

Commentaries, Church Hand-Books, Tracts, &c.

G. KNOWLING

BOOK DEPARTMENT.

G. KNOWLING

Commentary:
Genesis.
Exodus.
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The Book of Esther.
The Psalms.
The General Epistle of James.
The First Epistle General of St. John.
The Book of Ruth.
Etc., Etc.

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The Faith of a Layman.
Home Life.
Christian Marriage.
Co-operation with God.
Pragmatism.

A New Rome.
How to Study the English Bible.
The Beliefs of Unbelievers.
General Booth, The Man and His Work.
Grace Abounding.
St. Paul His Conversion and Apostleship.
Christianity and the Social Order.
The Social Teaching of the Lord's Prayer.
The Bible Text Cyclopaedia.
Hymn Tunes and Their Story.

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He is Hired Again.
The Unwritten Sayings of Christ.
Letters from the Beloved City.
Christian Ministry to the Young.
The Bond of Perfection.
The Way of Peace.
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Stories from the Old Testament.

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Dictionaries, Pears' Encyclopaedia, Family Prayers, Daily Services for Christian Households.

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Scripture Texts.
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Evening Telegram

W. J. HERDER, - - Proprietor
W. F. LLOYD, - - - Editor

THURSDAY, June 27, 1912.

The Time is Ripe

Now that there is an exceptionally large number of chairmen of School Boards in the city, and that there will be no doubt opportunities afforded to many of them to meet together and confer on the general welfare of the schools under their charge, it seems opportune to direct attention to the need of a more thorough training of our school teachers for their work. Largely in the past, and too largely at present, schools have depended on teachers who have not had the advantage of a systematic study of child life, and the growth and development of the body and its faculties, the influence of home, school and environment, nor have teachers been well grounded in the principles which should govern school building and management, nor the make-up of school curriculums, class teaching, and individual development, nor the scientific handling of the subjects of the curriculums. In the past they have depended in the main on the scholastic teachings they have received in common with other pupils of our colleges, who are not being prepared for the profession of schoolmaster or schoolmistress. Often without any service as assistant teachers they are thrown on their own resources to carry on a school as best they can. The wonder is that they do as well as they do, not that they at times fail. The time, however, is now ripe for an advance in the training of teachers from a professional stand-point. They should be grounded in the principles of their profession and well exercised in the practices under competent supervision, before they are called upon to undertake the sole charge of schools. We have mentioned these matters, now, not as innovating any new departure, for the Superintendent have enlarged upon them often in their annual reports, but because the time is now ripe for a forward movement, and an opportunity is afforded for the chairmen of boards to meet together and discuss them, such as only occurs but rarely.

Electric Restorer for Men
Phosphorus restores every nerve in the body and vitality. Premature decay and all sexual weakness arrested at once. Phosphorus will make you a new man. Price \$1.50 a box, or two for \$2.50. Mailed to any address. The Scientific Drug Co., Philadelphia, Pa.

A Souvenir of the Imperial Press Conference.

Mr. W. J. Herder, who was the Newfoundland delegate to the Imperial Press Conference in 1909, this morning received a souvenir of the good times they had in the Home Land. The newspapers of the old country presented Mr. Harry Brittain, who was the pioneer and promoter of the movement and organizing secretary of the Conference with an oil painting of himself which was hung in the Royal Academy. It was painted by William Orper. Before it was hung, an engraving of the picture was cut and copies struck off, and one of the copies signed by the artist, a Royal Academician, is the souvenir, which Mr. Herder received from Mr. Brittain this morning. Not only did the work of Mr. Brittain prove most successful but he rendered himself very popular and practically unique in the department of social work, so much so that the late Mr. Stead said of him, that he should be permanently engaged in promoting good feeling and fellowship between the peoples of the Empire. Recently his remarkable qualities have received further recognition. At a meeting, under the presidency of

Lord Grey, he was elected chairman of the Dominion and Overseas Committee for the celebration of the Centenary of Peace among English speaking peoples. No better selection could have been made for he has been tried and his fitness for such undertakings well proved.

A New Departure

In accordance with The Evening Telegram's policy of rendering service to its readers, not only in the collection and presentation of the world's live, crisp news, but also in securing the most able contributors for its columns, we wish to announce a departure from the ordinary newspaper matter. We shall present a new series of Merchandising Articles, which shall be written for us exclusively by one of America's recognized leaders in this field—Mr. J. R. Hamilton.

