

### The Name it Pays to Remember when TAILORING

Is the subject under consideration. Every garment is a masterpiece of its kind. If it is not the very best in workmanship and value, it is not allowed to leave our workshop. That is how we have secured such a reputation.

T. J. AYLWARD,  
The Popular Tailor, 292 Water Street,  
Phone 763.

P. O. Box 124,  
Nov 27, 1912



### OUR SHOE SERVICE!

Our Shoes of Quality, all reasonably priced, are ready for Fall selections.

Shoes that will please you so well that you will come here again and again for Shoes and say good things about us to your friends.

#### SPECIAL.

Pink, White, Blue and Black Satin Evening Shoes.  
Price \$3.00.

Also large assortment of Pumps and Ankle Strap Shoes in the following Leathers: Whip-Cord, Black Velvet, Patent Leather and Gun Metal. All prices.

## F. SMALLWOOD,

The Home of Good Shoes.  
Ladies' Department.

### Ideal Draught Tubing

Do you remember how the draught used to cut in through your dining-room door last winter? Don't put up with the same thing again this year. We have a special Rubber Tubing, one inch wide, covered with baize. Just tack a strip on the edge of your loose-fitting doors or windows, and your draught trouble will be at an end.

We stock this Draught Tubing covered with baize in two colors—Green and Red.

Price **15c.** only  
a Yard.

Ask for the Ideal Draught Tubing.

**BOWRING BROS., LTD.**

Advertise in THE EVENING TELEGRAM

### The Biggest Idea Before Business To-day.

The following is a highly condensed extract as published in the Efficiency Magazine from an address before a thousand New York business men by Herbert M. Casson:

What is Efficiency? There are four periods in the life of a business. It begins, not with efficiency at all but with an invention some idea that Carnegie couldn't invent. But he can take something somebody else has invented and develop it into a great business.

The third period is systematizing the organization, and the System period is the one in which we have been moving for the last ten or fifteen years. The inventive period seems to have been over. We don't invent, but we improve what has been invented, and we organize the men who have been working on it.

Now, we thought until the last few years that the last period in business was the period of System, and nothing could come after that. But we have found that there is something further than System—something further than organization and consolidation, and that is Efficiency.

In many lines we have clung to the policy of system until we have made it automatism. We used to think, if we could only get men who worked like machines! Machines worked hard; made no mistakes. Therefore, I will make my men like machines. In fifteen years from now the students of business will say that is the greatest mistake we have made. Because there are things machinery cannot do. Machinery doesn't think! It is better to have somebody work for you who THINKS, and we are coming back from the thing to the think!

Let me give a definition in four words. Efficiency is a HIGHER PERCENTAGE OF NET RESULTS. It is not more hustling and more hurrying and more driving and more frenzied business. It's how to work with less energy—not more; with less effort—not more!

The capitalist puts first his capital—his dividends. The trade union puts first the working man and the wages. But the first thing in importance is the JOB. And neither the capitalist nor worker can have as high dividends or as high wages as they ought to have until they put an end to their senseless fighting and begin to think of the JOB! Think of the job, and you will raise dividends and wages and salaries.

The old method of manufacturing was simply a one-man system. The factory originates with some one man, like Fulton, who invented the steamboat; with Bell, who invented the telephone, or Morse, who invented the telegraph. They were not efficient men. They were inventors struggling with new ideas.

After the inventive period comes the period of development. Few men combine the inventive and developing faculties, was bossed by a manager and the line of authority was single and straight. The boss was supposed to know about everything but as a matter of fact he didn't. No boss does. He was the boss only by authority, not knowledge.

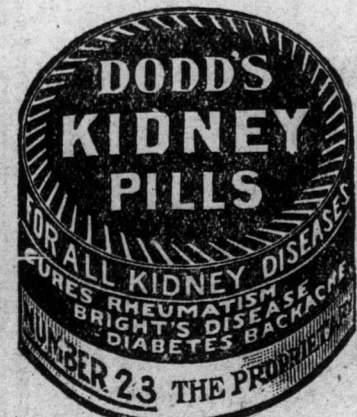
The line of authority must be single and straight, but the line of knowledge can be a very different thing, and about the boss can be a number of young men who are specialists in different lines—functional foremen, as we call them. Every factory ought to have not only a boss, but also a "plant brain." Ten or fifteen men who are all specialists in some one thing ought to combine and plan and tell the boss what is the best thing to do.

