

A CHANGE FOR THE BETTER

ACCORDING to the many friendly requests to include the afternoons in our Special Saturday Sales, we gladly announce that, commencing this week,

OUR SATURDAY SALE

Will Be Open From
3 p.m. to 9.30 p.m.

Our Opening Sale of this kind last Saturday found an enthusiastic public at our doors and scores of patrons freely expressed their surprise and delight with the values they brought homewards from BAIRD'S.

Remember—Every Value Offered is an Extraordinary Value.

And worth coming miles for. If you cannot shop in the afternoon

Leave the House in Care of Hubby and take a scoot down to BAIRD'S. It will pay you. Note the following:—

MEN'S TOP SHIRTS.

Pretty pin stripe patterns in light and medium shades; fine flannelette make; just suits the coming season. Were \$2.50. Saturday Special... **\$1.49**

OVERCOATS.

Boys' and Young Men's Top Coats in Heavy Cloths and Tweeds. The best offer of the season. **\$4.95** Avail of it. Special...

BOYS' FLANNELETTE WAISTS.

In Smoke and Khaki shade; collar and pocket; extra heavy for fall and winter wear. Were \$1.00. Saturday Special... **79c.**

MEN'S SOCKS.

28c. never brought you better value in good wearing socks. Reg. **29c.** 55c. pair. Saturday Special...

LADIES' COATS.

Fall and Winter Coats in plain Cloths and Tweeds, etc.; large collar, belt and pockets, lined to waist; as sorted sizes. Values to \$35.00. Saturday Special **\$17.50**

85c. TAFETA SILK RIBBONS.

And they are beauties, 5/8 inches wide; shades of Pink, Crimson, Sky, Sage, Navy, Green, Brown, Black and White. **64c.** Saturday Special, yard...

\$1.00 CORSET COVERS.

Fine Jersey make, high neck, long or short sleeves as desired. **59c.** Saturday Special...

75c. PILLOW CASES.

Plain sensible strong White Pillow Cases for constant wear. Special, each, Saturday, for... **58c.**

ENGLISH LONGCLOTHS.

Superior quality and full 36 inches wide; strong even thread. Worth 40c. yard. Saturday Sale... **29c.**

TURKISH TOWELS.

Handy serviceable size for family use; they are good wearers. **21c.** Special Saturday Sale, each...

WHITE FLANNELETES.

Soft fluffy White Flannelettes for making up warmer underwear. **22 1/2c.** Special, the yard, Saturday...

James Baird LIMITED

FIRE INSURANCE. FIRE INSURANCE

SCOTTISH UNION & NATIONAL INSURANCE COMPANY LTD. EDINBURGH, SCOTLAND.
GENERAL ACCIDENT, FIRE & LIFE ASSURANCE CO., LTD. OF PERTH, SCOTLAND.

The above Insurance Companies carry on a successful and extensive business, and always have maintained the highest character for the honourable and liberal discharge of their obligations. Our first aim in every policy we issue is to ensure the holder complete protection, our second to grant that protection at the lowest possible cost. Write or phone us.

Nfld. Labrador Export Company, Limited,

Agents, Board of Trade Building.

Forty-Two Years in the Public Service—The Evening Telegram

Physical Development And its Bearing on Health and Strength.

By GEE.

EVERYDAY COMPLAINTS.
As I have already promised readers of this column, to-day I am giving an article on the cure of Insomnia, which should be invaluable to a great many people, and if any should fail to get results, just drop me a line, regarding same.

INSOMNIA.
There is no trouble more readily susceptible to suggestions and exercise of the will than this terrible complaint, and if you, dear reader, are troubled with Insomnia, and this method eradicates it, then I think you will be quite satisfied with what you have learnt through this column. The sufferer from Insomnia, on retiring for the night, and having undressed just before getting into bed, should sit down and to himself or herself:

"I have just arrived at the end of a successful day. There is nothing for me to worry about; and if I do not sleep I shall certainly injure my chances of sleep immediately. I enjoy good health—my exercises, etc. have put my system in perfect working order, and I have nothing to occupy my mind whatever on getting into bed—simply sleep."

Once the mind starts turning over different events in bed there is no telling when you will succeed in falling asleep. It is, therefore, obvious that all subjects should be dealt with before getting into bed, and if there should, by any chance, occur to your mind something which you do not feel satisfied about, something you feel inclined to think about, dispose of it there and then, then get into bed and sleep. It is well to perform exercises at night and tire the body, and as long as you do not overdo it, this will be of material assistance to you. Of course in a case of this description there is no reason why all practical aids should be thrown to one side. A rather high pillow may give good results. There should also be plenty of ventilation in the room. Mental excitement must be carefully avoided during the whole night, late supper on no account indulged in, and whilst a healthy tired state may lead to sound slumbers, extreme fatigue must be avoided. A glass of hot milk, too, will prove of value to the sufferer taken just before getting into bed. Common sense methods as above, combined with the forms of

suggestion described, should cure the worst case of Insomnia, providing ordinary conditions of life be observed in order to make a cure possible and permanent.