Mr. Hamilton was formerly the Sales and Advertising Manager of the great Wanamaker Store at Philadelphia, where his success was so phenomenal that he gained a reputation as the foremost authority in this field of work in America. So wide-spread was the recognition accorded him that he received calls from all over the country, and accepted in succession offers from Rothschilds' of Chicago

"STAR" TEA Makes Cream Out of Skimmed Milk.

"There is something about STAR TEA that is to be found in no other tea,"—so said a St. John's lady a few days ago. "She did not know exactly what, or how to describe the difference, only there was a 'something' STAR TEA had that other teas lacked. That something was a little more QUALITY."

STAR TEA, 40c. lb.

QUAKER PUFFED RICE

KELLOGG'S Toasted Corn Flakes

—The Sweet Heart of the Corn; 15c. Package.

Chyloong Preserved Ginger

—Imperial quart; Malted Crocks. 20c. each; Pints, 25c.

California Navel Oranges, Bananas.

C. P. Eagan, Duckworth St.
and Queen's Rd.

Glassware!

Fruit and Cake Stands.

JOHN B. AYRE.

Prager's of San Francisco, Jones & Company of Kansas City, each of which Mr. Hamilton achieved the same striking success. This success was due to his recognition of the fact that a store can become great only in the same measure as it increases its usefulness to the men and women who buy the goods in its community. The skill and wide knowledge which he brought to bear upon the problem of pointing out, in the advertising of these stores, the particular articles which were bargains at particular times, the comparative values and uses of different goods, and other specific information enables the community to buy at a big saving. In those articles Mr. Hamilton will point out to you how, when and where to buy merchandise in this city at the greatest profit to yourself. Very often the most important article in a newspaper to you is not that which tells where the last railroad accident occurred, or what is the news of the trouble in Mexico, but where you can buy your suit to your advantage from the point of cost, style, material and the scores of other considerations that enter into the question.

A great store might contain thousands of different articles which you might buy, but only a few of which would be vitally necessary, extremely useful or valuable at any particular time. Consider what it would mean to you to have the place where you can obtain these pointed out just at the right time.

Watch for the Hamilton Merchandising Articles on Tuesday and Friday of each week. They appear exclusively in this paper. You will find them, aside from the immediate profit they will be to you, absorbingly interesting from the standpoint of the general information they contain. Each one is a chapter in the fascinating romance of merchandising.

Summer Skin Trouble

Sunburn, blistering, and irritation are the commonest form of summer skin troubles, and Zam-Buk cures these very quickly. It works in two ways. As soon as applied, its anti-septic powers get to work and kill all the poison in a wound, a sting or a sore. This generally ends the smarting and pain. Then Zam-Buk begins the healing process, and fresh healthy tissue is built up. For sore, blistered feet, sore hands, heat rashes, baby's heat spots, sore places due to perspiration, etc., you can't equal Zam-Buk. It also cures cuts, ulcers, abscesses, piles, and all inflamed and diseased conditions of skin and adjacent tissue. Drugists and stores everywhere sell Zam-Buk, 50c. box. Use Zam-Buk Soap also, 25c. per tablet. All stores, or Zam-Buk Co., St. John's, Nfld.

The Rifle Club.

The Rifle Club yesterday afternoon contested for the W. J. Higgins handicap prize. There was a large gathering of riflemen at the Butts and the contest was keen. Messrs. C. S. Strong, and L. C. Mews tied with 96 points each. In the shoot off at 600 yards, Mr. Strong was the winner by the narrow margin of 2 points. The highest scores were C. S. Strong, 96, L. C. Mews, 96, J. W. Morris, 93, V. Hillier, 91, E. McNabb, 84, N. Lobnitz, 82, Eric Ellis, 87, V. Hillier won the Junior prize.

Rhodes' Scholar.

Mr. "Bert" Tait was a passenger from Oxford by the Pomeranian last night to spend a holiday with his parents. Bert has put in two years at Oxford University, being the chosen scholar here in 1910 when at school in Bishop Feild College. While abroad he ably upheld the honor of his Alma Mater, particularly in athletics. He is President of a football, and a hockey team in Oxford and Secretary of the Colonial Club there. Mr. Tait is accompanied by Mr. A. Harvey, a Rhodes Scholar from Dalhousie.

Meets His Son.

Capt. English of this city, who has been in Washington, has gone on to New York to meet his son, Thomas, who is on his way from China as engineer of a large ship. When Capt. English leaves for here his daughter, Mrs. Scanlon, and her son, will accompany him and will spend the summer in St. John's.

