

**Curtain Ends.**

250 JOB LACE CURTAIN ENDS, 2 yards long,  
45 to 66 inches wide;  
20, 25, 30, 35 cents each.

**Pillow Cases.**

5 doz. WHITE PILLOW CASES. Value for 20c.  
Now 14 cents.  
A LITTLE JOB LOT. Value for 30c.  
Now 22 cents.

**Window Poles.**

10 doz. WOOD WINDOW POLES, Oak and Mahogany, with fittings complete, for  
32 cents per set.

**Cushion Tops.**

2 doz. WHITE FRILLED CUSHION TOPS,  
worked ready for use,  
25 cents and 35 cents.

**HOUSEFURNISHINGS**

For the whole country at prices that defy competition  
are to be found at

**Marshall Bros****American White Sheets**

A few dozen still left, hemmed ready for use,  
50 cents per pound.

**American White Quilts**

50 WHITE MARCELLA QUILTS, the biggest  
snap ever shown in the city,  
50 cents per pound.

**Spring Window Blinds.**

5 doz. SPRING WINDOW BLINDS, Plain in Cream and Green Shades . . . . .27c. ea.  
3 doz. SPRING WINDOW BLINDS, Plain with Fringed Ends in Cream & Green Shades, 30c. ea.  
2 doz. SPRING WINDOW BLINDS, Inset, with Fringed Ends in Cream & Green Shades, 40c. ea.  
2 doz. SPRING WINDOW BLINDS, Insertion with Lace Ends, Green Shades . . . . .50c. ea.  
24 doz. SPRING ROLLERS. Regular Price 10c. each. NOW . . . . .8c. ea.

**American Scrims**

20 pieces AMERICAN SCRIMS, very dainty patterns; the very newest for window  
Curtains, 10c. to 35c. per yard.

**Art Serges**

A few pieces in Crimson, Sax and Green, at  
old prices,  
45 to 70 cents per yard.

**White Turkish Towels.**

250 lbs. WHITE TURKISH TOWELS,  
50 cents per pound.

**Tapestry Carpets**

at giving away prices,  
70 cents to \$1.00 per yard.

**Heart Fires!**

By RUTH CAMERON.



RUTH CAMERON

The other day I had occasion to ask help of two people in finding my way.  
Both were women. Both gave me the help I needed. But oh, such a difference in the manner of giving! I explained my errand to the first woman. Her face lit up with animation and her eyes shone with friendly interest. "Yes, I know the place you mean," she answered. "It must be that dear little old-fashioned house at the corner. I know you'll love it. Go down the first street to the right," etc., etc.  
When I thanked her she responded with a warm "You're entirely welcome," that made me wish I could do something for her.

The Woman Without Cordiality.  
I explained my errand—another house—to the second woman. She listened with an impassivity that made me wonder if by any chance she could be deaf (she wasn't, at least not in the ears, in the heart, maybe). Then she answered me with a coldness of tone and manner that made me feel as if I were running my head against a blank wall. I wanted further information, but didn't dare ask it. I thanked her and she very slightly inclined her head in acknowledgment and passed on.  
These two women were perfect examples of the difference cordiality, and the lack of it, can make in a personality.

Cordiality Is A Fire On The Hearth of The Heart.  
Cordiality is a fire on the hearth of

the heart. The friend basks in its glow and even the stranger feels its cheerful influence in his momentary contact with its owner. The heart of a person who utterly lacks cordiality is like a chilly room with a clean-swept, fireless hearth. The room may be beautifully furnished, but no one feels cheered or at home in it, even its owner.

The Heart Fire Shines Through Her Eyes.

I know a woman whom everybody likes. She is rather plain and not terribly clever, but oh, she is so cordial! You always feel cheered and warmed by meeting her. It is the influence of the beautiful fire that always blazes on the hearth of her heart. It shines through her eyes, the windows of her heart and soul, and warms her voice and manner.  
Cordiality is a great gift. Or is it wholly a gift? Cannot one kindle the fire by deliberate effort of one's will? I'm not quite sure which is the way of it. I guess it's about six of natural gift and half a dozen of acquired talent.

Is there a fire on the hearth of your heart?  
If not, don't you want to kindle one?