NERVOUS DISORDERS.
Nervousness—Fear. — Many persons suffer from this complaint in its many forms. The improved physique and health, consequent on the regular performance of exercises, will lead to the banishment of these troubles in time, but here again we may call to our aid the will. The experiments I have referred to will have convinced the reader that he has gained control over his will, or at least has improved the command he previously enjoyed over this force. It is highly necessary that some improvement, however slight, be gained in some respect for this is confidence obtained. Once you have applied your newly discovered power to everyday life, such as firmly resolving that your day's work shall prove easy of performance, that you will go through same without being fatigued, and good results have appeared exactly as anticipated, then you must allow the mind to dwell on this conquest, and thus induce belief in the power of the will, and the stronger the will will become, and success more certain of accomplishment.

By means of the nervous system the relations between mind and body are carried on. Dr. Carpenter likens the human organism to "a keyed instrument from which any music it is capable of producing can be called forth at will."

Excessive anxiety of mind, indulgence in emotions, such as grief, fear, etc., results in bodily and organic weakness, while pleasurable emotions such as joy, etc., stimulate and are restorative. These mind conditions may be governed and controlled by strength of will.

The advice and instructions given, the intelligent reader may easily apply and adapt to any special individual requirements. Once the principle is thoroughly understood, remarkable results may be achieved in many ways. In conclusion the power to success lies within yourself. **WILL YOU USE IT?** "It is no use bemoaning fate or wasting time in vain regrets. Be up and doing."

Next Article—THE PASSIONS.

Odds and Ends.

(From the Exchanges.)
Fifty-one per cent. of the amount raised by taxation in Holland is expended for military purposes.

Seamen have observed the glow of Rio de Janeiro, a city famed for its brilliant illumination, 100 miles out at sea.

In the Island of Tristan da Cunha, in the South Atlantic, letters are delivered only once in three years.

A family reunion was held at the home of Louis Jansen, of St. Denis P.Q., and of the 13 sons and daughters assembled to honor their father not one was under 60 years of age.

Hair is said to grow abundantly upon men who work in an atmosphere which is below the freezing point. After a few months' work in cold-storage rooms many prematurely bald men have grown full crops of hair.

American girls doing relief work in France have been acting as bill-posters because of the shortage of men. Two girls, Miss Beatrice Williams, of Denver, and Miss Sarah C. Larkin, of New York, billed 30 villages in advertising an agricultural fair for the devastated regions.

Daniel Dyer, of Collinsville, Conn., found a box turtle on his farm 56 years ago. He wrote his name and out in the figures of the year "1865" on the turtle's shell. While having recently he found the same turtle under a haystack not 100 yards from the spot where he had released it 56 years before.

In Mexico the land is owned by comparatively few persons and some of the estates are enormous. The typical farm is not of 160 acres, but of 1,000,000 acres. The territory of Quintana Roo, double the size of Massachusetts, is divided among eight proprietors and 17 own nine-tenths of the State of Morelos. A great part of these vast areas is uncultivated.

Twenty thousand cigars, especially made for fashionable women, are now on their way to London, from Cuba. Many women are falling to dust satisfaction in cigarettes and are turning to pipes and cigars, a blender said. "Women's cigars are made of the finest Havana leaf. Many would think publicity in the restaurant, but they are small, and few people would distinguish them from cigarettes. Yet, each will last half an hour, although women smoke more rapidly than men."

At the fishing docks of a large

English seaport town the rather remarkable coincidence was noticed of three steam trawlers lying berthed side by side, their names being respectively Rose, Shamrock and Thistle. "What a pity that Wales is not represented," remarked a visitor. "That would have completed the coincidence." "Don't worry about that, guv'nor," remarked the old salt, to whom the remark was addressed. "I expect there's a leak in one of them."

New York newspapers have received the following advertisements from Herr Julius Klein, of Vienna, for immediate publication: "Announcement: The undersigned takes the liberty to make the statement that he is planning to come to the United States soon to bring his clientele, consisting of members of the nobility, men of official rank and standing, industrial leaders and others rich in the realities of the European capitals, into epistolary touch with the American ladies of the best society to the end that marriages between them and these may effectively be eventuated."

THE NEW FRENCH REMEDY.
THERAPION No. 1
THERAPION No. 2
THERAPION No. 3
No. 1 for Rheumatism, No. 2 for Gout, No. 3 for Gravel. Each bottle contains 100 capsules. Price 1/6. Sold by all chemists and druggists. Write for particulars to The French Remedy Co., Ltd., 10, Abchurch Lane, London, E.C. 4.



"Laugh and grow fat" is an old axiom. We advise the use of a good tonic.

"BRICK'S TASTELESS"

is a wonderful tonic and will certainly improve your health. The secretion of a tonic is a matter of great importance, as your health depends upon it. To fight disease successfully during the changeable autumn months the system should receive a tonic up. The facts we state about Brick's Tasteless silence all criticism.

