BY SPECIAL WARRANT OF APPOINTMENT TO H.I.M. THE KING

The Popular London Dry Gin is

VICKERS' GIN

BY SPECIAL WARRANT OF APPOINTMENT TO H.R.H. THE PRINCE OF WALES

D. O. ROBLIN, Toronto
Canadian Agent

J. JACKSON, St. John's,
Resident Agent.

ENORMOUS

BARGAIN SALE!

Laces, Embroideries and Ribbons

Don't Buy a Yard till you see our Values.

UNPRECEDENTED REDUCTIONS.

A. & S. RODGER.

All LOOM ENDS!

GO TO COLLINS' FOR EMBROIDERIES!

Direct from Switzerland!

An Avalanche

Of Snowy White ***Embroideries*** will meet
You this week at the

Loom End Sale of Embroidery.

If we were to do justice to all the special values that await you this week, we should need the whole page and a ***superhuman power*** of expression. You would not read all we could write, but you will certainly look at all we are offering.

1050 Yards of Embroidery Flouncing,

36 inches wide, beautifully embroidered on fine Swiss Muslin, scolloped edges, open work and large Floral designs, suitable for Dresses or Skirts. Regular, ***$1.20*** a yard;

COLLINS' Price..... 69c. yard.

Corset Cover Embroidery, regular *25c.*; **COLLINS' Price..... 18c.**

18 inches wide, worth 35c..... Collins' price **20c**

7 inches wide, regular 17c yd... Collins' price **10c**

Muslin Embroidery, 6 inches wide, with Insertion to match.... Collins' price **10c**

Embroidery for Children's Dresses 24 inches wide, regular 50c. Collins' price **33c**

20 inches wide, regular 35c.... Collins' price **25c**

Embroidery Beading, regular 9c.. Collins' price **5c**

P. F. COLLINS,

340, 342, 344 Water Street.

The blanket coat is a novelty. This is made of materal resembling soft blankets. It is reversible, and comes in all shades and tints.

Latest advices from abroad proclaim the extreme modishness of pansy shades, from the lighest to the dark, rich purples and a tint of ruby.

PIANOS AND ORGANS. — Best grades. Player Pianos, the best in the world. CHESLEY WOODS. feb2,tf

The Evening Chit-Chat

By RUTH CAMERON

In a recent magazine story, an enormously wealthy and eccentric man is described as entertaining his guests, by telling them how much he paid for this or that article of food, furniture or apparel.

The description is supposed to be very much overdrawn satire on the American people's way of thinking and talking continually of the price of everything.

Is it so much overdrawn, I wonder?

Listen to the account which a friend of mine gave me of her visit to some friends, who have recently inherited some money and do not seem to be able to think or talk of anything but money since that event.

"Of course, they told me how much their new house, the furnishings, all their lovely new gowns and their automobile cost. I expected that. If it had only stopped there. But it didn't. I admired the beautiful lawn that adjoins their place, and they said 'yes, it is a fine lawn, and just think it costs the owner between three and four hundred a year to keep that lawn and the trees around it in order, to say nothing of the flower beds.'

"At dinner I remarked on the fine flavor of some oranges, and Mr. G., who used to be a well-bred man, said they ought to be fine for they cost a dollar a dozen. It reminded me of the time Mark Twain was told by his hostess that the grapes he was eating cost ten cents apiece and answered that if she pleased he'd like eighty cents worth more.

"Mildred had recently announced her engagement and I thought I was safe from prices in admiring her engagement ring, but I wasn't. I was promptly told that a diamond connoisseur had said it must have cost at least five hundred dollars.

"In the afternoon we went to Church, and in the middle of a beautiful contralto solo, Mrs. G. whispered to me that that soloist got $150 for a single performance.

"I was also informed that the minister was paid ten thousand a year, and that the average collection was $500 a Sunday.

"Of course, I haven't told you near all the price quotations I received that day. I can't remember them all, but these are fair samples. Anyhow I went home — went to bed and dreamed that I was a ten thousand dollar bill and that Mr. G. had just spent me to buy some good taste for Mrs. G. and was telling her friends who admired her taste, what it cost."

Could the magazine satire be any worse than that experience?