AYRE & SONS, LIMITED, SOUVENIRS.

Brooches, Pendants, Gentlemen's Fobs, Ladies' Fobs, Buckles, Belt Pins, Tea and Coffee Spoons, Tie Pins, Cuff Links, Hat Pins, Pocket Knives, Ash Trays, Bracelets, Envelope Openers, Fruit Forks, Paper Knives.

Newfoundland Seal Skins,
Motor Coats, Rugs, Whitecoats,
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Newfoundland Sheep Skins,
Bear Skins, Muskrats, etc.

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VIEW BOOKS
in great variety.

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The Daintiest New Styles in

Ladies' Am. DRESSES

In White Voiles, White All-Over Embroidery, White Lawn, Fancy Linen and Gingham.

All Manufacturers' Samples.

And a glance will convince you that they are in a class by themselves.

No Approbation.

Fitting Room at Your Disposal.



S. MILLEY.



The Popular London Dry Gin is

VICKERS' GIN

D. O. ROBLIN, Toronto
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J. JACKSON, St. John's,
Resident Agent.

MANY

Some Ripping

PERI LUSTA.
1200 Slips of Peri Lusta Stout Embroidery, for canvas work and artistic embroidery. Over one hundred different styles. Reg. 3c. slip. White Sale, 2c. slip for 1c.

HAIR PINS.
500 papers of Hair Pins, assorted sizes. White Sale, 4 papers for 2c.

FINE COMBS.
20 doz. of Xylonite and White English Horn Fine Tooth Combs. Reg. 10c. White Sale, 8c.

WRITING TABLETS.
10 doz. only of Cream, wove, and Ruled Writing Tablets. Medium size, 100 sheets in Tablet. Reg. 13c. each. White Sale, 10c.

POCKET BOOKS.
12 doz. of Red Cover Memorandum Pocket Books, Ruled and with margin. Reg. 2c. White Sale, 3 for 1c.

BOOT BUTTONS.
700 of The Knock-Out Sets of Boot Buttons, Tan and Black; 16 Buttons, 16 Fasteners and Button Hook in set. The best value yet. Reg. 4c. each. White Sale, 2c.

TOILET SOAP.
500 cakes of Velvet Skin Toilet Soap, made by the celebrated firm of Lever Bros., England. Assorted perfumed, including English, Lavender, Parma Violet, White Heliotrope, Oatmeal, Glycerine and Cucumber, Wood Violet, O. I. d. Brown Windsor and Pink Rose. Special White Sale, 3 cakes for 1c.

VANITY BAGS.
100 only Ladies' Straw Vanity or Shopping Bags, with fancy tightening cord with horn regulator. The ideal shopping bag. Reg. 30c. each. White Sale, 25c.

BROOCHES.
5 doz. only of Ladies' fine Gilded Brooches, in six different styles, with Brilliant setting. A dainty assortment. Special White Sale, each, 20c.

Linen Table Cloth

Another opportunity to purchase high class Linen Table Cloths at very low price. A most tempting purchase places this handsome cloth together with our regular goods within your reach during this White Sale at much less than ordinary prices.

TABLE CLOTHS.	Worth.	Sale Price.
45 x 45 ins.	\$1.25	80c.
64 x 64 ins.	\$1.50	80c.
72 x 72 ins.	\$1.50	80c.
72 x 108 ins.	\$2.20	80c.
72 x 90 ins.	\$2.75	80c.
72 x 90 ins.	\$3.25	80c.
72 x 90 ins.	\$3.75	80c.
72 x 144 ins.	\$4.00	80c.
72 x 198 ins.	\$5.25	80c.
72 x 108 ins.	\$6.50	80c.

BIG VALUES IN TABLE NAPKINS

10 doz. 20x24 ins. Reg. 35c. for	
15 doz. 24x24 ins. Reg. 45c. for	
3 doz. 24x24 ins. Reg. 60c. for	
50 doz. 20x20 ins. Reg. 10c. for	
45 doz. 20x20 ins. Reg. 14c. for	
5 doz. 22x22 ins. Reg. 18c. for	
9 doz. 24x24 ins. Reg. 28c. for	

White Shirting
1200 yards,
21 inches wide.
Reg. 12c. yard
for 10c

Job Line Table Linen
700 yards fine
Bleached, 60
inches wide.
Worth 50c. yard
for 42c. yard

Amer. Cotton Blankets
60 x 70 inches;
choice of Pink or
Pale Blue Border.
Reg. \$1.30
for \$1.18 pair for 81c.