Weigh yourself the day you commence to take Brick's Tasteless, then weigh yourself two (2) weeks later and note the increase.
DR. F. STAFFORD & SON,
Wholesale and Retail Chemists and Druggists,
St. John's, Newfoundland.

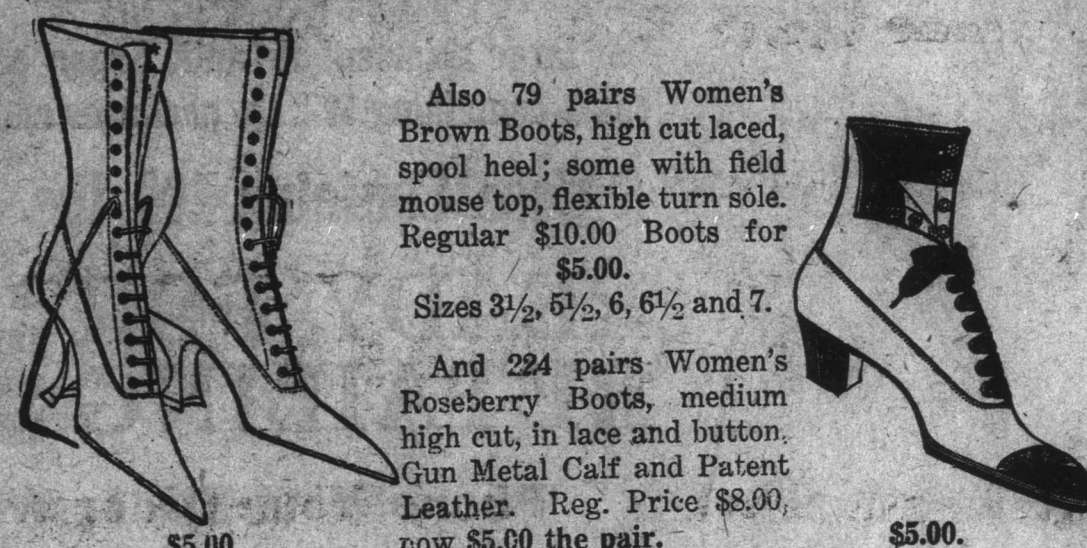
Five Dollar Boots FOR WOMEN.

When we say FIVE DOLLAR BOOTS for women it brings one's thoughts back to 1914 days and prices. We are doing our level best to get back to 1914 prices for Boots and Shoes, hence this unusual offering of



1200 Pairs
—OF—
Women's High Grade Boots,
—AT—
\$5.00

This lot comprises Women's all Black Kid Boots, high cut laced, Cuban heel; all Black Kid Boots, plain toe; High Cut Button, Cuban heels. Regular \$7.50 Boots for \$5.00. All sizes.



Also 79 pairs Women's Brown Boots, high cut laced, spool heel; some with field mouse top, flexible turn sole. Regular \$10.00 Boots for \$5.00. Sizes 3 1/2, 5 1/2, 6, 6 1/2 and 7.

And 224 pairs Women's Roseberry Boots, medium high cut, in lace and button. Gun Metal Calf and Patent Leather. Reg. Price \$8.00, now \$5.00 the pair.

PARKER & MONROE, Limited



SPORTING GOODS!

CARTRIDGES—Black Powder, 10 and 12 G, BB, 1, 2, 3, 4, 5, 6, 8.

CARTRIDGES—Smokeless, 10 and 12 G, BB, 1, 2, 3, 4, 5, 6, 8.

BRASS and PAPER SHELLS, 10 and 12 G.

CARTRIDGES, 303, 30/30, 44, 45/70, 32, 22, Long and Short.

PRIMERS, CAPS, POWDER, SHOT, WADS—Felt and Cardboard.

RELOADING SETS, RE-CAPPERS, EXTRACTORS, WHISTLES.

22 C. RIFLES, BREECHLOADING GUNS, PUMP GUNS, AUTOMATIC RIFLES, 44 WINCHESTER RIFLES, REVOLVERS, ETC., ETC.

BOWRING BROTHERS. LIMITED

Hardware Department

Shipping Notes.

Schooner Francis Douglas has cleared for Trinidad with 2424 qts. codfish, 289 qts. haddock and a small quantity of salmon shipped by the Monroe Export Co.

Schooner President Cooker has cleared from Port Union for Naples with 2000 qts. Labrador, 685 shors, and 60 qts. haddock, a total of 4785 qts.

qts. shipped by the Union Trading Co. Aux. schooner June is loading at Battle Harbor for the Mediterranean from Messrs. Baine Johnston and Co. The June will be taking over 9000 qts.

MOTOR CAR OWNERS—A few tires left, selling very cheap to get clear of them, 32 x 4, 33 x 4, 34 x 4. E. D. SPURRIER, 365 Water Street.

Working Overtime.

The work of loading S.S. Rosalind in order to get her away on time was continued all last night. It is now some time since sufficient freight was offering to cause the Longshoremen to work overtime and it is a sign that conditions are on the mend.

Baird's Liniment used by Physicians