**What Are You Doing for that Eczema?**

"Nothing; I've about given up trying to cure it."  
"That is not wise. Do as I did and you will probably be cured in a short time. I used Zylex and Zylex Soap with it and my Eczema began to improve at once. A couple of boxes cured. You can get Zylex at your druggists."  
Zylex, 50c. a box; Zylex Soap, 25c. a cake.  
Zylex, London. eod,t

**NEW****Fruit, Etc.**

Arrived to-day per s.s. Tascas and s.s. Floridel.  
50 brls. Green Grapes.  
150 brls. No. 1 Gravenstein Apples.  
50 brls. Gravenstein (3's) Apples.  
20 crates Onions.  
30 sacks Onions.  
20 cases EGGS—Fresh from the nest.

**Soper & Moore.**

Wholesale Groceries, Fruit and Produce.  
Phone 480.

**Official Advice.****SUBSTITUTES FOR MEAT AND COAL.**

The British Board of Agriculture leaflet, says:—

Produce Food for Yourself!—Everyone who lives in the country or has a garden can produce something to eat—the more the better: vegetables, fruit, poultry, eggs, rabbits, milk, cheese. Plant at once what you can and prepare in all possible ways for next year's cropping.  
Every Plant in your Garden may save you Money!—Produce all you can; buy as little as possible! Cultivate thoroughly! Destroy Insect Pests and Weeds! Prepare Manure! Preserve and Store your Crops with the greatest care! The finest harvesting may be rendered useless by bad storing. Protect from the weather! Destroy Vermin! Store your own Vegetables! Bottle your Fruit or make Jam or Pulp of It! Preserve your Eggs when abundant! Cure your own Bacon!  
Eat Little Meat!—Replace meat by milk, cheese, peas, beans, and lentils which are as rich in flesh-formers as meat and much cheaper. Use more Vegetables! Eat more Fruit!

**STANDARD BREAD RECIPE.**

Bake your own Bread: It will be cheaper and better! Use whole-meal flour from home-grown wheat, barley, and oats. Good wholesome bread can be made from:

1. Household Flour, or Whole-meal Flour.
2.  $\frac{1}{2}$  Household Flour and  $\frac{1}{2}$  Barley Meal.
3.  $\frac{1}{2}$  Whole-meal Flour and  $\frac{1}{2}$  fine Oatmeal.
4.  $\frac{1}{2}$  Whole-meal Flour and  $\frac{1}{2}$  Maize Meal.
5.  $\frac{1}{2}$  Household Flour and  $\frac{1}{2}$  Boiled Potatoes.
6. Oatmeal.
7. Barley Meal.

Cook Vegetables by Steaming!—Boiling in water reduces their food value! Cook potatoes in their skins! Use the hot-box cooker; it will save coal.

Use Less Coal!—Burn wood, peat, etc. whenever possible!  
Save Fodder!—Use acorns, chestnuts, and beech-mast for stock; bracken for litter; all suitable straw for fodder; fodder crops for pigs. Keep pigs, poultry, or rabbits to eat up house refuse, damaged vegetables, light corn!

Waste Nothing!—Buy nothing from abroad that can be produced at home!

**Dr. Geisel at Keels.**

S.S. STRATHCONA CHARTERED.  
Special to Evening Telegram.

KING'S COVE, Oct. 20.  
Dr. Geisel spoke at Keels last night to an audience that packed the hall being composed largely of men. Nearly all the women remained at the close of the meeting to form themselves into a Health and Temperance committee.

Mr. Henry Hobbs was President, and in presenting the vote of thanks to Dr. Geisel said that the evils of alcohol on the body were presented by the able lecturer in such a convincing way that they could not soon forget it, and he believed that Keels would roll up a good vote for Prohibition on November the Fourth. A deep impression was made. Mr. Harry Crowe was then called upon and received warm applause from the audience at the close of his remarks.

Dr. Geisel's party are sailing to-day on the Strathcona which has been chartered to complete the Doctor's Health and Temperance tour of the outposts. Among other places she will visit are Greenspond, Newtown, Seldom, Pogo, Joe Batt's Arm, Change Islands, Herring Neck, Twillingate, Exploits, Pelly's Island, Nipper's Hr., and Botwood. If time will permit she will also visit LaSce, Englee and Conche.

