

# 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 Price . . . . .50c.

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

**B** 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 . . . . . \$1.30.

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

**C** 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. 669 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.

**D** 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.

**E** 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.

**F** Also stands for **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 . . . . . 19c. per yard.

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

**G** 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 Chamofis, Champagne, Navy, Black, White and Grey. Ideal summer gloves; dome button. Reg. 20c. 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** Also stands for **HOSIERY.** LOT No. 1—20 doz. Soisette 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.

**I** 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.

**J** 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. Notely Pins from . . . . . 40c. 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.

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

**L** Also stands for **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 Price . . . . . \$3.00 to \$5.00 each.

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

**M** Also stands for **MANICURE SETS.** Mounted Blucit 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" stands for "Nothing," that scares us a bit; We feel quite assured this Sale is a hit.

**N** Also stands for **NAPKINS.** Splendid assortment Japanese Paper Napkins, 50 in a box. Regular price 25c. Anniversary Price. 19c. Note Books, Novelities 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** 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.

**P** 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, Heli, 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 start, 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.

**Q** 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 \$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** Also stands for **ROMPERS.** 15 doz. Boys' and Girls' Rompers, made from Texas Cotton and very strongly sewn; shades of Khaki and Blue and White and Red and Fawn, and assorted stripes. Special Line. Regular 60c. Anniversary Price . . . . . 40c.

**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.

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" stands for "Samples" of Hearth Rugs quite new; Come in very early we have only a few. See the Special at 50c. each.

**S** 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 . . . . . 59c.

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** 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 . . . . . 29c. per yard.

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

**U** 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 . . . . . 11c. Have you seen the children's "Little Kilt" fine ribbed Underwear, buttoned right down; nicely finished. 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.

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

**V** Also stands for **Variety in HAND BAGS & VALISES** Marvellously stylish line Ladies' Hand Bags, long cord, in Prussian Chamofis 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" stands for "Wealth" of good goods, Made for people in all sorts of moods.

**W** 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.

**X** 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" is for "Youngsters," who like our store, And beg of their mamas to take them some more.

**Y** 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 "Zealous," as you should be To come to Devine's these Bargains to see.

**Z** Also stands for **ZENITH OF POPULARITY** which has been reached by our 43c. regular line of Fancy Valies. During Anniversary . . . . . 35c. per yard.

## Love Alone is a Reality.

"Fame and Hope and Wealth and Friendship are all a dream."—Love alone is a reality.

And what is Fame? An idle dream That fits across the brain! Just like a bubble on the stream; That swift dissolves again.

And wealth is but a gilded god— The creature of an hour, It flies before misfortune's rod; 'Tis transient as the flower.

And hope is like the gorgeous hue Of yonder setting sun; Fleeting as morning's early dew— A dream but just begun.

And what is Friendship? Ask not me Who never saw her face Perchance such feeling there may be— Though faint must be its trace.

Then what is Love? A ray of light Sent from the world above To guide us through this realm of night— Heaven's sweet mesive dove.

'Tis this alone that gives a glow To this cold-hearted sphere, And makes the stream of gladness flow In pleasure's sparkling tear.

For Hope and Wealth and Friends and Fame Are fickle, false and cold; They live in fancy or in name, They're glittering brass, not gold.

But love is of a heavenly birth, A part of God himself, A rainbow sent from Heaven to earth— 'Tis happiness itself.

## Balloonist at Eight.

PERCIVAL SPENCER WAS MASTER OF HIGH ALTITUDES.

Celebrated Aeronaut and Balloon Manufacturer, Who Died Recently in Britain, Inherited His Love For High Flying from His Grandfather and Father—Used Balloon in War in 1890.

Of almost world-wide reputation as a balloonist, which career he started at the early age of eight, Mr. Percival Spencer, of Spencer Bros., the famous balloon manufacturers, died at his home, Aberdeen Park, Highgate, N. (Eng.), at the age of 48. Mr. Spencer, who was a widower, was the eldest of three brothers, who conduct the business of balloon manufacturers at Highbury, and he was a daring and successful aeronaut. Mr. Spencer must have spent more time in the air than any contemporary aeronaut. He said quite recently that he thought ballooning was the safest way of travelling in the world. And he recommended it for jaded nerves. He also said that a day aloft did one as much good as a week or even a fortnight of any other sort of relaxation. The Spencers are a ballooning family. Mr. Spencer's grandfather made ascent as far back as 1836, and his son carried on the family tradition by making an ascent at the Crystal Palace when only eight years old. On that occasion he was accompanied by his father, and afterwards he made balloon ascents and parachute descents in Egypt, India, the Straits Settlements, China and Japan. He made special ascents that were witnessed by the Czar of Russia and the Emperor of Japan. Mr. Spencer was a familiar figure not only at fetes and galas throughout the country. On seven occasions he crossed the Channel by balloon, and he has flown across the Irish Sea from the Isle of Man to Scotland. From ballooning Mr. Spencer passed enthusiastically to the airship problem, and he believed that he was the first balloonist to take an active part in military aeronautics. The occasion was the war in Acheen, Sumatra, in 1890. Accompanied by Major Droese, of the Dutch Army, he made a series of investigations that afforded useful information to the Netherlands officers. During part of the operations the balloon, attached to the last truck of an armor-plated train, was drawn through dense tropical forests. When the aeroplane was liberated it rose high in the air and showed the position of the enemy's forces, and at a given signal the guns of the forts poured out shot and shell on the native insurgents. The effects were noted from the balloon and orders issued to the forces below. In the pursuit of his profession he had many thrilling experiences. One of his most serious occurred in India. He made an ascent outside Calcutta and came down in the jungle. Quits outside his bearings, and with no knowledge of his whereabouts, Mr. Spencer wandered about the jungle for three days. When eventually he found his way into Calcutta, he was so emaciated and weak that he was thought by the natives to be a ghost, and was so described by them. In Japan he fell with his balloon into the ocean, and was only saved from drowning through the timely appearance of a boat from a battleship.

FOR WOMEN'S AILMENTS. Dr. Martel's Female Pills have been the Standard for 20 years and for 40 years prescribed and recommended by Physicians. Accept no other. At all druggists, may 7, m. y. t. t.