In advertising the first lesson of efficiency is Attention. Take notice. The good advertising man is the man who notices everything.

The next lesson is this. There are three classes of the public to whom you can go—the Impossible, the Possible, the Dead Sures. The Impossible are out of reach. The Dead Sures you needn't bother with. But advertise also to the possibles.

An advertisement is built like a house. There must be four elements in it—look, like, learn, buy. It must attract attention; must be pleasing, give information, and it MUST MAKE THE READER BUY THE GOODS.

There are three standpoints from



### WANTED More Workers

AT ONCE, families, sons and daughters to color pictures in the home, for the trade, by a NEW COLORING PROCESS. We furnish everything, you do the work. We send plain outline pictures which you color and return to us. No experience required. Work is easy and fascinating. Good wages. Work all year round, for whole or spare time. No canvassing, our travellers sell the goods. Write to-day for instructions and contract (free) and start work at once.

Highest Award Toronto Exposition, 1912  
Commercial Art Studio  
315 Collier St.  
TORONTO, Canada.

which to write an advertisement—the standpoint of the advertiser, the goods and the public. If I say, "I want to sell gloves," that's bad. If I say, "My gloves are good," that's better. If I say, "You need to cut your glove bill down," that's best of all, because I'm talking from the public's viewpoint.

Efficiency means, in the larger sense, putting our civilization on the right basis, not on the habit basis. Machinery is the thought arm, the thought muscle; the railroad is the thought feet; the telephone is the thought ear; the telescope is the thought eye; and we are trying to put our lives upon a thought basis so that we shall act as intelligent beings all the time.

'Cascarets' for a Sick, Sour Stomach. Gently but thoroughly cleanse and regulate your Stomach, Liver and Bowels while you sleep.

That awful sourness, belching of acid and foul gases; that pain in the pit of the stomach, the heartburn, nervousness, nausea, bloating after eating, feeling of fullness, dizziness and sick headache, means a disordered stomach, which cannot be regulated until you remove the cause. It isn't your stomach's fault. Your stomach is as good as any.

Try Cascarets; they immediately cleanse and regulate the stomach, removing the sour, undigested and fermenting food and foul gasses; take the excess bile from the liver and carry off the constipated waste matter and poison from the intestines and bowels. Then your stomach trouble is ended. A Cascaret to-night will straighten you out by morning—a 10 cent box from any drug store will keep your stomach sweet; liver and bowels regular for months. Don't forget the children—their little insides need a good, gentle cleansing, too.

Masked Maniac In Charge OF POLICE STATION WITH INFERNAL MACHINE IN HIS POSSESSION.

Los Angeles, Cal., Nov. 19—Armed with an infernal machine containing enough dynamite to destroy an entire city block, a bottle of nitro-glycerine and a 45-calibre revolver, a masked maniac took possession of the Central Police Station to-day and held it for more than an hour, while hundreds of occupants of the building and those for blocks around the place in panic sought safety in distance.

When Detective James Hosick knocked the man unconscious with a leather billy after slipping up behind him, the fuse of the infernal machine was automatically ignited, but Detective S. L. Brown grabbed the box, with its fuse happily sputtering and hurled it into the street. Sticks of high power dynamite scattered over the pavement while hundreds of spectators stood apparently paralyzed with fright. Through a freak of chance there was no explosion, and Brown continued kicking the sticks of dynamite and jumping on the fuse until he had broken the connection and extinguished the fire.

Shoots Occupants of Automobile For Running Over Dog.

Erie, Pa., Nov. 21.—Because William H. Forster's heavy touring automobile ran over and crushed his dog to death, Lloyd Pastorius yesterday afternoon emptied both barrels of his double-barrelled shotgun at the rear end of the automobile.

Three occupants, Mr. Forster, his wife and chauffeur, George Keller were riddled with shot. Pastorius admitted the shooting when he gave himself up to the police.