**Amusements.****"THE WARD OF THE MISSION" AT THE CRESCENT.**

"The Ward of the Mission" is the title of a very fine dramatic feature the Crescent Picture Palace is showing to-day. It abounds in splendid photographic scenes and dramatic incidents. "The Family Black Sheep" is a two reel drama produced by the Kalem Company, Margaret Courtot, the great emotional actress features in this fine feature. A nugget from the Essanay gold mine is "The Volunteer Burglar," this is a capital melodrama. George Ade presents "A Couple of Side Order Fables" of the most humorous kind. Mr. Dan Delmar sings "This Life is a Game," a very fine number. To-morrow a very interesting two reel feature dealing with the methods of cooks in high society entitled: "The Intriguers" will be shown.

**MILLION DOLLAR MYSTERY DRAWS MOVIE PATRONS.**

Crowded houses attended the Nickel Theatre yesterday, every seat being occupied for each performance. "The Million Dollar Mystery" is as attractive as ever. "The Trex O' Hearts" has now become very popular in St. John's. Yesterday's episode was most exciting and was splendidly acted. The other pictures were also of the best quality and the singing of Messrs. Huskins and Cairns was splendid. This evening the whole programme will be repeated and all who were unable to be present yesterday should attend The Million Dollar Mystery and The Trex O' Hearts should certainly be seen.

**MARVELLOUS NOVELTY ACT TO-NIGHT AT ROSSLEY'S.**

There is a complete change of programme at Rossley's to-night. Atlantis, Fish and Jack in a great electrical spectacular and novelty act, one of their big circus acts, marvellous, thrilling, daring and sensational; patrons have a great treat in store. This beautiful novelty will be seen at both shows, every trick will be given same as the show. They have several wonderful drop curtains which add to the effects. On Trafalgar Night Miss Atlantis in her spectacular serpentine and butterfly dances. Her beautiful costumes which show up many faces known to all. The pictures are beautiful and need no mention. Tickets for Friday night's contest are going fast and those wishing good seats had best secure tickets early as possible. There will be a splendid matinee Saturday for the children don't let them miss it.

**ST. JOHN'S  
Municipal Board.  
PUBLIC NOTICE!**

The water will be shut off from New Gower Street, from Callahan, Glass & Co. to Springdale Street, between the hours of 7 o'clock and midnight to-night.  
JNO. L. SLATTERY,  
Oct. 21, 1915. Secretary-Treasurer.

**1st Nfld. REGIMENT.****Casualty List.**

OCTOBER 21st.  
1177—PRIVATE THOMAS CRAWFORD GOWANS, 6 Carnell Street. Dangerously wounded, Oct. 16th.  
J. R. BENNETT,  
Colonial Secretary.

**Children's Parade.**

This is Trafalgar Day, and it could not be more fittingly celebrated than with a Children's Parade, which took place this forenoon through the city. Although impromptu, as less than 24 hours ago the idea was conceived, the turnout was large and the parade successful in every way. At 10 a.m. one hundred and twenty boys between the ages of six and twelve years, and in khaki and man-o-war clad mustered at Government House Grounds where they were received by His Excellency Sir Walter and Lady Davidson. His Excellency in a patriotic speech complimented the boys, after which they made a tour of the city, under command of two petty officers of H.M.S. Cayps, and attracted considerable attention as they passed by as the parade to most people was a surprise. Of special interest and attraction was the improvised ambulance wagon, decorated with bunting emblematic of the Empire and its Allies. At noon return to Government House was made and the contingent dispersed.

**McMurdo's Store News**

THURSDAY, Oct. 21, 1915.  
Get an Ever Ready Safety Razor. It will only cost a dollar, including twelve blades complete. You will get a close, clean shave in very quick time—some accomplish the feat in three minutes—without the least danger of cutting yourself. You can obtain extra blades from us at any time. Now for a Shaving Stick! Oh, Excelsis by all means. This is the Shaving Stick you have been waiting for—the Stick that without exaggeration may be called the perfect one. Excelsis is made of well dried soap, without a particle of free alkali, and will give a thick, white creamy lather that will make shaving as near a pleasure as that necessary operation ever can be. Price 50c. a stick.

