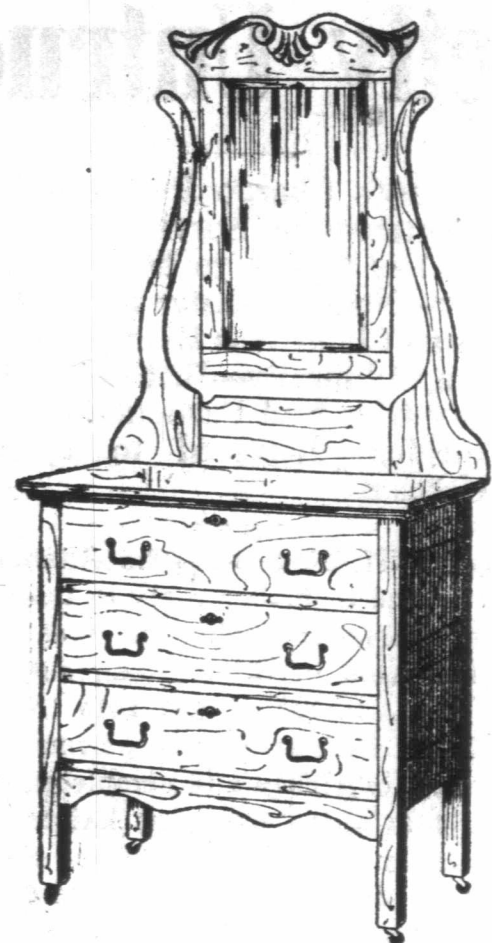


# GIGANTIC FURNITURE SALE

## FRIDAY and SATURDAY.

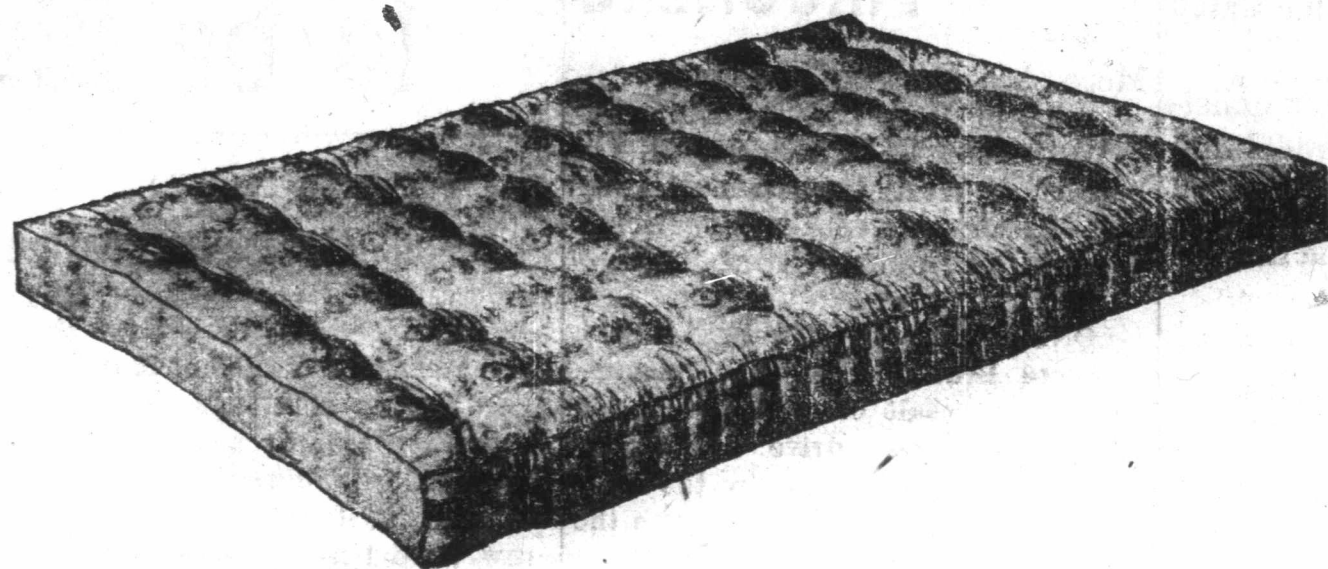
**W**E intend to give outport people the chance of their lifetime to buy Furniture, Bedsteads, Springs and Mattresses, at ridiculously low prices. Other merchants usually wait until the first of the New Year to put on their sale—after all the outport people have gone home. We believe that you should get the benefit of any low prices right now—so we are featuring a gigantic Furniture Sale on FRIDAY and SATURDAY of this week. Don't let this golden opportunity pass. If prices could talk they are now on speaking terms with you. Come and hitch your hard-earned dollars to the BIGGEST BARGAINS they ever pulled. Come right now. Don't wait another minute.