Mr. Forster and his wife are in Hamot hospital in a critical condition. Keller had fifty shots embedded in his hands, head and arms. Mrs. Forster had just turned to look out of the window in the rear of the automobile, when Pastorius fired. The left side of her face and neck were filled with shot. More than a hundred were extracted at the hospital.

The FAIRBANKS swings a bigger propeller than any other make of the same horsepower.—Nov 28, 1912

### A Gold Coin With a Record.

Albert Almon, the well known collector of Louisiana relics and other articles of antiquarian interest, showed the Gazette a French gold coin of 1730 worth probably between \$10 and \$15 for the gold in it, aside from its historical interest, which formed part of the treasure in a ship which was lost shortly after that date at Point Micheau, Richmond County.

The coin is practically as good as new and on one side bears an effigy of the French King, Louis XV., with a small lion rampant below, with the inscription, Lud. XV. D. G. Fr. et Nav. Rex." On the reverse there are the fleur de lis and shield arms of France and Navarre, surmounted by a crown, and surrounded by the inscription: "Chrs. Regn. Vinc. Imper." with the date 1730. The initial "T" below the heraldic device would indicate that the coin was minted at Toulouse.

The history of this coin is an interesting one. About the year of the first siege of Louisburg, a French gun boat left France with £1,500,000 of gold coin to pay the troops and all other expenses which were standing for some time in Louisburg. On nearing the Cape Breton Coast a fierce storm arose and drove the little ship off her course towards Point Micheau, (which name is a corruption of Point Michael, after this ship, which was named St. Michael.) The ship stranded on a reef at Point Micheau known as Gros Bos (big rock). All the crew were lost. The gold was in oak kegs bound with copper or brass hoops.

That the story of the loss of this treasure ship was true was shown in the year 1900, when a big storm swept over this shore and a piece of oak keel 40 feet long, with copper bolts, came ashore. Further proof was given by the finding of many gold coins on the western beach, one man finding six coins. This created much interest in the Point Micheau gold, so that hundreds went there. The beach was plowed and dragged, but no more gold was got at the time.

The piece owned by Mr. Almon was found last June and owned by Mr. Taylor. It was obtained through Wm. M. Murphy of Point Micheau. The coins were all of gold, dated 1725 to 1730. Mr. Armon states that in his French histories mention has been made of ships leaving France with gold for Louisburg, and he thinks that through further study the story of this ship could be secured in full detail in some of the histories or from the French navy records.—Glace Bay Gazette.

Hockey Rules Revised.

At the meeting of the National Hockey Association at Toronto on Saturday, the hockey rules were revised. Penalties for fouls were outlined as follows:—

A minor foul consists of holding or tripping and loafing off-side when the goal is not in danger. For minor fouls the players shall be warned once, and for every succeeding offence shall be fined \$2. The third offence for loafing off-side shall constitute a major foul.

A major foul consists of throwing the stick to prevent a score, tripping an opponent when the later is attempting to score, cross-checking, charging from behind, kicking and collaring. For the first offence a fine of \$5 will be inflicted. Second offence, \$10 and banishment for twenty minutes. Third offence, banishment for balance of the game.

In addition to the foregoing a match foul is also provided for. A match foul shall be when a player disables or injures an opponent. For the first offence the penalty shall be \$25 and banishment from the ice until the injured player is ready to come back. The second and third offences shall be dealt with as in the case of major fouls.

The referee is given the right to overrule an umpire's decision in the case of a disputed foul. No megaphone coaching will be allowed on the side lines. In order that the spectators shall know just what kind of a foul has been committed, the following signals will be given by the referee: "For a minor foul, raising the left hand; major foul, right hand; match foul, raising both hands."

108 NOX A COLD. And Do It Now.

Immediately action is the saving clause in dealing with a cold. Get after it at the first approach. "108" is not a patent medicine, but a prescription prescribed by an eminent English physician—a specialist on throat and lungs. Have you just a slight touch of cold? Use "108" and prevent further encroachments that may put you down and out. Sold by all first-class Druggists. 25c. per bottle.