Could it be any worse than the examples which we all see every day, of the continual application of the standard of cost of things which should be measured by their utility, beauty, or by even higher standards?

Truly, I think it is appalling—this "what-it-cost" mania that seems to have possessed the American people.

What ARE we going to do about it?

Ruth Cameron

Silence!

The instinct of modesty natural to every woman is often a great hindrance to the cure of womanly diseases. Women shrink from the personal questions of the local physician which seem indelicate. The thought of examination is abhorrent to them, and so they endure in silence a condition of disease which surely progresses from bad to worse.

It has been Dr. Pierce's privilege to cure a great many women who have found a refuge for modesty in his offer of FREE consultation by letter. All correspondence is held as sacredly confidential. Address Dr. R. V. Pierce, Buffalo, N. Y.

Dr. Pierce's Favorite Prescription restores and regulates the womanly functions, abolishes pain and builds up and puts the finishing touch of health on every weak woman who gives it a fair trial.

It Makes Weak Women Strong, Sick Women Well.

You can't afford to accept a *secret nostrum* as a substitute for this non-alcoholic medicine of known composition.

Household Notes.

If you freeze candles before using them they will never run and will burn twice as long.

Brush fringe on towels and tablecloths with a whisk broom before ironing them and it will be light and fluffy.

To steam velvet, instead of using a flatiron, try your soapstone and see how much better and smoother the velvet will be.

To prevent anything sticking to the saucepan when boiling or the trouble of stirring, put a marble in the saucepan.

When drawn-work in linen centerpieces is worn out and the centers remain good, stitch a row of insertion over the drawn-work.

An excellent way to prevent clothes from freezing to the clothesline is to dip a cloth in strong salt water and wipe the line with it.

Stains on flannels may be removed by applying yolk of egg and glycerine in equal quantities. Leave it for half an hour and then wash out.

Before washing lace collars baste them closely on a piece of white cloth. They will not be stretched nor torn. If no starch is put in them they will look like new.

The next time your fire has almost gone out, try throwing a little granulated sugar on it, which will have the same effect as kerosene, but is not at all dangerous.

An excellent way to finish armholes in a fine lingerie waist is to sew the sleeves in by machine; then buttonhole around the edges with either a coarse thread or soft floss.

Fold a piece of emefy paper in the center and draw the knife rapidly back and forth several times, turning it from side to side. This is an excellent sharpener for paring knives.

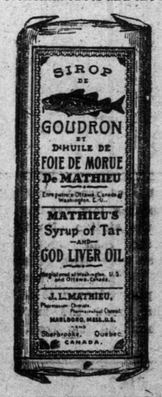
Paste labels on the inside of glass jars used to hold food supplies, such as rice tapioca, spices, etc. Thus labled, the jar can be washed without soiling the label or pulling it off.

CHRONIC BRONCHITIS

Cannot be cured with ordinary soothing syrups. The disease must be attacked at the root to eradicate the irritation of the lungs, heal the wounds and strengthen the respiratory organs. The composition of

MATHIEU'S SYRUP

of Tar and Cod Liver Oil and other Medicinal Extracts marks it amongst all other remedies as the true specific for the diseases of the throat, the bronchial tubes and the lungs. Here are a few conclusive proofs:



PORT GREVILLE, C.B., Dec. 31, '09.
Blacking & Mercantile Co.'y, Ltd.
Dear Sirs,—Please ship by next express if possible, 3 doz. Mathieu's Syrup. It is the best cough mixture on the market. Yours truly,
W. STERLING.

CHURCH POINT, July 31, '08.
Blacking & Mercantile Co.'y, Ltd., Amherst, N.S.
Dear Sirs,—Nearly one year ago I had my first order of "Mathieu's Syrup" from you. It was not known in this country, and I gave samples to several families whom I knew would use it. After a few weeks I began to have a call for it, and trade has increased wonderfully since. I have not the least doubt but that it will soon be the best selling remedy for coughs, colds, etc., on the market. In my store here sales are good and our people ask for it. Several stores in this county now keep it in stock and report sales increasing. I have bought from you since August 16th, 1907, 4 Gross and have only three dozen on hand at this date, and which I am holding for retail trade in my store. Yours truly,
LOUIS A. McLANSON.

