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of the Outport trade, or do you think you should have more?

No matter what your trade, you must attract the Outport buyer. Let us advise you as to the best means to that end.

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The Mail and Advocate Weekly Edition is read by fifty thousand people. It has a circulation of six thousand, and next year will greatly exceed that number. Avail of this splendid medium and you will thank us for this advice.

The Mail and Advocate Weekly Edition, the best advertising medium in Newfoundland.

Machinery Bargains

The following Second Hand goods taken in exchange as part payment on new Kerosene Engines will be sold cheap to clear:

One 4 to 5 H.P. Upright Steam Engine and Boiler, complete with necessary piping, etc., in good order.

One Lathe and Countershaft, suitable for small machine shop.

One 2 H.P. Buffalo Engine.

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One 6 H.P. Stationary Engine, suitable for saw mills.

Also an assortment slightly used Magnets, Spark, Coils and Reverse Gears.

If interested ask for Prices.

L. M. TRASK & CO.

140 Water St. P.O. Box 1217. St. John's. Exclusive dealers in Oil, Engines and Supplies.

Our Great January Mark Down Sale of

- Ladies' and Children's Rubber Gaiters.
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- Dress Goods, Muslins, Ribbons, etc.

Will Start To-morrow.

NICHOLLE, INKPEN & CHAFE

Limited.

Agents for Ungars Laundry & Dye Works, Halifax, N.S.

"The Human Stampede"

Synopsis of Lecture by Rev. N. M. Guy, M.A., to the Members of the Wesley Bible Class

A lady once took upon herself the liberty to criticize a lecturer by saying: "Well he talked for an hour and said nothing, and even then he did not have enough compassion for his hearers to sit down."

Now, Mr. Chairman, whatever criticism this audience might have to make when I am through, I want to avoid if possible such a criticism as that. Since you have given me the privilege and honor of speaking to you, I want to say something that will be instructive, and when I have said it, to sit down.

The subject which I have chosen for to-night is "The Human Stampede or the Psychology of the Crowd."

A story which I read some time ago reminds me that it is one thing to have the meaning of terms clear in one's own mind, but it is quite a different problem to make its meaning clear to the minds of others.

A man once received his year's account from his merchant. Neither he nor his wife could read. A small boy was engaged to read the account. The boy read down 1 lb. of tea, 1 lb. ditto; 1 gal. of oil, 1 gal. ditto; 1 yd. calico, 1 yd. ditto.

"Hold on says he," I don't know anything about buying any ditto. That's something Mary has been taking up unknown to me. I must go and see her." And the husband, carried away by his emotions, goes to his faithful wife and says, "Mary, what is this you have been doing. You have gone over to Brown's and, unknown to me, you have bought 'ditto' by the pound, the gallon and the yard." "I don't know anything about any ditto," said Mary. "I never saw a piece of 'ditto' in my life." "Well," said he, "It's a mistake. Brown has made a mistake and I must see him."

He took his account, walked into Brown's office and said, "Mr. Brown, you have made an unusually large number of mistakes on my account. Why, you have charged me with 'ditto' by the pound, gallon and yard, and my wife says we haven't had a bit of ditto in our lives."

Brown at once saw that there was a chance for him to act the schoolmaster, so motioning the old man to a seat, he explained that 'ditto' meant the same. 1 lb. of tea and 1 lb. of ditto, meant another pound of tea.

The old man, a wiser, but a sadder man went home. His wife met him on the doorstep and said, "John, I hope you have found out the mistake. I hope you now know what 'ditto' is."

"Yes," said John, with a downcast look, "I have." And what is it, my dear? "Why," said he, "I'm a fool, and you are ditto."

The meaning at last was clear in the old man's mind, but whether he made it clear to the mind of his wife is another question.

Now let us first settle what we mean by our terms. The "human stampede" or "the psychology of the crowd."

Well we all know what we mean by a crowd: This city of St. John's on many an occasion has been shaken from its centre to its circumference, and you have seen the crowds surge through the streets.

Most of you here can remember the crowds which thronged the highways when the victims of the Greenland dis-

aster were carried to their last resting places.

We all saw the crowd which day and night with very little sleep or food gazed out the Narrows to catch the first sight of the Bellaventure which was bringing home the bodies of their dead.

Again. We do not forget the thousands which lined our streets to watch our noble sons,—the First Newfoundland Contingent in the pride of their manhood march to the Florizel which was to take them to the defence of the Motherland in this great crisis in her history.

We are all acquainted with that motley heterogeneous company designated by the term crowd.

Speaking psychologically a crowd may not be a large company of people.

A jury may psychologically be termed a crowd as well as the larger gatherings.

The meaning of stampede is equally clear to us all. We have seen a horse or a company of horses by reason of a sudden fright, bolt and in some instances run for miles.

My aim, therefore, to-night is to show the tendency of man, governed by his emotions rather than by his reason to stampede. To produce a panic which usually comes to nought or ends in disaster, and to prove it by referring to some of the great panics of history.

Now psychologists who have studied the mob spirit, the spirit of the crowd tell us that there are certain laws which underlie their actions.

1.—First a crowd doesn't reason.

As soon as a panic takes place a kind of emotion is engendered and that emotion like an uncontrollable fire sways the crowd, and nothing for the time being can stand against it.

Because of that, persons in a crowd, governed by the mob spirit, as a part of a crowd, will do things which they would never think of doing as individuals.

Take a crowd of college students as an example. Intoxicated by some victory they will scarcely stop at anything. In Montreal, the McGill students are the terrors of the police, and many a policeman will remember some of the McGill victories, by the marks he carries about on his body.

