

# 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.

## A 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 Price . . . . .50c.

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

## B BIG BARGAINS

In our Shoe Department during Anniversary. See our Ladies' 3-strap Oxfords, 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 Price . . . . . \$2.00  
150 pairs Shoes, Blucher Cut, laced, patent toe tip, Cuban heel, in Black and Tan. Usually \$1.50. Anniversary Price . . . . . \$1.30

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

## C 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. 569 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 DRESSES.

Which we are showing in great variety in ladies' and children's. 129 Children's Colored Linen, to fit ages from 2 to 14 years, from 90c. up.

Special: See our Parisian Cut Ladies' one-piece Blue, Cream and Black Serge. Worth \$8.00. Anniversary Price . . . . . \$5.00  
Peter Pan Collars and Cuffs.

79 only White Muslin one-piece Dresses, beautifully trimmed in Insertion and Lace. Ordinary price, \$5.00. Anniversary Price . . . . . \$3.00

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

## E EMBROIDERIES & EXCELLENT LACES.

1569 yards Embroidery, usually selling from 5c. per yard up to 30c. Anniversary Price from . . . . . 3c. to 20c. per yard  
25 doz. Valenciennes, worth from 5 to 8c. per yard. Anniversary Price . . . . . 2 to 5c.

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

## F FLANNELLETTES AND FLEECE CALICO.

We have these goods in abundance in plain and striped effects.  
1529 yards Striped Flannellette, 14 and 16c. quality. Anniversary Price . . . . . 10c. per yard  
Extra—295 yards Pink and Cream Fleece Calico, very wide. Usual price, 25c. Anniversary Price . . . . . 10c. per yard

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

## G 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 Price . . . . . 10c.  
15 doz. Ladies' Gloves in Cashmere and Lisle; shades Chamois, Champagne, Navy, Black, White and Grey. Ideal summer gloves, dome button. Reg. 30c. to 50c. Anniversary Price, 20c. to 40c.

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

## H HOSIERY.

Stockings for women. This is a Stocking that looks and feels like silk. They breathe as you walk; specialty for summer wear. Regular 40c. Anniversary Price . . . . . 19c. pair  
Get a half dozen pairs.

LOT No. 2—15 doz. Black Ribbed and Plain Cashmere; great value. Usually 30c. per pair. Anniversary Price . . . . . 20c.  
LOT No. 3—10 doz. Buster Brown, for children; strong as steel. Usually 35c. Anniversary Price . . . . . 22c.  
LOT No. 4—10 doz. Men's Colored Sox, from 20c. to 75c. per pair. During anniversary, prices cut fine.

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.

## I 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 Price . . . . . 35c. to 55c. each  
Underskirts—Here is where we shine in value: 25 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.

## J JEWELRY & NICKELWARE.

We carry Jewelry and Silverware for the Xmas trade only, but we find we have a few lines left since 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  
Enamel Brooches at Anniversary Price . . . 25c.  
Novelty Pins from . . . . . 30c. up  
Hairpin and Powder Boxes, silver tops. Usually 30c. Anniversary Price . . . . . 20c.  
Cigarette Cases in Nickel. Usually 40c. Anniversary Price . . . . . 25c.  
Hat Pin Protectors—Here is something every lady should have. Great is 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.

## K 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 Price . . . . . 20c. and 25c.  
Special: 3 doz. extra quality. Anniversary Price . . . . . 40c. each  
Straps for Books, assorted, at Anniversary Price.

School Pens and Lead Pencils at half price. See our Penell Boxes and Bag Penell Sets; Music Cases. Have you seen the Post Office Fountain Pen? This is the wonder of the age in Penland. Does the same work as a \$5.00 Fountain Pen. Anniversary Sale Price . . . . . 45c. each

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

## L LADIES' DRESSER.

10 doz. Ladies' Overall 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 Price . . . . . 69c.

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

## M MANICURE SETS.

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

## M MONTICUTI JARS, MOUNTED JAM DISHES, MOUNTED SUGAR DISHES, MONEY BOXES, MEN'S SHAVING SETS, BRUSHES, MEN'S SHAVING CASES.

Prices of all cut in two during this great Anniversary Sale.