AGAINST HEADACHE there is no remedy so active as **Mathieu's Nervine Powders** which contain no opium, morphine or chloral. 25 cents per box of 18 powders.

J. L. MATHIEU Co., Sherbrooke, Can.

THOS. McMURDO & Co., Wholesale Chemists and Druggists, St. John's, Nfld.

NEW Stock!

Fresh Frozen Halibut,
Fresh Frozen Codfish,
Fresh Frozen Herring.

Local Green Cabbage,
Local Turnips,
P. E. I. Potatoes,
P. E. I. Parsnips,
P. E. I. Beet.

Household Apples, $2.00 brl
Household Apples, $2.50 brl
Valencia Oranges, 14c. doz.
Valencia Oranges, 20c. doz.

Soper & Moore

The Star Savings Bank.

A scheme whereby the savings of the members may be put aside in a highly profitable manner was the subject of an important meeting at the Star rooms last evening. President Jackman in a thoroughly convincing manner prefaced his plans with a few timely references on the many advantages derived from thrift, and showed conclusively how even the most poorly paid could set aside a fraction of their earnings for the proverbial rainy day. Speeches were made by J. J. Vinnicombe, Jas. M. McGrath, J. J. Lacey, W. F. Trelegan, T. Kelly and others, after which arrangements were made to have all the details outlined for the next monthly meeting of the Association.

Bruce Sailing.

Among the passengers who leave by the s.s. Bruce at noon for Sydney are: Mayor Ellis, Councillor and Mrs. Mullaly, J. L. Slattery, J. and Miss Murphy, J. W. N. Johnstone, G. M. Barr, G. Somerville, T. McGrath, C. B. Blackie, P. J. Nevin, Messrs. Dalton, Lawrence, Hood, Whiteley, Osbourne, Durken and a number of second class.

Sidewalk Sketches.

By H. L. RANN.

INSURANCE.

Insurance is something which a man leaves to his wife's second husband, and very often it is the only thing he regrets to leave. The most popular form of insurance is that kind which keeps a man broke during his productive years in order that his wife may go around after his decease looking like the Queen of Sheba at a charity ball. The man who has a $10,000 life insurance policy never lacks for consideration and respect in his declining years, especially if he has intelligence enough to distinguish a last will and testament from a quit claim deed. Many a man with one foot in the grave and a rapidly maturing endowment policy has married some coy bit of femininity under the impression that he was being loved for his sterling worth alone, and never discovered his mistake until it was too late to tack on a codicil that would pass the supreme court. Accident insurance is a form of benevolence which allows a man to contract a cold in the head and cash it in as pneumonia of the lung tissue. There is something about an accident policy which will convert a timid man into a demon of reckless daring, enabling him to spill himself down the cellar stairs without giving a thought to the great beyond. Accident insurance is just like getting money from a deceased relative with whom you were not on speaking terms. As a general thing, insurance is a very treacherous article. A man may plaster his happy home with hail, fire and lightning policies, and the next day a tornado which has got into the wrong block is liable to come along and move his residence into the next township. The insurance adjuster is an arbitrary individual who does most of his adjusting at a safe distance from the insured. His duty is to look a stricken upright piano sternly in the eye and appraise it at the price of a mouth organ. He is one of our most popular and deeply execrated citizens.

Published by Authority

His Majesty the King has been graciously pleased to confirm the appointment of Hon. Patrick T. McGrath as a member of the Legislative Council.

His Excellency the Governor has been pleased to appoint Hon. John Harris to be President of the Legislative Council in place of Hon. Sir Edward Dalton Shea, Knight, resigned.

Under the provisions of Chapter 133, of the Consolidated Statutes of Newfoundland (Second Series), entitled "Of the Solemnization of Marriage," His Excellency the Governor has been pleased to issue a License to Celebrate Marriage in the Methodist Mission of Whitbourne, to Rev. Robert E. Green, Bay Bulls Arm, Trinity Bay.

