

LOCAL NEWS

We test your eyes by the best methods. K. W. Epstein & Co., Optometrists, 198 Union street. Open evenings. T.F.

Now it's boys' overcoats at \$4 and up. See them in the window—Turner, out of the high rent district, 440 Main. T.F.

MODERATE PRICED FURS. Secure your furs early from us, our assortment is large and the prices are right. Brager's, the house of dollar a week payment plan, 185-187 Union street.

"Burn RADIO Chestnut, the superior kitchen hard coal—Consumers Coal Company, sole vendors." T.F.

MEN'S SUITS. In the old blue worsted cloth, made up in the latest style, at \$18, \$20, \$22 and \$24. They are equal to any suit made to order at \$25 or \$30. Call and see them. It will pay you to get your suit at Wilcox's, Charlotte street, corner Union. 10-19.

Our new lines of neckties and pendants are winners. \$5 to \$85. Poyas & Co., 12 King square (near Imperial). 10-19

J. G. Glick, Ladies' Tailor, 106 King street. 11-1

CREDIT IF YOU WISH. Our stock in ladies' fall coats and costumes is large. Come in before buying elsewhere. Brager's, the house of dollar a week credit, 185-187 Union street.

Great sale men's hip rubber boots, \$1.75 pair—Monsieur's, 189 Union street, W. E. 10-19

"Burn RADIO Chestnut, the superior kitchen hard coal—Consumers Coal Company, sole vendors." T.F.

You can buy a good strong well made suit for your boy for \$4 at Turner's, out of the high rent district, 440 Main. T.F.

"Burn RADIO Chestnut, the superior kitchen hard coal—Consumers Coal Company, sole vendors." T.F.

A good black Melton overcoat at \$10, the best in town for money—Turner, out of the high rent district, 440 Main. T.F.

Any men looking for stylish and durable fall and winter overcoats should see Brager's, 185-187 Union street.

Wanted—Bell boy, Royal Hotel. 10-20

LADIES! Get your new fall coat where you can get the best style at the lowest price in town—that's Wilcox's, Charlotte street, corner Union. 10-19

Fall Fix-ups at Duval's, 17 Waterloo. 10-23

SWEATERS. Our Military Sweaters for men at \$2.75 and \$3.75 are the best in town for the money. If you are looking for a sweater you should see our lines—they run in price from \$1.50 to \$6.00. It pays to shop at Wilcox's, corner Union and Charlotte streets. 10-19

SAMPLE SUITS. Just arrived, a full line of samples in ladies' suits. Prices from \$18 to \$40, \$25 to 20 per cent. while they last. Wilcox's, Charlotte street, corner Union. 10-19

BUSINESS MEN, ATTENTION! General duplicating undertaken at short notice. Best grade work guaranteed. Knodel Typewriter Co., 31 Prince William street, Phone M. 2661. 10-20

UNDER NEW MANAGEMENT. The Chocolate Shop, 26-28 Charlotte street, has been closed since Monday undergoing a thorough renovation, and will re-open on Friday. Mrs. L. E. Tapley has taken over the management, and will conduct an up-to-date tea room in connection with the business.

Notices of Births, Marriages and Deaths. 50c.

BIRTHS. LEGGE—On Oct. 17, to Mr. and Mrs. P. J. Legge of Lancaster Heights, a son. Toronto and Winnipeg papers please copy.

DEATHS. McKNIGHT—On Oct. 18, Mrs. Harry L. McKnight of 102 City Road, leaving husband, three young children, father, mother, three brothers and five sisters to mourn.

Funeral notice later. DRISCOLL—At the residence of her niece, Miss Miller, 49 Brittain street, on Oct. 18, Margaret Driscoll.

Notice of funeral in morning papers. TRAVIS—October 17, Anna Marie, daughter of John and Mary Travis, aged two years and one month.

Funeral on Thursday at 2:30 from No. 2 North street. Friends invited to attend.

PHALEN—On the 17th inst. James R. Phalen, son of John Phalen, aged fourteen years.

Funeral from his father's house, 278 Brussels street, on Thursday, Oct. 19th, at 2:30 P. M., to the Mission Church of St. John Baptist.

IN MEMORIAM. TOWER—In loving memory of our dear father, Charles L. Tower, who departed this life, Oct. 18, 1910. Gone but not forgotten. Six years have passed. And still thy memory lingers near. WIFE AND FAMILY.

For a nice clean smooth SHAVE it is hard to beat a GEM RAZOR. You can always get the Improved kind, at THE ROYAL PHARMACY 47 King Street.

LOCAL NEWS

Canadian soft coal has taken another jump in price, owing to the scarcity of coal, due to the enlistment of the miners and other workers. The advance is from 50 to 75 cents a ton.

Mayor R. T. Hayes will leave this evening for Ottawa to attend the meeting of deputations from Canadian municipalities to confer with the government regarding the high cost of living.

A rally in Portland street Methodist church last evening was marked by pointed addresses and an excellent musical programme. Mayor Hayes presided and was the first speaker. At the conclusion of the programme refreshments were served.

H. B. Alward, who has been the driver of No. 1 Salvage Corps apparatus, has resigned his position and has accepted a position in Lynn, Mass. A farewell was tendered him on Monday night by the members of the corps, who presented to him a traveling bag.