**Supreme Court.**

(Before the Chief Justice.)  
The King vs. Kong Wah and Hong Wee, for Larceny. The hearing of this case was continued after recess yesterday afternoon. Nine witnesses were examined. Court adjourned at 6 p.m. yesterday and the hearing will be resumed at 2.30 this afternoon.

**ROSSLEY'S EAST END THEATRE!**

St. John's Leading Vaudeville, Dramatic and Picture Theatre.

**SPECIAL ATTRACTION TO-NIGHT:****ATLANTIS—Fisk and Jack.**

Electrical, Novelty, and Lightning Change Artists.  
IN THRILLING, DARING AND SENSATIONAL FEATS.  
Something Never Seen Here in the History of St. John's. Magnificent Costumes. See Dainty Atlantis on the Huge Globe. Donald Fisk in Marvellous Act.  
TO-NIGHT, GREAT CIRCUS ACT.  
Balancing, Juggling, Electrical Novelty on Rolling Ball, Spectacular Dance—something wonderful.  
ALL NEW PICTURES. GREAT CONTEST ON FRIDAY NIGHT. LOTS OF FUN. TICKETS SELLING FAST.

NOTE—Don't let the children miss Saturday's Matinee, the greatest sight ever seen here.

**c. The Crescent Picture Palace. 5c.****"THE FAMILY BLACK SHEEP."**

A comedy-drama in 2 acts, produced by the Kalem Company, featuring Marguerite Courtot.  
"THE WARD OF THE MISSION"—A great Biograph feature. The cast includes Augusta Anderson and Robert Nolan.  
"THE VOLUNTEER BURGLAR"—A melodrama by the Essanay Company.  
"A COUPLE OF SIDE ORDER FABLES"—By George Ade, America's foremost humorist.

DAN DELMAR, the favourite Crescent Vocalist, singing Novelty Songs and Ballads.

GOOD MUSIC—A COMFORTABLE AND WELL VENTILATED THEATRE.

Coming—A Great Feature in 3 Reels—"A Siren of Corsica."

**The Hygiene of Gas Lighting.**

Incandescent gas is the ideal form of illumination for a living room. The soft yet brilliant light given off floods the room, and is restful both to the eyes and to the senses, preventing homelessness or sewing from being a source of eyestrain.

It has, moreover, been scientifically determined that the strong uprush of heated products of combustion from gas burners draws up the emanations from the skin and lungs of the occupants of the room, chills and sterilizes any accompanying germs, and, reaching the ceiling, diffuses through the plaster so rapidly as to draw fresh air from the windows and other openings.

**ST. JOHN'S GAS LIGHT COMPANY.**

Oct. 18, 1915.

**What's in A Name?**

Well, if the name is "Homestead" it means irrefragable quality and value, a tea whose purity and freshness is ever warranted.

Is not such a guarantee worth something to you?

**No Change in Price.**

"There's a smile in every cup of  
"HOMESTEAD."

**New Goods from Recent Shipments**

Kellogg's Caramel Cereal.  
Morr's Nut Milk Bars.  
Fry's Nut Milk Bars.

Finest Quality Rolled Oats, 55c. stone.  
Fancy Cut Canadian Oatmeal, 55c. stone.  
Cranberries, 45c. gallon.  
7 lbs. Am. Gran. Sugar, 45 cts.

Libby's Condensed Milk, 13c. can.  
Libby's Evaporated (unsweetened) Milk, 13c. can.  
Baked Beans, large tins, 10c.  
16 oz. bottle English Mixed Pickles, 15c.

American Parsnips & Carrots.  
Onions, 50 lb. crates.

**C. P. EAGAN,**

DUCKWORTH STREET & QUEEN'S ROAD.

**THIS WEEK'S SPECIALS**

A full range of

**Men's and Boy's Suits, Overcoats and Pants,**

in all the leading styles and made of the most reliable materials. Our prices this week will surely interest you. See our stock to-day.

**WILLIAM FREW.**

Advertise in The Evening Telegram