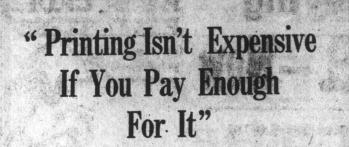
THE EVENING TELEGRAM, ST. JOHN'S, NEWFOUNDLAND, DECEMBER 1, 1925-12



The task which business stationery has to perform is to convey a message. That is its primary purpose. But it has another. It should convey an atmosphere--a personality-which identifies the business it represents, and it should convey that atmosphere or personality so convincingly, so pleasingly, so substantially, that it makes the same kind of favourable impression that a good salesman or a fine office does.

Business stationery which fails in this particular is too expensive to use, because it is not doing the whole job. That's why printing isn't expensive if you pay enough for it.

We have lately installed an embossing machine which produces beautiful glossy or dull relief work on plain type printing that defies actual die or plate embossing in appearance.





presence of a large gathering, includ-

ing Hon. J. R. Bennett, who is donat-

ficially open.

second round on its way.

A pleasing, busy little workman is Mr. Ernie Jarvis of the British Isles. MASONIC LEAD IN SECOND

The second round of the inter club NEW SYSTEM FOR JUDGING Billiard tournament was begun at the

FIGHTS. Masonic Club rooms last night in the Number Of Bounds Won Will Decide Winner Instead Of Total Points Scored.

ing the cup for the present tourna-ment, and His Honor Mayor Cook, NEW YORK, Nov. 24-A change in the system of judging boxing bouts who donated the cup last year. under which the number of rounds Mr. W. J. Martin, President of the won and lost will determine the re-Masonic Club, opened the second sult rather than the total point score round with a short but appropriate speech, in which he welcomed all who of each contestant at the end was decided upon by the State Athletic Comwere present to see the game. He mission to-day in a new move to ob then asked Hon. J. R. Bennett to break the balls and declare the series of- tain uniformly satisfactory decisions. The new plan which is expected to

have a far-reaching effect in pugil-Mr. W. J. O'Neill, Chairman of the ism as given the early rounds of a B.I.S. L. & A. Committee, on behalf of the B.I.S., thanked Mr. Martin and the members of the Masonic Culb for Board's regulations, which had prethe cordial welcome extended to them viously provided "that the contestants who scored the greatest number of and he hoped, too, that the good feleffective points regardless of the numlowship would continue. Mr. Bennett then broke the balls and sent the declared the victor. The amendment to the rule requires that points shall be scored as each round progresses

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BEGINNING TO-DAY

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