

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.

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" 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 \$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 \$1.80. Anniversary Price \$1.20

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

Also stands for
FLANNELETTES AND FLEECE CALICO.

We have these goods in abundance in plain and striped effects.
1529 yards Striped Flannelette, 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" 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 Chamotte, 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.

Also stands for
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 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.

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

Also stands for
JEWELRY & NICKEL-WARE.

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 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 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.

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 Fensdom. 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.

Also stands for
LADIES' OVERALLS.

10 doz. Ladies' Overalls in English and American make, made from linen 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" 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.

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

Also stands for
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.

Also stands for
OVERALLS

In a great assortment, Blue Derry, Cotton Tweed and Indigo, striped, for men; guaranteed to stand the hardest wear. Regular 75c. Anniversary Sale Price 60c.
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.

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, Pink, White, Khaki and Stripes 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

"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, American creations; very dressy, large sailor collar and fancy buttons in assorted shades. Equal \$5.00 Anniversary Price \$3.00 to \$5.00 each

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

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 60c. Anniversary Price 40c.

"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.
25 doz. American Negligee (the newest). Reg. 75c. Anniversary Price 60c.

"T" stands for "Time," this Sale and its time 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 19c. during Anniversary.
Table Damask, bleached; a manufacturer's samples, at 20c. per yard
"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 fleeced. Regular 60c. per suit. Anniversary Price 45c.
Many other lines all reduced.
Underwear for men in Balbriggan, Fleece Lined and Wool. Suit from 80c. up

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 8c. and 10c. per yd.

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"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 Chamols 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 \$1.00
2 doz. Vests (fancy) for men. Drop in.

"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
EXTREMELY 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" 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" is for "Zelalous," 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 43c. regular line of Fancy Valises. During Anniversary 35c. per yard

St. Bon's and Collegians Draw.

The Collegians and St. Bon's tried conclusions on St. George's Field last evening before a goodly number of onlookers. The game was hard fought and exciting and terminated in a draw, although the Collegians should have done better as they had the play mostly in their favor. The St. Bon's started with a strong wind to their advantage. The Collegians took the eastern end of the field and defended well. For the first ten minutes they succeeded in confining play in St. Bon's territory. A couple of corners were secured but no goals were scored. During the last part of the half the St. Bon's pressed hard and Callahan netted the first goal. On changing ends the Collegians put on every ounce of energy and after five minutes of play a penalty kick was awarded, but nothing resulted. A bombardment on the St. Bon's goal was continued and ere long Quick, through a free kick, landed the equalizer. For the balance of the game the Collegian forwards had matters their own way but could not beat St. John, who gave a splendid exhibition of goal-tending, and saved his team from defeat.

Curious Coincidence.

In its application to matters of local importance, the number 13 bears about it this year the characteristic of ill-luck, which is usually applied to it. Since 1913 was ushered in the 13th of each month has been marked by some special and untoward event. On the 13th of March the Reid Ltd. Co's locomotive shops and a lot of valuable machinery were destroyed, the loss being about \$250,000. May 13th fire gutted the big Parker & Monroe Shoe Factory and Oilphant Butler, who was dashed against a pole near his residence on the night of the 13th, died on the 13th. On the 13th April (Sunday), Mrs. Theresa Murphy was found dead in O'Dea's box, and yesterday, June 13th (Friday), another disastrous fire occurred.

The Tombs at Westminster Abbey.

"When I look upon the tombs of the great, every emotion of envy dies in me; when I read the epitaphs of the beautiful, every inordinate desire goes out; when I meet with the grief of parents upon a tombstone, my heart melts with compassion; when I see the tomb of the parents themselves, I consider the vanity of grieving for those whom we must quickly follow. When I see kings lying by these who deposed them, when I consider rival kings placed side by side, or the holy men that divided the world with their contests and disputes I reflect with sorrow and astonishment on the little competitions, factions, and debates of mankind. When I read the several dates of the tombs of some that died yesterday, and some six hundred years ago, I consider that great day when we shall all of us be contemporaries, and make our appearance together."
—From an essay by Addison.

The Nickel's Attractive Show.

There was a most attractive show at the Nickel Theatre yesterday. The Gaumont Graphic showed the decoration of the soldiers' graves at Belgium, German Chancellor Bethmann on his way to vote, the overflowing of the Thames, the Japanese squadron at Le Havre, forest fire at Pontalblanch, the Legion of Honor conferred on Alfred Brunet, Dunkirk, for saving 110 lives, W. Carroll, of London, experimenting with his life-saving jacket in the Seine, the Olympic Games at Brussels, and 5 o'clock tea gowns at Paris. "Bronco Billie and the Girl" is a story of Western Life. "The Stolen Ring" is a drama which was watched with the greatest interest by all. "His Own Fault" and "The Speed Demon," are very funny comedies. The singing of Misses Guerin and Gardner was pleasing. The former sang "Just a Dream of you Dear" and the latter "I want a man like you, Dad." The programme will be repeated this evening.

At the City Hall.

The weekly session of the Municipal Council took place yesterday afternoon.
A letter was received from the Methodist School Board of the West End stating that they were intended to make alterations to their Centenary Hall grounds and suggested that the city take over a portion of the land to utilize as a street. The Mayor, Engineer and West End Road Committee will visit the place on Monday.
Councillors Coaker and Myrick made a suggestion that in future all gravel used in road repairing to be screened.
Defective wall on Victoria Street complained of by Miss Collins, was referred to Engineer.
H. C. Sparrow's report re defective sidewalk and wall east of Army and Navy Depot, was received. Agent Prowse will be compelled to make repairs.
Water system will be supplied Butler's new houses on Waterford Bridge Road.
P. J. Connors complained of a building adjoining his store on Water Street. The law will be consulted.
The Gas Company complained of gas mains being affected by stray electric currents from the street car plant. The Council cannot act, they having no complaints yet as to damage to water pipes.
W. & G. Rendell wrote stating that the watering car did not come west from Cochrane Street. Provision is being made for wooden cars for sprinkling purposes.
Defective gullies on King's Road and Battery Road will be looked after. Insufficient water supply was complained of by H. B. Lyon, George Street.
The meeting then closed.

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.