## J. M. DEVINE, THE RIGHT HOUSE.

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

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.

## N 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.

## O OVERALLS

In a great assortment, Blue Derry, Cotton Tweed and Indigo, striped. Beautiful goods; will wash well. They reflect a summerishness that will do you good to look upon. Buy now while the stock is fresh and new, \$10.00 worth regular. Anniversary Price, \$5.00

Also stands for TABLE OILCLOTH, in assorted patterns. Regular price, 25 and 30c. per yard. Anniversary Price . . . . . 19c. 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.

## P 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, Helle, Pink, White, Khaki and Striped effects. Beautiful goods; will wash well. They reflect a summerishness that will do you good to look upon. Buy now while the stock is fresh and new, \$10.00 worth regular. Anniversary Price, \$5.00

Also stands for PANTS. 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. Workmen, 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.

## Q 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.

## R 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 Price . . . . . 40c.

LOT No. 2—10 dozen. Regular 90c. Anniversary Price . . . . . 50c.  
Ribbons—2,000 yards, assorted shades. Prices cut in two during Anniversary Sale. See the leaders at 3, 5 and 10c. per yard.  
Regattas, Specials at . . . . . 5c. and 10c. per yd.

"S" stands for "Samples" of Hearth Rugs quite new; Come in very early we have only a few.

See the Special at 30c. each.

## S SHIRTS—NELIGEE.

40 doz. just in from the factories of the New World, assorted stripes. Worth regularly from 75c. to \$1.00. Anniversary Price . . . . . 50c.  
23 doz. Tennis Fancy Striped. Regular 75c. Anniversary Price . . . . . 50c.  
25 doz. American Negligee (the newest). Reg. 75c. Anniversary Price . . . . . 69c.

"T" stands for "Time," this Sale and its tune Begins Monday morning, the 10th day of June.

## T Tremendous Twister of TURKISH TOWELING

in pound lots and ends, also Diaper. The greatest value you've ever seen. Simply half price during Anniversary Sale.

Toilet Covers—This is another line that we simply have strained the price to the bone. Now get in and see these 30, 40 and 50 cent regular for 18 and 19c. during Anniversary.

Table Damask; bleached; a manufacturer's samples, at . . . . . 29c. per yard

"U" is for "Utility," this you will find Abounds at Devine's, which please bear in mind.

## U UNDERWEAR.

We have those for Ladies' and Misses at, during Anniversary, 9c. each.

A very fine line at . . . . . 29c. each  
Another snap worth 20c. will go during Anniversary at . . . . . 14c.  
Have you seen the children's "Little Knit" fine ribbed Underwear, buttoned right down; nicely fleeced. Regular 60c. per suit. Anniversary Price . . . . . 45c.

Many other lines all reduced.  
Underwear for men in Balbriggan, Fleeced Lined and Wool. Suit from . . . . . 80c. up

"V" stands for "Vanish," as these goods will without fail; They generally do when we have a great Sale.

## V Variety in HAND BAGS & VALISES

Marvellously stylish line Ladies' Hand Bags, long cord, in Prussian Chamois in assorted shades. Regular \$1.20 to \$1.50. Anniversary Price . . . . . 75c. to \$1.20

5 doz. for children, in Morocco, at . . . . . 20c. each  
In travelling one always needs a Valise, and often it is not until the last moment, when you rush to the first place to hand and pay any old price at all; or try to get one on loan from your neighbour. A very humiliating position to be in. Don't be without one. During our Anniversary Sale from . . . . . \$1.20 to \$1.50  
2 doz. Vespa (fancy) for men. Drop in.

"W" stands for "Wealth" of good goods, Made for people in all sorts of moods.

## W WOMEN'S SKIRTS, COATS & CAPS.

See our Black and Colored Lastra. So nice and cool for the summer days and what is more, so lowly priced during Anniversary.

"X" is for "Xcellent" value we give, You'll never excel them as long as you live.

## X XTREMELY GOOD BARGAINS

In Men's and Boys' American Suits. There is a suit here for every man. See our bright shades in men's for summer wear. During Anniversary, price is all your own way.

## Y YOUR CHOICE OF CAPS.

25 doz. American sample, checked effects. See window.  
See Boys' and Men's Silk Caps (transparent). So cool for summer. Price during Anniversary melted away.