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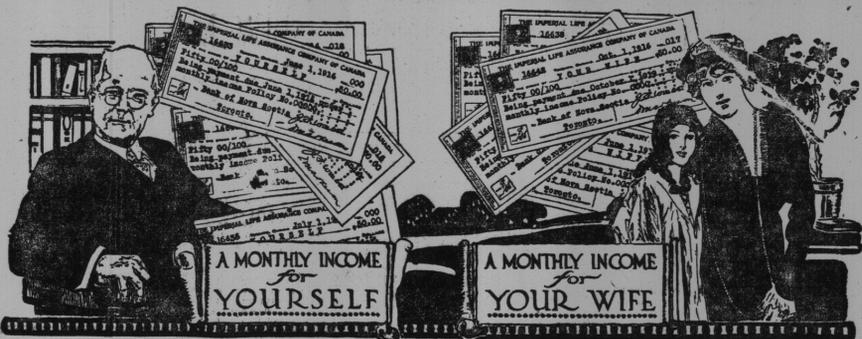
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A Monthly Income for Life

SUPPOSE you knew for certain that when your earning days are over your present income would be replaced by another—one which would be adequate for the support of yourself and of your family! And suppose you were sure that income would continue as long as the need for support exists! Can you imagine anything more comforting?

For Yourself in Old Age

NINETY-FIVE out of every hundred men who live to be sixty years of age are then dependent upon their daily earnings or upon charity for their support. It was this condition that caused Lord Rothschild, the eminent banker, to say that "while it required a great deal of boldness and of caution to amass a fortune, it required ten times greater wit to keep it."

But you can easily escape the misfortune of being dependent in your old age. Simply invest a portion of your earnings for a few years in an Imperial Monthly Income Endowment. Then, beginning when you are 55 or 60, or at whatever age you choose, we will send to you—regularly—each month—for the rest of your life—a cheque to provide for your comfort and independence.

If you should die before the policy matures the Monthly Income will be paid to whomever you have named as your beneficiary. And these Monthly Income payments will be made to you or to your beneficiary for not less than 20 years, no matter when your death may occur.

For Your Wife in Widowhood

YOUR salary will stop with your pulse. But your widow and children will still require shelter, food, clothing, education.

You can provide now for these needs by means of an Imperial Monthly Income Policy. Then after you're gone we will send to your widow—regularly—each month—a cheque for \$25, \$50, \$100, or whatever sum you may choose. These Monthly Income payments will commence immediately after your death. They will continue as long as your widow lives. Should she not live to receive at least 240 Monthly Income cheques, the balance of that number will be paid to her estate.

There is no other provision you can make for her that is so sure and, at the same time, so convenient. Just think! She will have no worry or bother or expense in looking after the investment of her legacy. She can't lose it. Neither can she be swindled out of it. And it will earn a rate of interest far beyond what could be secured by an inexperienced investor, without danger—great danger—of losing the principal sum.

NOW—while you are insurable and can spare the money—ask us to tell you how small a yearly saving will put an Imperial Monthly Income Policy between you and a penniless old age—between your family and a life of hardship. Just fill in the information called for on the coupon at the side and mail it to us and we will send you full particulars without delay.

It will cost you nothing to learn all about this most modern form of life assurance. Sign the coupon and mail to us to-day—to-morrow may be too late!

The Imperial Life Assurance Co. of Canada. Head Office: Toronto. Please send me full particulars and quote premium rate for an Imperial Monthly Income Policy to pay \$... each month. I was born on... and if I should decide to purchase a policy would want the Monthly Income made payable to my... who is... years of age. Name: Address:

The Imperial Life Assurance Company Of Canada Head Office, Toronto

Norway Fish At Old Prices. Fat Herrings . . . . .15c. tin. Kippered Herrings . . .15c. tin. Mackerel in Bordelaise Sauce . . . . .20c. Fresh Mackerel . . . . .25c. They Are Delicious. Last Chance—Buy Today. Gilbert's Grocery. USE THE WANT AD. WAY.

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Father Morrissey's. THE BEST QUALITY AT A REASONABLE PRICE. Bring your broken Glasses to Sharpe's. We grind the lenses in our own plant on the premises, consequently can make replacements in the shortest possible time. If you bought the glasses here, 'phone us and we can start at once on the new lens, for the measurements are on file here. Accuracy of all our work is guaranteed and prices are very reasonable. L. L. Sharpe & Son, Jewelers and Opticians, 21 KING ST., ST. JOHN, N. B. USE THE WANT AD. WAY.

Ingelhoff's Cheese is the cheese that spreads like butter. Three varieties. Made in Canada. Your Broken Glasses can best be repaired by us. Exact duplicate from broken glass guaranteed. Our own lens-grinding factory means prompt delivery. Try us with your next repair. D. BOYANER TWO STORES: 38 Dock Street, 111 Charlotte Street. USE THE WANT AD. WAY.

THINK! Before You Buy FURNITURE. Do you think you should consider where to buy your furniture, just go into the first store you see? One moment's thought will show you that for Quality, Large Selection and Low Prices, you cannot approach Marcus'. The turnover we do, the large stock we carry, and being just out of the high rent district, enables us to give you the greatest value at the least cost. We have just received a new line of attractive furniture, which will not fail to appeal to those who take delight in making the house a joy forever. J. MARCUS 30 Dock Street Look For the Electric Sign. Two-thirds of the feeding value of the alfalfa plant is in the leaves. If the leaves are lost in curing only one-third of the feeding value remains. This makes it important that alfalfa be cured so as to save the leaves. You'll find every modern service in our big new storage warehouse at 30 CHARLOTTE. Private or merchants. D. MAGEE'S SONS 63 King Street. USE THE WANT AD. WAY.

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