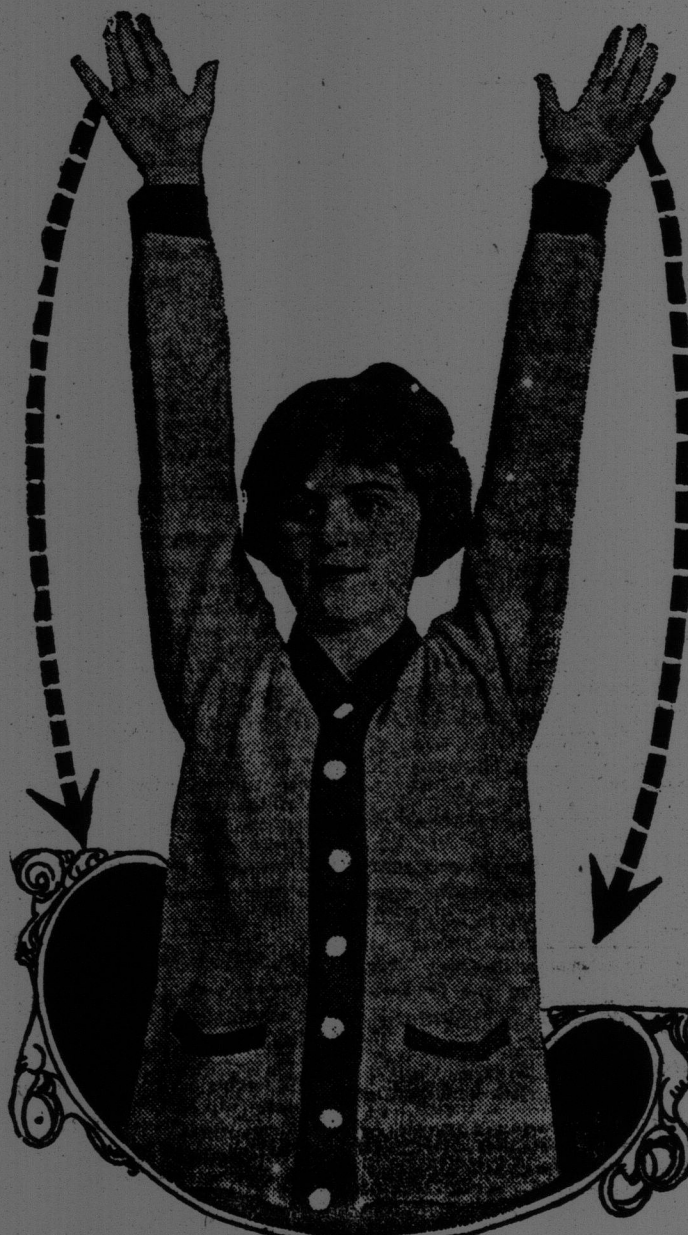


"INSURANCE AGAINST GROWING FLESHY"

LESSONS FROM IRENE HOUGH'S BEAUTY



Also repeat motion with arms, side ways, holding body rigid.
(By Idah McGlone Gibson)

(Copyright, 1914, by Irene Hough.)

Although slender to a degree, Miss Irene Hough, who has been acclaimed the most beautiful telephone girl in America, confided to me that she always was haunted by a fear that some time she might be fleshy.

"There is no reason why you should get what is called 'the middle-aged spread,'" I told her. "All you have to do is curb your appetite and take plenty of exercise."

"The best exercise that I know is also one of the simplest. Raise your hands over your head and as you do so inhale

a deep breath, then slowly bend your body from your hips, keeping your knees stiff until you can touch your fingers to the floor. Repeat this movement, side ways, with the arms, holding body rigid. If a girl will do this fifty times a day it will insure the narrow hips that are now fashionable and a fine supple waist.

"Another excellent exercise is to raise on your tip-toes and then settle down until you are in a sitting posture.

"This is much harder to do than the other exercise, but it is a wonderful help to a graceful carriage and enables one to essay the new dances with confidence.

Few girls or women know how stiff they are in the knees until they have tried this movement.

FOR OPEN FIRES

You will find our fresh mined **BROAD COVE COAL** will give you every satisfaction.

We can supply your needs promptly for any quantity, large or small. It will soon be needed. Why not—

ORDER TODAY?

CONSUMERS COAL CO. LIMITED
331 CHARLOTTE STREET
TELEPHONE: MAIN 2670

TIMES, DECEMBER 24, 1914

Good Fruit at Low Cash Prices

You will require some good fruit for Sunday. Here it is:

Florida Oranges—Large size, sweet and juicy 20c. dozen

California Navel Oranges—Medium size 30c. dozen

California Navel Oranges—Large size 40c. dozen

Florida Grapefruit—Large and luscious 3 for 25c.

California Seedless Lemons—Large size and finest quality, 18c. dozen

Choice Malaga Grapes 18c. lb.