"Z" is for "Zealous," as you should be To come to Devine's these Bargains to see.

## Z ZENITH OF POPULARITY

which has been reached by our 43c. regular line of Fancy Voiles. During Anniversary . . . . . 35c. per yard

## Life In An Ice Tunnel

British Explorers' Year On A Glacier.

The first account has reached this country of the experiences of Mr. Frank Wild and seven companions, all under thirty, who, forming the second base of Dr. Mawson's Antarctic Australian expedition, lived on a glacier for a year, and discovered a great tract of land, with 350 miles of coastline. This land, which probably extends to the Pole itself, has been named Queen Mary's Land.

Speaking to Reuter's representative, Mr. Wild said: "We prepared for a winter in our glacier home. We dug a tunnel with caves to hold our stores, and this was entered by means of a trap-door on the top, raised above the snow. We had regular routine meals at stated hours, work in morning, and afternoon off, and we amused ourselves with hockey, football and skiing in fine weather, and chess, draughts, and cards when unable to venture out. Every Sunday I conducted Divine Service in the morning, and we did nothing except essential camp work.

## 7,000 Emperor Birds.

"In August we again made preparations for sledging, one party of three going eastward and another to the west. The latter surveyed all the coast line to the point reached by the German expedition of 1902. On one trip it did 510 miles at an altitude of from 2,000 to 3,000 feet. This party discovered the largest emperor penguin rookery ever recorded. This was on an island sixty-five miles west of our glacier, but, and here were congregated some 7,000 young emperor birds in addition to innumerable ordinary penguins.

"Falling down crevasses was more or less common and we all got grazed and bruised, while once Mr. A. D. Watson was down a crevasse for 20 minutes before we hauled him out. Our worst experience was in October, when the western party was laid up for seventeen days in a blizzard, the longest on record. I had never before experienced one of more than nine days. It is difficult to imagine what it meant for three men to be imprisoned in a tent six feet across which got gradually smaller with the piled-up snow outside. There was no room to lie straight and nothing to read. Sixteen hours out of the 24, we spent in sleep. At the end of the blizzard we were as weak as kittens, but it is extraordinary how soon one picks up. I have known cases where a man will gain five or six pounds in weight after one meal."—Daily Mail.

## Motor Polo Fiasco

Excitement That Survived Only Five Minutes.

The roar of open exhausts and the scream of gears instead of the thud of hoofs and the creak of saddles resounded over the third polo ground at Ranelagh on Saturday when Mr. R. C. Klegin's team played the first game of motor-polo seen in Europe. A very large crowd had gathered to witness what everyone expected to be the most thrilling thing known since Ranelagh was founded. The excitement survived about five minutes of the game. It was amusing for about ten minutes more, and at the end of a quarter of an hour numbers of the spectators strolled away to the tea tables.

The "teams" consisted of one car each—practically stripped chassis, with a seat for the driver and a long step for the player. A strong hoop over the head of the driver protected him in the event of an upset. This actually occurred only once, when, after a terrific skid round in the attempt to get back to the ball, a car overturned close to the boundary. Flames burst from the engine as the petrol began to spread, but the fire was very quickly put out and the car was soon in action again.

## Uncanny Driving.

Though the actual game quickly proved to be quite uninteresting, the driving of the cars will not easily be forgotten as a spectacle of marvellous coolness and almost uncanny skill. At the beginning the ball was placed in the centre of the ground and the two cars rushed at it from their respective ends. Just as the spectators were holding their breath in expectation of a collision they skimmed past each other "with just daylight between them," as one enthusiast expressed it.

When, as very often happened, neither man hit the ball, the crowd saw superb exhibitions of lightning turns and reversing. One was forcibly reminded of Mr. Kipling's story of the poly pony "The Maltese Cat," who "wheeled like a coochachaer on a pin." These skeleton machines, pouring smoke and making a noise like Gatling guns, spun round in their own length, darted away, wheeled again, and reversed in a wonderful manner. But the game seems scarcely likely to hold the attention of an English crowd, though it might possibly be more successful at the Crystal Palace than at Ranelagh.—Daily Mail.