### 100 BUREAUS

Made Specially for us for this Furniture Sale. Surface Oak finish, large Mirror, and nicely finished. Worth \$10.50. At this sale to-day only

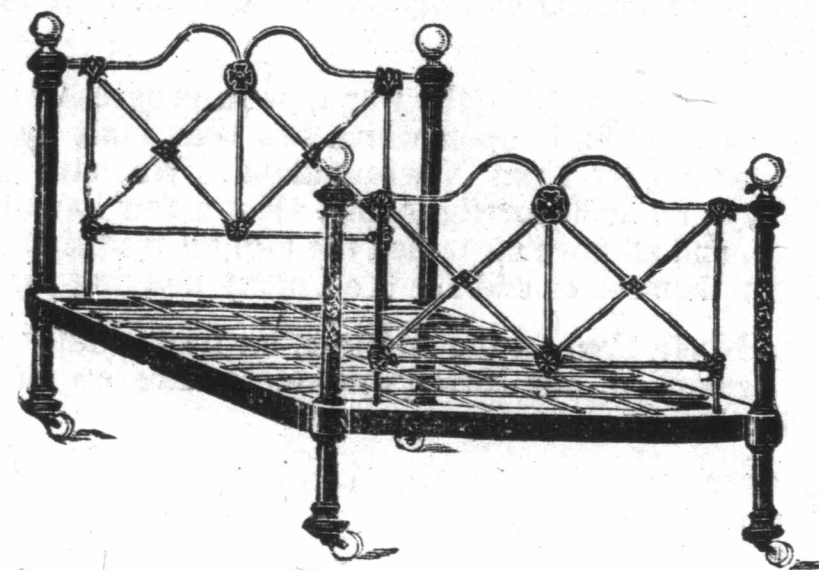
**\$8.50**



### 150 MATTRESSES

Made for us by our factory in building. All these Mattresses are built by machinery, and not stuffed by hand, hence you get an even Mattress all over. Special prices for this sale.

**\$2.00 up**



We have been told on several occasions that we sell Bedsteads cheaper than any other shop in town. We want you to come and see our Bedsteads. Specially priced for this sale at

**\$3.95 up**

Mattresses... \$2.00. Springs... \$2.00.



### 50 SIDEBOARDS

Made Specially for this sale, in Oak finish, with large Mirror. You will save big money on these Sideboards if you buy to-day. Specially priced for this sale.

**\$12.50 up**

**SPRINGS**  
from **\$2.00 up**



### CHAIRS at 75 cents

ROCKERS  
HIGH CHAIRS  
MORRIS CHAIRS  
COTS and TABLES  
HALL STANDS  
DINING ROOM SUITES

**C. L. MARCH Co., Ltd.,** Cor. Water and Springdale Sts.  
(Near Horwood Lumber Company)  
**ST. JOHN'S GREATEST BARGAIN STORE.**

## THE BRITISH AS TEA DRINKERS

One remarkable feature of English domestic life has been the increase in tea-drinking. In 1876 the consumption of tea per head of the population in the United Kingdom was four and a half pounds. In 1913 it was six and three-quarter pounds. The increase has been all to the good from the point of view of the nation's sobriety. It represents a real change in habit. Formerly it was customary for business men to clinch a bargain over a glass of wine or ale. Now this custom is far more honoured in the breach than in the observance. In busy cities tea is the beverage. The clerk, the foreman, the operative, the working woman all drink tea, greatly to the advantage of health and pocket.

The great increase in the consumption of tea is very largely due to the efforts of British planters in India. Formerly all tea came from China. Fortunately, however, it was discovered that the tea shrub is a native of Assam, one of the Indian provinces. Energetic Britons started planting in Assam. The present-day Indian planter is a very different individual from the luxurious gentlemen of "Tom Cringle's Log," and the romances of Marryat. His life is one of assiduous toil, sweetened by all too brief furloughs.

