

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 Also stands for **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 Price50c.

B "B" is for "Broadway"—a Shoe of great fame. And ladies from all parts are praising its name. Also stands for **BIG BARGAINS** in our Shoe Department during Anniversary. See our Ladies' 8-strap Oxford, Patent Leather, daintily enamelled, Cuban heel and Broadway dash. Usually \$2.50. Anniversary Price . . . \$2.00. 200 pairs Tan 2-strap Blucher Oxford. Regular \$2.50. Anniversary Price \$2.00. 159 pairs Shoes, Blucher Cut, laced, patent toe tip, Cuban heel, in Black and Tan. Usually \$1.80. Anniversary Price \$1.30.

C "C" is for "Cash," that you'll surely save. And the road to a bank account certainly pave. Also stands for **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 \$2.50. During Anniversary prices will be reduced, so that you could get \$1.00 value for 75c, and \$2.00 value for \$1.50.

D "D" is for "Devine's," who Doubles the Dollars. And makes ten cents buy two lovely collars. Also stands for **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 \$3.00. 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 "E" is for "Embroidered," as you'll surely be. When you come in our Bargains to see. Also stands for **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 "F" is for "Freedom," that you will enjoy. When selecting the Bargains with your girl or your boy. Also stands for **FLANNELLETS 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 19c. per yard.

G "G" is for "Guarantee," which goes with each sale. Whether made on the spot or sent through the mail. Also stands for **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 Chamol, Champagne, Navy, Black, White and Grey. Ideal summer Gloves; dome button. Reg. 30c. to 50c. Anniversary Price 20c. to 40c.

H "H" is for "Honesty," always our aim; This has done much to keep up Devine's name. Also stands for **HOSIERY.** LOT No. 1—29 doz. Solsetto 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 Price 19c. per pair. Get a half dozen pairs. LOT No. 2—15 doz. Black Ribbed and Plain Cashmere; great value. Usually 50c. 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 "I" is for "Important," as this Sale will be. Commemorating as it does our Anniversary. Also stands for **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 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 "J" is for "Joy," that comes when you've found sales that with Bargains always abound. Also stands for **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. Hatpins and Powder Boxes, silver top. Usually 90c. Anniversary Price 50c. 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 amusements from the point of the deadly hat pin. We protect the point. Do you see the point?

K "K" is for "Knack," which we've always got in making up ads. to bring you on the spot. Also stands for **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 Pencil Boxes and Bag Pencil Sets; Music Cases. Have you seen the Post Office Fountain Pen? This is the wonder of the age in Pencil. Does the same work as a \$5.00 Fountain Pen. Anniversary Sale Price 45c. each.

L "L" stands for "Letter," six and twenty 'tis sure. So pick out your letter and come down to our store. Also stands for **LADIES' DVERALLS.** 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 Price 60c.

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

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 "N" stands for "Nothing," that scares us a bit; We feel quite assured this Sale is a hit. Also stands for **NAPKINS.** Splendid assortment Japanese Paper Napkins, 50 in a box. Regular price 20c. Anniversary Price . . . 10c. 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 poltest in every way. Also stands for **OVERALLS** in a great assortment, Blue Derry, Cotton Tweed and Striped, 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 **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. Workingmen, this is your opportunity. See our Special Cotton Tweed at 90c.

P "P" stands for "Prices," that we have cut low; We want you to remember the Sale is no low. Also stands for **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, 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 **PAJAMA'S.** 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 "Q" is for "Question," of which there's no doubt; You will come to see us when you're down and out. Also stands for **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. Assorted sizes, completely covers the dress; excellent garment for household duties, garden parties, etc. Usual price, 95c. to \$1.20. Anniversary Price 60c.

R "R" is for "Returns," when goods are not right; For just satisfaction you never need fight. Also stands for **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 90c. Anniversary Price 40c.

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.

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 5, 8 and 10c. per yard. Regattas. Specials at 5c. and 10c. per yd.

S "S" stands for "Samples" of Hearth Rugs quite new; Come in very early we have only a few. See the Special at 50c. each. Also stands for **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 Neglige (the newest). Reg. 75c. Anniversary Price 60c.

T "T" stands for "Time," this Sale and its tune Begins Monday morning, the 10th day of June. Also stands for **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 10c. during Anniversary. Table Damask, bleached; a manufacturer's samples, at 20c. per yard.

U "U" for "Utility," this you will find Abounds at Devine's, which please bear in mind. Also stands for **UNDERWEAR.** We have those for Ladies' and Misses at, during Anniversary, 9c. each. A very fine line at 20c. 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 finished. Regular 90c. per suit. Anniversary Price 45c. Many other lines all reduced. Underwear for men in Balbriggan, Fleece Lined and Wool. Suit from 80c. up.