His Excellency the Governor in Council has been pleased to appoint H. Y. Mott, Esq., to be Clerk of the House of Assembly; P. K. Devine, Esq., to be Assistant Clerk of the House of Assembly; Rev. Robert S. Smith to be a member of the Methodist Board of Education for the District of Heart's Content, in place of Rev. George Forshaw, resigned; Rev. Robert S. Smith to be a member of the Methodist Board of Education for the District of Scilly Cove, in place of Rev. George Forshaw, resigned; Messrs. John Thomas Boone (of John), and Thomas George Beacham, to be members of the Road Board for Bareneed, District of Port de Grave, in place of Messrs. Thomas Moore, deceased, and John R. French, left the District.

Dep't of the Col. Secretary,
February 13th, 1912.

Everyone ought to go to the Feild-Spencer "At Home" in the British Hall, on Thursday Night, Feb. 15, beginning at 9 p.m. Music by C. L. B. Band. Tickets, gent's, $1.00; ladies', 80 cts., at Gray & Goodland's. Light refreshments throughout the evening. feb14,2i

Bovine Tuberculosis

WILL BE PRACTICALLY DEMONSTRATED.

To-day at the Agricultural Stables we learn that a practical demonstration will be given of bovine tuberculosis, when two cows will be slaughtered which it is believed are afflicted with the disease. They were condemned by Dr. Donnelly, Veterinary Surgeon, who holds that they are tubercular. One of the beasts was recently imported as pedigreed stock, and the other was raised locally. When the animals will be given the pole axe there will be present the members of the A. P. C., the Farmers Association and the Agricultural Society. Dr. Donnelly will represent the A. P. C., Dr. Stewart, the farmers, and Dr. McNairn, the Agricultural Society. The carcasses will be examined by the veterinaries present and if they are diseased the nature of this will be explained and all necessary information imparted.

McMurdo's Store News.

WEDNESDAY, Feb. 14, '12.

Danderine, often asked for of late, is now on sale, and is likely to become a very popular hair tonic and dressing. Price 30c. a bottle.

Cream of Lilies is the best remedy for chaps, abrasions, sprayed hands and cracked lips. It has been proved by several winters' use and found up to the mark, and its sale is growing all the time. Price 25c. a bottle.

Why not get a guaranteed Hot Water Bottle when you buy one? Our Special Bottle is absolutely guaranteed for two years. Price $3 and $3.50 each.

Here and There.

17 days more for Stafford's Liniment competition.—feb12,tf

Hockey Match, Victorias vs. Crescents, Prince's Rink to-night, 7.30 p.m. feb14,1i

CALENDAR.—We thank Mr. A. S. Rendell, manager for the Mutual Life Assurance Co., for a calendar.

WANTED.
An Experienced Nursemaid, apply to Mrs. W. U. Knowling, 17 Circular Road.—feb14,tf

MR. HIGGINS REFEREES. — Tonight's match between the Crescents and Victorias will be one of such interest that Mr. W. J. Higgins has consented to referee the game. The victors in this contest will likely take the championship as they are the two best teams in the League.

At 12 o'clock, Noon, March 1st, Staffords's Liniment competition will close.—feb12,tf

Skimmed milk and water, with a bit of glue in it, made scalding hot, is excellent to restore old, rusty black crape; if well squeezed and pulled dry, like muslin, it will look as well or better than new.

LOST—At the Prince's Rink on Saturday afternoon, a Ladies' Silver Watch with Fob attached. Finder will be rewarded on leaving same at this office.—feb13,tf

A very enjoyable tea and concert was held last night in the Basement of St. Michael's Church and the following programme was gone through:—Piano Solo—Mr. Roy Kendall; Song—Mr. W. Edwards; Violin Solo—Mr. H. B. Chafe; Quartette—Messrs. H. Bastow, F. Cornick, H. Crocker and R. Thistle; Song—Mr. G. Snow; Song—Mr. F. Cornick; Reading—Miss V. Andrews; Instrumental Duet—Messrs. E. Vavasour and C. Vavasour; Song—Miss Miller; Violin Solo—Mr. H. B. Chafe. The proceeds go towards the Chancel Fund. At the close the Rev. J. Brinton thanked all those who so kindly helped to make the sociable so enjoyable. At 10.30 the singing of the National Anthem brought one of the most pleasant times ever held in the Basement of St. Michael's to a close.