Luxury and extravagance are very far from being inevitable concomitants of his existence.

In Darjeeling or Kotagiri he enjoys that sweet half-English air of which the poet sings. In the Terai which stretches at the foot of the Himalayas he has to contend against all the iniquities of a fearful climate. Always and everywhere he is the same cheery and resolute fellow facing with equanimity alike the risks of disease, the difficulties inseparable from the management of native labor and the many plant disease which are the enemies of all cultivation in the tropics.

The pioneer planters had before them the task of reclaiming those jungle wastes of replacing their futile extravagance of vegetation by well-ordered gardens; of repopulating those bare tracts supplementing the scanty and inert inhabitants by large numbers of orderly and industrious workers from other provinces.

The planters are men conversant with modern science and use ingenious machinery well adapted to the purpose it serves. Large gardens, carefully planted, are cultivated by experts. After plucking the leaf undergoes many processes. It is withered to condense the sap. It is rolled to squeeze the juices out to the surface. It is oxidized to develop the flavor and aroma. It is fired to dry it. It is packed in clean, lead-lined, airtight chests.

All these processes are performed by clean, automatic machinery. Thus the teas from India are pure and free from all contaminating admixture. Coming from healthy, well-matured plants, they contain all the essential elements in rich abundance.

## Why Australia Tried to Bring On Compulsion

Estimated Need of Men to Reinforce Divisions Exceeded Recruiting—Canada Has More Men Overseas

Conditions regarding recruiting in that Commonwealth, which led the Australian government to decide upon conscription are reflected in papers received here. The British authorities estimated that 32,500 troops would be needed in September and 16,500 monthly thereafter till March next to maintain the strength of the Australian overseas army.

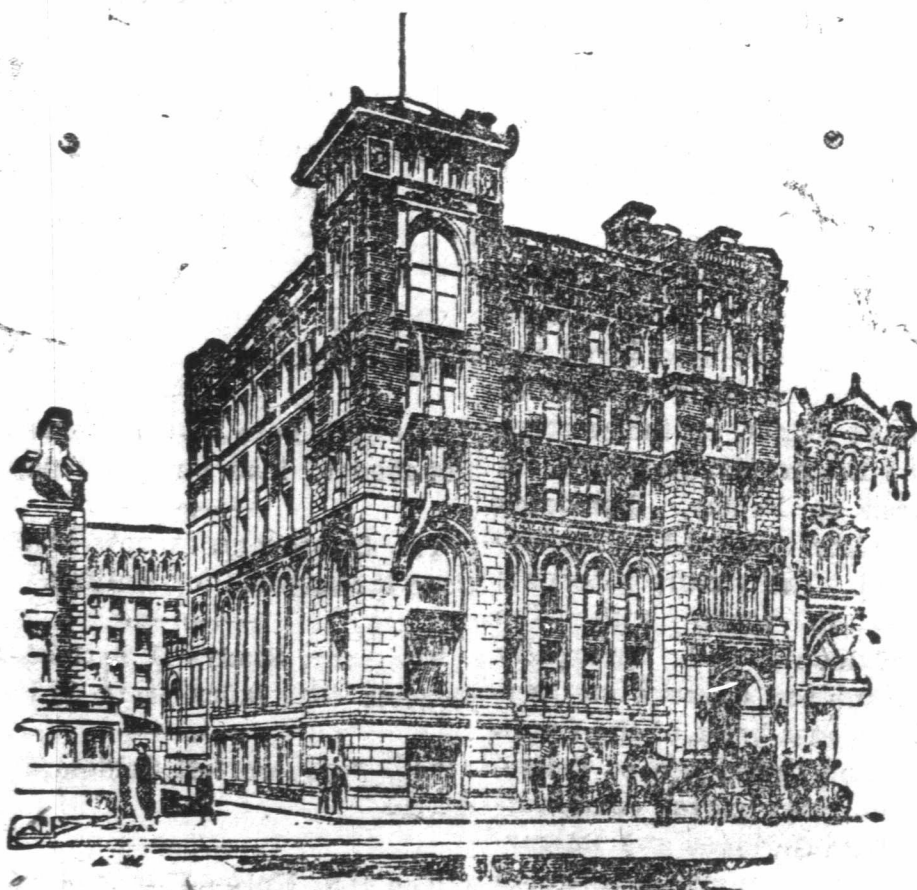
Out of 131,500 men required 73,000 could be drafted from Australia's 43,512 men in England, 44,511 at home, and 15,000 in transit. The balance was to be applied to forming a fifth division and for ten thousand men needed to make up for wastage.