V "V" stands for "Vanish," as these goods will without fail; They generally do when we have a great Sale. Also stands for **Variety in HAND BAGS & VALISES** Marvellously stylish line Ladies' Hand Bags, long cord, in Prussian Chamol 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 put off 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 \$14.00. 2 doz. Vests (fancy) for men. Drop in.

W "W" stands for "Wealth" of good goods. Made for people in all sorts of moods. Also stands for **WOMEN'S SKIRTS, COATS & CAPS.** See our Black and Colored Lustre. So nice and cool for the summer days and what is more, so lowly priced during Anniversary. "X" is for "Excellent" value we give. You'll never excel them as long as you live. Also stands for **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 "Y" is for "Youngsters," who like our store. And beg of their mammas to take them some more. Also stands for **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 "Z" is for "Zelous," as you should be To come to Devine's these Bargains to see. Also stands for **ZENITH OF POPULARITY** which has been reached by our 45c. regular line of Fancy Voles. During Anniversary 35c. per yard.

Flying Across the Atlantic.

Bridging the Herring Pond in One Day by Waterplane.

Flying over the sea is the most exhilarating of all sensations. The waterplane, or sea-going aeroplane, rests on the water on floats. When the engine is started it rushes along the surface, leaving a double line of foam behind it, at a speed which gradually increases. The pilot puts over his elevator and the machine rises clear into the air. The speed in the air is between 55 and 70 miles an hour, and the machine, as it skims along the tops of the waves seems to be going at an incredible pace. As it rises the sense of speed diminishes. At 1,000 feet, the height of the Eiffel Tower, the machine appears to be almost stationary.

There are not many hundred people who have experienced the sensation. By the end of the year there will be thousands, chiefly owing to the stimulus given by the Daily Mail's new waterplane prizes of \$50,000 for a flight across the Atlantic, and \$150,000 for a flight round Britain.

Flying the Atlantic! It is not so impossible as it sounds. All the experts, including the naval aviators, believe that it will be done before October of next year. There is no impossibility of its being done next month by a flyer who does not mind taking his life in his hands. The shortest distance between Newfoundland and Ireland is about 1,830 miles. The time allowed for the flight is 72 hours, or three days. It is practically certain that the flight will be accomplished eastwards—that is, from America to England, with the prevailing winds favoring the pilot. But the shortest route will not be taken. The Atlantic flyer will keep to the main steamer track, and the distance he covers will not be less than 2,000 miles.

Imagine then, the first attempt. The flyer will have a comrade. Their machine will be at least 150 horse power, probably more, and they will travel at 70 miles an hour, and carry petrol and oil for six hours. They have 3,000 miles to go in three days, but there is no reason why they should not fly by night as well as by day. They start from St. John's, Nfld., at dawn on a summer day. They rise in the harbor, and circle until they reach a height of 5,000 or 6,000 feet. They fly southeast. They can see 50 miles at least in every direction. Presently they sight a great liner and know they have struck the track. They turn due east, and with a light west wind behind them cover 80 miles to the hour with the engines giving full power. By eleven o'clock in the morning they have covered 400—500 miles.

Now comes the anxious moment. Somewhere on the sea below them is their first depot ship, with food, oil, and petrol. The pilot's comrade works the wireless. They get connection, change their course, sight the ship, and, with one long, silent swoop, with the engine stopped, descend on the waves beside her. They rest two hours or so, and reascend at two o'clock. They have six clear hours of daylight left, and 500 more to go to the next depot ship.

Two more stages of equal length, and the \$50,000 is theirs. They have been fifteen hours on route, and are half-way. Fifteen from 72 leaves 57. Time to go aboard the depot ship and sleep. Rouse out at 4 a.m., and start again at five. One more depot ship to find at noon, one more long, weary flight through the afternoon and evening, and a low dark line on the horizon ahead, Ireland in sight, and the game won.

There is nothing impossible in this description, but everything has been assumed to be favorable to the pilot—the weather, the wind, the easy finding of the depot ships, the continual smooth running of the motor, and the physical ability of the flyers to stand the strain. It is unlikely that everything will go as well as that, but still it is possible. The description assumes nothing in the way of machine or engine that is not at present in existence.

Still Alive.

A city man kept a diary. The following is a record of one minute: "Was nearly run down by a cab. Narrowly escaped being killed by a bicycle. Was almost chopped up by a motor, electric car missed me by a hair. A second cab failed to catch me napping. Another bicycle missed me. An additional motor didn't run over me owing to long practice dodging them. Reached the kerb safely, but slipped on a piece of banana peel, and will be out of hospital soon." Moral—Stay on your own side of the street.

Electric Restorer for Men Phosphonal restores every nerve in the body to its proper tension; restores strength and vitality. Treats rheumatism and all nervous weakness averted at once. Phosphonal will make you a new man. Price 25c. per box, or two for 50c. Mailed to any address. The "Largest Drug Store" in the City, St. John's, N.F.