

A GOOD RETURN and a SAFE INVESTMENT THE SMART BAG COMPANY 7 P.C. CUMULATIVE PREFERRED STOCK.

Eastern Securities Co. Ltd. W. F. MANON, Managing Director, 52 Prince William Street, Phone 2508. St. John, N. B.

Nova Scotia Steel and Coal First Mortgage 5 Per Cent. Bonds Due July 1st, 1915. Denomination \$1,000, \$500 and \$100. D. B. DONALD, Bank of Montreal Building, Phone, M. 1963 St. John, N. B.

The Sun Life Assurance Co. of Canada Will support you in old age or look after your family if you are prematurely taken away. It will cost you comparatively little each year.

Steel Ceilings Are you building, or have you defective ceilings? Use our Artistic Steel Ceiling plates. Easily put up, not expensive, outlast the building.

Clapboards and Shingles ALSO Ruberoid Roofing Murray & Gregory, Ltd. ST. JOHN, N. B.

HARD COAL American and Scotch All Sizes Old Mines Sydney and Reserve R. P. & W. F. STARR, Ltd. 49 Smythe St. 226 Union St.

Hard Wood At Bargain Prices \$2.00 PER LOAD Broad Cove soft, and Scotch Hard Coal, always on hand. Good goods promptly delivered.

Soft Coals I want to wind up my winter trade in Soft Coals. A small lot of several kinds. All good coals. JAMES S. MCGIVERN, 5 Mill Street Telephone 42.

GIBBON & CO. deliver all kinds of Coal and in any quantity to suit at this time of year. To kindle fires quickly, the best and cheapest kindling is Gibbon and Co.'s Charcoal, 1 1/2c. per bag or two bags for 25c. at the grocery stores.

NOTICE I want to find out if our advertisements of the Best Coal in This Market, namely the "C. C. C." BRAND are being read. Now LISTEN:— If you will write me a postal giving your name and address (which will imply to me that you would give a small bag a fair trial) and you are not now using "C. C. C." or Salmon Ash Coal, we will deliver to you a small bag for trial at no expense or other obligation.

FINANCIAL WORLD

A MOVE TOWARD DECLINE IN PRICES

New York, May 4.—A definite movement toward lower prices gained considerable headway today in the stock market. The curious apathy which the market has displayed recently in the face of unsettling influences disappeared today and stocks no longer received such staunch support as to render them immune to these influences.

Bearish activity increased later in the day, however, and in the last part of the session seemed to be concentrated on U. S. Steel, large blocks of which were thrown on the market in rapid succession.

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NEW YORK STOCK MARKET

Table of New York Stock Market prices for various commodities like Am. Copper, Am. Beet Sugar, Am. Car and Foundry, etc.

MONTREAL

Table of Montreal stock market prices for various commodities like Bell Telephone, Canada Car Bonds, Canadian Pacific, etc.

CLOSING STOCK LETTER

New York, May 4.—While the action of the stock market yesterday reflected great inherent strength, the fact remained that prices had enjoyed several days of continuous advance without appreciable reaction.

CLOSING COTTON LETTER

New York, May 4.—Reports of an active demand for spots in Liverpool reported sales reaching the large total of 15,000 bales for the day.

PRODUCE PRICES IN CANADIAN CENTRES

Table of produce prices in Canadian centres for various items like Flour, Oats, Corn, etc.

We Own and Offer at Par and Interest, Yielding 6 Per Cent. \$20,000 Canadian Cereal and Milling Co. Ltd.

First Mortgage Sinking Fund Gold Bonds Dated June 1st, 1910. Due June 1st, 1920. Interest Payable June 1st and December 1st.

J. C. MACKINTOSH & CO. ESTABLISHED 1873. H. M. SMITH, Mgr. Members Montreal Stock Exchange. Direct Private Wires.

A SAFETY DEPOSIT BOX in our vault is the best place for you to keep securely your valuable papers, jewels and things of that nature.

FIRE, MOTOR CAR and MOTOR BOAT INSURANCE JARVIS & WHITTAKER, General Agents, 74 Prince Wm. St.

Over \$2,000,000 in Profits HAS BEEN ALLOTTED IN 1910 TO POLICYHOLDERS BY THE CANADA LIFE

"A TRUSTEE THAT NEVER DIES" The Eastern Trust Company ACTS AS—Executor, Administrator, Trustee, Guardian.

RED CROSS GIN MADE IN CANADA

Advertisement for Red Cross Gin featuring an illustration of a man in a suit and a large bottle of the gin. Text describes its benefits for health and protection against colds.

Vertical text on the far right edge of the page, including "RESULTS OF THE" and "SPORTS".