. Finally, in the dark of night, we got to Hebron—seventy-one miles over sea-ice and snow-covered hills."

Milton's Table.

A very rich American went to London and met an Englishman, who, strangely enough, liked him and asked him to his house.

The Englishman was a great collector of antiques, curiosities, etc., and showed the American, among other things, a table and a chair, and pointing to them, said:

"That table and that chair once belonged to Milton."

"Really?" said the American, kneeling down and reverently kissing both table and chair.

"And," continued the Englishman, "that table was the very one on which that immortal classic, 'Paradise Lost,' was written."

"What was written?" questioned the guest.

"Paradise Lost," was the reply.

"Who wrote it?" again questioned the American.

"Milton," replied the host.

"Who did you say owned that table?"

"Milton," again answered the host.

"Gosh!" ejaculated the rich one, in a tone of disgust. "I thought you said Lipton."

Winard's Liniment Cures Wreaks.