### Enlistment Was Slow.

The rate of enlistment in summer was not promising. The figures indicated that by March only 23,000 men would be enrolled whereas 60,000 would be required. It was this situation which led Premier Hughes to invoke compulsory service by means of a referendum.

The Canadian recruiting situation is much superior to that of Australia. Canada has four divisions at the front and 175,000 men in England or soon to be there. The Australian overseas force consisted, according to the August figures of 85,000 men, comprising four divisions in France and a division of Light Horse in Egypt.

## THE CANADIAN BANK OF COMMERCE



HEAD OFFICE: TORONTO

### MAKE YOUR DOLLARS INCREASE

\$100 left with The Canadian Bank of Commerce at the present rate of interest will amount to

- \$103.01 in one year
- \$106.14 in two years
- \$109.34 in three years
- \$116.05 in five years

Other amounts will accumulate in the same proportion. Accounts may be opened with \$1 and upwards. Interest will be added half-yearly. Deposits may be made and withdrawn by mail. Out-of-town accounts receive every attention.

THE BANK HAS BRANCHES THROUGHOUT CANADA AND IN LONDON, ENG., NEW YORK, MEXICO CITY AND OTHER IMPORTANT FOREIGN CITIES

Thousands of people use this Bank as the custodian of their money, and their combined deposits now amount to over \$190,000,000

OPEN AN ACCOUNT, KEEP ADDING TO IT, AND ENSURE YOUR INDEPENDENCE

ST. JOHN'S BRANCH - WATER STREET

Advertise in The Mail and Advocate

## NO FIREWORKS EXTRAVAGANZA EVER EQUALLED GREAT SUPER-ZEPP'S FALL

### Writhed Like a Burning Worm Then Shot to Earth as a Flaming Meteor.

(By Wilbert S. Forrest, United Press Staff Correspondent)

LONDON, Oct. 30.—A close range view of a great flaming super-Zeppelin in toppling out of a black midnight sky is probably a lifetime privilege.

The certain knowledge that nearly a score of human beings are in their death throes does not occur to the observer of a Zeppelin's fiery demise. The splendor of the occasion only appeals.

England's latest air victim performed its final alms at the backdoor of the United Press correspondent's home. Watching the sky raider, held fast by earth searchlight tentacles, wriggling and twisting to escape the rays, a small brilliant disk of light suddenly illuminated its nose. Like an enormous thousand-candle-power flare it glared there momentarily and then, as if set in motion by some unseen force dilated with startling rapidity. White flames raced down the silvery back of the raider, probably two city blocks in length. The next stage of the wonderful display came faster than words can be written.

### Enveloped in Flames.

No fireworks extravaganza has ever equalled the glaring curtain of flame which flowed like a waterfall from top to bottom of the raider, enveloping her length and breadth. There, suspended on an even keel, the great airship hovered momentarily against the black sky, glowing and silhouetting every joint and crisscross of its metal skeleton.

Ten seconds, perhaps, it remained, like this. Then the great luminous tail began to curl like a burning worm. Fiery meteors shot earthward. The great monster's back became weak. Its belly sagged until the whole giant form described a weak imitation of the letter S.

### A Fiery Meteor

Then a real disintegration began. The whole twisted, fiery form began to fall. Monster pieces roared away

from the main body and hurtled themselves earthward. The carcass was falling hundreds of feet a second carried by the wind to the north. It upended, writhed back to the horizontal again and parted in the middle.

It was now only a falling mass of flame devoid of form. The incandescent flare which had illuminated half of North London and the fields and villages of Middlesex as bright as day subsided. As the flaming mass struck the ground a lower flare gave out a final light and all was dark again.