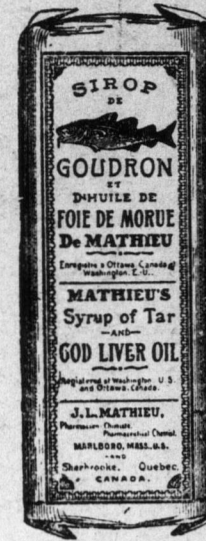
### PERSISTENT COUGH.

Wherever soothing syrups fail to cure that persistent cough which exhaust you,

#### MATHIEU'S SYRUP

of Tar and Cod Liver Oil and other medicinal extracts will rapidly and definitely rid you from it.

The merits of Mathieu's Syrup are highly recognized and endorsed. Here are a few proofs:—



THOMPSON, N.S., Feb. 29, '06. Fillmore & Morris, Amherst, N. S.

Dear Sirs,—Yours of the 27th to hand re Mathieu's Cough Syrup, and would say it gives the best results of any cough syrup we have ever handled. The Medicine is all right.

Yours truly,  
ARMOUR & MATTINSON.

Port Hawkesbury, C.B., Apr. 3, '06. Fillmore & Morris, Amherst, N. S.

Dear Sirs,—I rec'd yours of the 27th ult. asking about Mathieu's Syrup. It is an excellent medicine for coughs, cold and consumption. Please send me another lot of 2 doz. bots. with samples. Enclosed find \$3.00 the amount of my bill.

Yours truly,  
A. F. DICKSON.

SPRINGHILL, N.S., April 4. Fillmore & Morris, Amherst, N.S.

Dear Sirs,—In reference to your inquiry as to the selling qualities of Mathieu's Syrup, we might say that it is of no use whatever for us to keep any other Cough Medicine in stock. When you first began to sell it here, the Druggists did not handle it, and now every Druggist in town has it, and we are sure they find a ready sale for it. Mathieu's Syrup is sold by at least 18 dealers in Springhill. PEREIRA & PEEL.

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

J. L. MATHIEU Co., Sherbrooke, Canada. THOS. MCMURDO & Co., Wholesale Chemists and Druggists, St. John's, Nfld.

### SOME STARTLING VALUES

Ladies' Long Winter COATS

Ladies' SHOWER COATS,

#### HENRY BLAIR'S.

Ladies' Long Navy Coats, made of good heavy material, with the new Saxa Blue Collar and Cuffs; lengths 50, 52 and 54 inches, only \$3.00 each. Ladies' Long Heavy Grey Tweed Coats, only \$3.00 each. Ladies' Long Heavy Reversible Tweed Coats, in Greys and Greens, only \$3.50 each.

Ladies' Heavy Plain Navy Coats, at \$3.00 and \$5.40 each. Ladies' Long Heavy Black Coats, at \$3.00, \$3.50, \$4.00, \$5.40 & \$7.50. Fair assortment of Ladies' Long Tweed and Colored Coats still in stock, at \$3.50, \$4.00, \$4.90 and \$5.40; but in higher prices we are almost now cleaned up.

All Coats mentioned above are of exceptional value for the money, and if you are thinking of investing, you would be well advised to do so early, as we have been cleaning up a tremendous lot of Coats this season, it being generally conceded that our Coats are the best value obtainable anywhere.

Though the prices are small, all Coats mentioned above are good and heavy and are of very smart appearance.

We have still a good assortment of Children's and Misses' Coats in stock at all prices; sizes 24, 27, 30, 33, 39, 42, 45, 48 and 51 inches (lengths).

Ladies' Shower Coats

in Fawns, Greeny Fawns and Moles, only \$4.00 and \$5.40 each. This is another lot of these just received to cable order, our stock previous to this having been cleaned right up.

### HENRY BLAIR.

The Big Furniture Store.

A splendid showing of DINING AND KITCHEN CHAIRS. We are showing a line of Kitchen and Dining Room Chairs that have competition "skinned to death."

We offer values that simply can't be excelled. Our immense buying facilities, coupled with our small expenses, are largely responsible for the advantages our showing offers the shrewd purchasers. We invite inspection.

CALLAHAN, GLASS & Co., Duckworth and Gower Sts.

We Pay Highest Prices for  
Codfish,  
Cod Oil,  
Herring,  
Canned  
Salmon, etc.  
A. H. MURRAY, St. John's.

Advertise in The People's Paper.