Phone Your Order to Main 886

Philps'

The Store of Quality in Food Stuffs, and Low Prices.
Douglas Ave. and Main.

RECENT DEATHS

A telegram received by Mrs. J. Harvey Brown of this city, conveyed the sad news of the death of her sister, Lottie A. Mrs. Hubert P. Page, at her home in Matsqui (B. C.), on Sunday, December 20.

At Upper Cumberland Bay, on Dec. 14, the death of Mrs. Henry Phillips took place. She was survived by her husband and five children, besides her father and mother. The body was interred in Cumberland Bay cemetery.

Mrs. Elizabeth Hayes, wife of Captain Hayes, of Dufferin Row, a well known resident of the West Side, died

yesterday aged 84 years. She was a native of Ireland, but came to New Brunswick while a girl of eleven, and had resided for many years in St. Andrews. Her father was the late Patrick Dwyer. The funeral will be held on Sunday afternoon and friends are asked to attend.

The death of Mrs. Mary, widow of Dr. M. H. Peters, took place Thursday afternoon at her home, City Line, Lancaster. She was a native of England. Mrs. Peters is survived by one daughter, Mrs. Kenney, wife of Dr. F. L. Kenney, of Carleton, and a step-daughter, Miss Laura Peters, who resided with her, and two sons—Douglas, at home, and Stanley, in the States. A step-son, Charles, also is in the States.

Miss Laura Lathern died at the ladies' College, Sackville, yesterday, aged 47 years. Miss Lathern graduated at Mount Allison University in 1891, and has been teacher of English and Latin at the Ladies' College for twenty-one years.

Hints for the Cook**Smith College Fudge**

One cup white sugar, 1 cup brown sugar, ½ cup molasses, ½ cup cream and ¼ cup butter, melted. Boil 2½ minutes, stirring rapidly. Then add 2 squares chocolate scraped fine. Boil 5 minutes more stirring most of the time. Add 1½ teaspoon vanilla, stir till creamy. Pour in buttered pans to cool.

Carrot Pudding

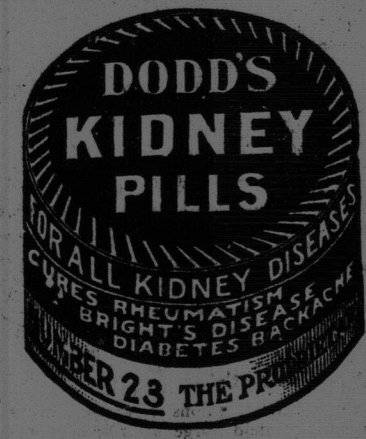
Grind cup each of potatoes and carrots, cut up fine, cup beef suet, half cup dark brown sugar, ½ cup flour, ½ teaspoon baking powder, ¼ cup milk, 1 teaspoon mixed spices, 1 cup currants and raisins, nuts and orange peel if you like. Steam 3 hours. Serve with hard butter sauce.

Dandy Jacks

One cup white sugar, three eggs and one tablespoon butter. Beat this hard, add taste of nutmeg, now add sufficient flour to roll out in any desired shape. Fry in boiling fat. Sift a little granulated sugar on top.

Rice Pudding

One cup cooked rice, 1 quart milk, 1 cup sugar, little nutmeg and salt, 2 well-beaten eggs and small piece of butter. Bake in slow oven until set like a custard, not stirring after first 15 minutes.

**An Advertisement to Wives**

Perhaps you don't want your husband to insure his life. The possibility of his dying suddenly seems too awful to think about. And getting money as a result of such a tragedy offends your conscience.

Well now, do you know two widows, one left comfortably provided for by life insurance money and another left destitute? Ask them what they think of life insurance. Then draw your own conclusions.

If what they say leads you to believe in life insurance—as we believe it will—ask for our free booklet "Safeguard your legacy." It will tell you about an Imperial Life Policy in which your husband can save a few dollars each year. Then if he should die we will pay to you as long as you live—regularly—each month—a certain amount of money to keep you and the little ones from want.

Fill out and mail the coupon below.

Name.....Age.....

Address.....

Husband's occupation is.....

THE IMPERIAL LIFE
Assurance Company of Canada
HEAD OFFICE, - TORONTO

A. P. Allingham, Provincial Manager, St. John

Copyright 1914

"Newspaper advertising is the cheapest way to sell the smok goods—"
Bill Wise

Manufacturers who are interested in daily newspaper advertising for nationally distributed products can obtain the co-operation of The Telegraph and Times in arousing the interest of local dealers and in gathering data covering trade conditions in this city. Communications should be addressed to The Advertising Manager.



and here are clothing values that will impress you with the many advantages of making this store your place to buy.

ALL OUR OVERCOATS, from the Balmacran to the plush-lined ulster at 20 and 25 per cent. discounts. Some of these are the famous 20th Century Brand.

