

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 Price50c.

"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' 3-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.

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 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.

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.

EMBROIDERIES & EXCELLENT LACES.

1569 yards Embroidery, usually selling from 5c. per yard up to 30c. Anniversary Price from . . . 3c. to 30c. 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.

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 18c. 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 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.

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 25c.
LOT No. 4—10 doz. Men's Colored Sox, from 20c. to 15c. 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.

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.

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.

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 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 Price 68c.
"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.

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 bit.

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.

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 25c. 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 low.

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, Beautiful goods; will wash well. They reflect a summeriness 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.

"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 \$8.00 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 50c. 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 5, 8 and 10c. per yard.
Regattas. Specials at . . . 8c. 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.

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 59c.

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

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 15 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.

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

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

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 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.

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.

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 mammas to take them some more.

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.

ZENITH OF POPULARITY

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

No Suffrage at the Hague.

Dutch Newspaperman Interviews Dr. Willoughby Cummings.

The Hague, May 30.—The Congress of the International Council of Women, which has been in session here, has been absolutely neutral on all matters of contention, especially suffrage.

"Russia does not yet possess a national council of women," said Mme. Marie de Wachtine, a member of the International Council of Women, today. "Some years ago one was being organized, but the government objected and the matter was dropped."

Mme. Wachtine is here to confer with the officers of the International body as to ways and means of starting a national council in Russia, with statutes so altered as to overcome the objections of the reactionary government.

Dr. Willoughby Cummings, of Toronto, one of the Canadian delegates, and chairman of the finance committee of the present meeting of the international council, in a newspaper interview, recounted some of her experiences in a garrison town in Japan. The people there, who were much interested in western ideals, requested Dr. Cummings to give a lecture to the Japanese officers' wives.

In the course of the address the lecturer mentioned that the Canadian government had introduced several reforms at the request of the women of the country. The hall was crowded with women and children, who listened with rapt attention. Immediately after the lecture the editor of the local paper called at the home of Dr. Cummings—others also came on the same mission—and demanded with amazed perturbation if it was true that the Canadian government would take official action at the request of women. In Japan, they assured her, woman's voice was not heard on public questions. "Yes," they admitted, "during the Russo-Japanese war the women of Japan did something in a public way. They organized a splendid Red Cross service, but after the war there was nothing more for them to do."

Dr. Cummings impressed her hearers with what women could do for the common weal, and the men left her presence converts to the cause and promising that they would do all possible to spread the idea among their friends.

"Queen Wilhelmina has taken the liveliest interest in everything concerning women's work," said Miss Kohanah Naber, president of the press committee and one of the organizers of the woman's exhibition. "Ever since last Christmas I have been regularly at the palace by royal command to explain every single section of the exhibition. As the constitutional monarch of Holland, her majesty has not expressed any of her own views on any subject, and I could not say whether she is for or against woman suffrage, but at least Queen Wilhelmina has shown a devoted interest in matters affecting women."

FOR WOMEN'S AILMENTS. Dr. Martell'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. may7,m.w.t.f

The Best Seller.



The latest book by Mr. Gush has made a killing grand, and to the bookstores people rush, with money in each hand. "We want this best of Gush's works," they cry, "and here's the mon!" And so the sad, soul weary clerks dispense it by the ton. The village library's in a stew, for all the dams are there; they want that book—none else will do—and they are pulling hair! In street cars, in the busy mart, and in the social crush, they talk, until they break your heart, about the book by Gush. And all the luscious low brow'dubs discuss it in the street; and women, at their culture clubs, read extracts and repeat. You hear of it from every bore, and in the evening's hush you sadly sit before your door and curse the name of Gush. And then the talk all dies away as sudden as it rose; a new best seller is in away, and Gush turns up his toes. If in the bookstore you should look, next month, for Gush's work, "We never heard of such a book" will say the weary clerk. To-day a book may be a scream that holds the public mind; it passes like a winter dream and leaves no trace behind.

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Dr. de Van's Female Pills

A reliable French regulator; never fails. These pills are exceedingly powerful in regulating the excessive portion of the female system. Refuse all cheap imitations. Dr. de Van's are sold at 25c. per box, or three for \$1.00. Mailed to any address. The Seabell Drug Co., 24, Catherine, Ont.

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.