At Cambridge, Massachusetts, the Harvard students have many a time tried to paint the town red. Every time they win over Yale, some first class restaurant is bound to lose its crockeryware.

At Mt. Allison, when we defeated the University of Acadia in debate, the crowd commemorated it, by burning down the gymnasium with all its equipment.

Our papers this week contained instances where infuriated crowds lynched whole families.

Now here you have proof that a crowd never reasons. It gives itself up to hypnotic influences which act and react upon one another, and because of that the individual as a member of a crowd, will do what he would never think of doing as an individual.

2.—A crowd is easily moved and quickly jumps at conclusions.

If you were walking along the streets of London at this time when the scare of German Zeppelins is on, and stood gazing up into the sky, it would not be long before the police would have to clear the street.

Everybody would be looking for the Zeppelins.

In one of the western exhibition a man was represented by a statue as looking through an aperture into a

adjoining room. Above the hole were the word "Wait for your turn." It is needless to say there, was always a waiting crowd.

The crowd is easily moved and quickly jump at a conclusion.

3.—Again a crowd, carried away with emotion, will always follow its leader. The more primitive, less educated the crowd is, the more easily are they moved to do this.

Under such conditions it is no good to reason. Not until the emotion becomes exhausted or the leader is taken, does reason get a chance to do its work.

A crowd will do this in the interest of religion as well as in the interest of politics.

A few years ago, while in the West I met Nath. MacDonald, pastor of the first Methodist church in Medicine Hat. We walked down to the railway station one morning and saw quite a crowd in the C.P.R. express.

"Hello," said MacDonald to some of them. "Where are you going?" He was surprised to see them, because for years they had never left their farms in Ontario. "Oh," said they, "We are going to Vancouver." "Indeed," said he, "and what are you going to do there?" "Oh, we are going to General Conference to vote against Jackson who is accused of heresy because of a book he wrote." "Well," said MacDonald "have you read his book." "Oh, no, we haven't read his book, but we are going to vote against him."

Do you see they were following their leaders. They were governed by the Mob Spirit. They wouldn't lynch him, but they would blacken his character, and they would do it in the interest of religion.

The crowd will follow its leader. The State recognizes this and in every rebellion aims at capturing or suppressing the ringleaders.

So much then, for the laws which underlie the actions of a crowd.

Now let us examine some of the great stampedes of history which illustrate the working of those laws and note in each instance the ultimate result.

First, from 250 to 1750 A.D. the world witnessed a succession of religious epidemics which resulted in a stampede and disaster.

Take Monasticism or Monachism. This held sway from the 4th to the 13th century.

One by the name of Anthony of Thebes, heard one read the words of Christ, "Sell all that thou hast and give to the poor." He went home, sold all that he had, and withdrew to the cave in the desert. Others followed him. Soon there was a general stampede. Before he died the desert was studded with caves.

One man had 1400 in his own hermitage and 7000 more under his authority. In Egypt alone, it is said he had 300,000 followers.

(Continued on page 3)

COAKER ENGINE CAN'T BE BEATEN SAYS FISHERMAN.

Mr. W. F. Coaker, M.H.A.

Dear Sir,—Just a few lines concerning the Coaker Engine that I purchased from the U. T. Co. this spring. I have used this engine all the summer without any trouble or difficulty; it really works like a clock.

We had our traps twelve miles from the schooner and that engine used to go there twice a day for a month, making its forty-eight miles a day back and forth, and used to tow another trap boat with her, which made a difference of about seven miles in forty-eight, so she actually ran fifty-five miles per day while at Belle Isle.

At Mugford's Harbor she averaged about thirty-five miles a day from the 14th of August to the 10th of September. I would not change this engine for any other six horse power engine on the market, either for speed or simplicity of operation. I passed motors this summer up to nine horse power. I haven't seen one to go with her this summer.

I advise all who want a good strong and reliable engine not to refuse the Coaker Engine, for she is certainly the best on the market.

ELIAS KEAN.

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Good Morning! We Are Introducing

American Silk American Cashmere American Cotton-Lisle HOSIERY

They have stood the test. Give real foot comfort. No seams to rip. Never become loose or baggy. The shape is knit in—not pressed in.

GUARANTEED for fineness, style superiority of material and workmanship. Absolutely stainless. Will wear 6 months without holes, or new ones free.

OUR SPECIAL OFFER to every one sending us \$1.00 in currency or post-note, to cover advertising and shipping charges, we will send post-paid, with written guarantee backed by a five million dollar company, either:

3 Pairs of our 75c. value American Silk Hosiery or 4 Pairs of our 50c. value Am. Cashmere Hosiery, or 4 Pairs of our 50c. value Am. Cotton-Lisle Hosiery or 6 Pairs Children's Hosiery.

Give the color, size, and whether Ladies' or Gent's hosiery is desired.

DON'T DELAY—Offer expires when a dealer in your locality is selected.

The INTERNATIONAL HOSIERY CO. P. J. Box 244. DAYTON, OHIO, U.S.A.



CLOSE FIGURING will prove to you, when you consider the increased efficiency of your office force and the absolute safety of your papers, that

GLOBE-WERNICKE STEEL FILING CABINETS are a real economy.

If you wish to have an up-to-date-minute office, you should not neglect learning about the newest labor-saving conveniences that I offer. I am glad to see you any time.

PERCIE JOHNSON, Agent Globe-Wernicke.

J. J. St. John

When you require any of the following, call on us.

250 Bags Whole Corn

150 Bags Bran

200 Bags Hominy Feed

175 Bags Yellow Meal

950 Brls. Flour

FIVE ROSES

ROYAL HOUSEHOLD

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