Not many of a kind, but some fine pickings.

A GOOD PLACE TO BUY GOOD CLOTHES

Gilmour's
68 King Street

"I knew a chap," said Richard Crocker, "who was wounded in the Civil War. The wound was only slight, and I was surprised to meet this chap, after the war was over, hobbling along on a pair of crutches. 'Hello,' I said, 'can't you get along without crutches, old fellow?'"

"Well Crocker," said he, "the doctor says I can, but my pension lawyer says I can't."

HOW TO PLEASE MOTHER OR FATHER

A pair of perfect fitting glasses gives more solid comfort to those who need them than anything under the sun.

We can easily explain how this can be accomplished and be a perfect surprise for Xmas.

We supply good rimless eye glasses for \$3.50.

We also guarantee satisfaction.

K. W. Epstein & Co.
Opticians
Open Evenings 193 Union Street

Re-Organization And Our Plan For 1915!

The first thing we wish to do is to take off our hats to our many customers and the public at large for the splendid support they have given us in the last ten years. So that it has been possible for us to rise from a small insignificant store to one of the leading stores in this city.

HERE IS OUR NEW PROGRAM FOR 1915

Part 1—We have placed all our orders for spring with the most prominent manufacturers in Canada, and we have also made arrangements whereby it has been possible for us to procure the best value possible for cash prices.

Part 2—We are going to specialize in every line as much as possible, each price representing the best possible value.

Part 3—We will also attach our Guarantee Label together with the price, and will have the largest assortment that has ever been shown.

Part 4—We have made arrangements to procure all merchandise made by Union Labor with the Union Label attached as far as possible. We believe in Unions or any Organizations that may have for their motto, the Betterment of the Laboring Class. It is only fair that each and all of us should get our share for what we produce. Because better pay means better homes, better homes mean better communities, and better communities mean a better country at large.

Part 5—We are quite aware that we are one of the few who are willing to take this particular stand, because it means selling goods at less profit. However, we are satisfied. We believe in going forward. We have made a success in the past, but we believe it is possible to do still better in the future. We can assure you that in 1915 we shall give you better values and better service than we have ever done before.

In order to carry out our programme for 1915, we find that we have to remove our entire stock of High-class Clothing and Furnishings, bought specially for the St. John trade.

Read our advertisement in Monday Evening's Times regarding our Re-Organization Sale.

Our Store will be closed all day Monday to prepare for our Great Re-Organization Sale. Sale starts Tuesday Morning at 9 a.m.

CHAS. MAGNUSSON & CO., 54-56-58 Dock St.

Where Clothing Made by Union Labor Will Be Sold.

This is a Copy of Many Letters Where We Have Demanded Merchandise Made by Union Labor

Dec. 1, 1914.

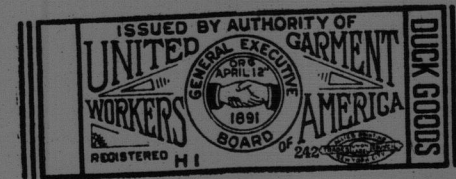
The Brandon Shoe Co., Ltd.,
Brantford, Ontario.

Dear Sirs:—Please let us know if you employ Union Laborers in your factory, as we find there is a great demand for Union-Made Goods. We are going to try and get for our 1915 stock as much goods as possible with the Union Label.

Trusting to hear from you in the near future, we remain,

Yours respectfully,

CHAS. MAGNUSSON & CO.

Two Copies of the Many Union LABELS Which We Will Have on Our Clothing for 1915**This is a Copy of One of the Many Answers in Reply to the Letter Printed in Panel to Left****Made in Canada**

Brantford, Ont., Dec. 3, 1914.

Messrs. Chas. Magnusson & Co.,
St. John, N. B.

MONARCH SHOES ARE UNION-MADE SHOES

Dear Sirs:—Answering your letter of the 1st inst., are pleased to advise that we have adopted the UNION STAMP, and employ nothing but Union Labor, which signifies that there is no Industrial School Labor or Prison Labor in the make-up of MONARCH shoes.

It would seem, from previous intimations from you, that there is a great demand for UNION-MADE goods in your City and District, and we sincerely hope by featuring UNION-MADE MONARCH Shoes and UNION STAMP, that you can see your way to favor us with much larger orders in the future. If there are any repeat lines that you would like us to make up for you, we are in a splendid position to do so now, and repeat order blanks are herewith enclosed. Please bear in mind our specialty,

21 DAYS' SERVICE

Assuring you of our appreciation of all past favors, and thanking you in advance for your co-operation in pushing UNION-MADE MONARCH SHOES, we beg to remain,

Yours very truly,

THE BRANDON SHOE CO., LTD.
N. W. Creech, Secretary.

Chas. Magnusson & Co.
54-56-58 Dock Street