Cheers from a hundred thousand throats were carried on the breeze. Everyone knew that another Zeppelin had been added to England's bag. In the morning while soldiers were dragging charred and blackened bodies from under the smouldering ruins, the world was told that this time it was a super-Zeppelin.

## Russia Now to Issue a Blacklist

PETROGRAD, Nov. 5, via London.—A "blacklist" similar to the one in force in Great Britain and including the names of most of the foreign firms trading with enemies of Russia, soon will be published by the ministry of trade and industry in accordance with a decision of the council of ministers which needs only the signature of the Emperor to become law.

The maximum penalty for infraction of this measure will be one year and four months imprisonment, or a fine of 25,000 rubles.

The new ruling, the Canadian Press is informed by the foreign office, is aimed chiefly at firms masquerading under neutral names, but essentially belonging to enemy countries.

READ THE MAIL & ADVOCATE

## Canada's Big Labor Power

Canada has still a big, untapped reserve of labor power capable of being enlisted into the munitions service. The Minister of Munitions has sent a special mission to Canada to assist in the organizing of it; and apparently the Imperial Munitions Board has the machinery of organization almost ready for training the reserves of Canadian labor, and drafting the new men and women workers, where they can be most effectively used.

Private factories are being equipped in Canada, as the munition factories under national control have been for more than a year in Great Britain, with fit accommodation for women workers. The need in some industrial centers for suitable lunch rooms near the factories is being met; in some cases by the establishment of a restaurant directly connected with the munition works.

Women of the Y. W. C. A. are actively associating themselves with the work under the direction of the Imperial Munitions Board. Many Canadian women are voluntarily giving their time to help in the organizing of Canadian factory conditions suitable for women munition workers; and in towns where women workers have to be drafted in from elsewhere, the Y. W. C. A. is already playing an active part in securing the necessary housing accommodation.

It is very evident that the British Ministry of Munitions is eager and anxious still further to increase and to speed-up the munitions output. Since the British authorities organized the Imperial Munitions Board in Canada a year ago, under the chairmanship of Mr. J. W. Flavell, there has been a constantly increasing effort to get the whole available power of the nation enlisted in the munitions line.

The advent of Mr. Mark Irish, a business associate of Mr. Flavell's, to the Munitions Board a few weeks ago as director of labor, would seem to have advanced the Imperial munitions cause in Canada another stage. This is a war of war machines. Canada's munitions machinery is still capable of manifold expansion; and there would seem to be no evidence from the shell-torn battle-fields of Europe that it is too late for Canada to get into line on national munitions service. The Citizen has devoted

## British Imports and Exports.

British figures of foreign trade continue to show improvement with each succeeding month. It is evident from them that no opportunity is lost sight of in the effort to check needless imports and to expand exports. While, of course, under the present war conditions inbound shipments are largely in excess of those sent out, the trend is toward producing a more favorable balance of trade. In the month of September imports exceeded exports by about £34,000,000, but in that month the former were only about £27,000,000 more than in the corresponding one in 1915, while the exports were over £11,000,000 more. An analysis of the figures shows the significance of them. The greater portion of the advance in imports was for raw material, such as ores, timber, cotton, wool, such tattle materials, oil seeds, fats hides and skins, and grain, flour, and meat. Reductions were shown in imports of certain kinds of food and drink and in articles wholly or mainly manufactured. On the other hand, exports of food and drink—aside from grain, flour, and meat—increased about 25 per cent., and a similar increase was shown in those of coal and coke. Of articles wholly or partly manufactured the September exports showed an increase of nearly £10,000,000. They included manufactures of iron, steel, and other metals, cutlery electrical goods, machinery, cotton, wool and silk yarns and fabrics, apparel, chemicals, dyes, etc.; leather, earthenware and glass manufactures paper, railway carriages motor cars, and cycles.

In the textiles the increase in exports was especially notable, aggregating over £5,500,000, or nearly 50 per cent.

many editorial columns since the spring of 1915 urging the organization of the Canac an munitions industry on a basis of national service. The Imperial Munitions Board has done big work in the year of its existence. The country should be brought to realize how vitally important the work is in the cause of the Allies; and patriotic Canadian people may be trusted willingly to volunteer for whatever kind of national service they may be called upon to undertake.