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THE EVENING TIMES AND STAR, ST. JOHN, N. B., SATURDAY, MARC'I 13, 1915

Insure Your Brains In The Canada Life

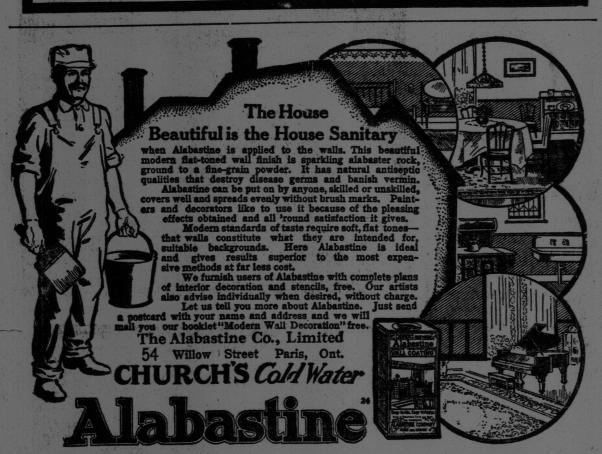
The able, efficient Manager is the brains of many a business. He is the firm's greatest asset. But the death of that Manager destroys this asset and may create a liability which will wreck the firm.

Sometimes a business with moderate capital makes greater headway than one much better equipped in that respect. The secret of its success is its superior management. How necessary it is, then, that the firm should be protected against the loss of this most important factor.

The Canada Life way of doing this is well worth your earnest consideration. Its partnership policy takes the risk from the firm. We shall gladly send you particulars.

> Herbert C. Cox, President and General Manager.

J. M. QUEEN, Manager for New Brunswick, St. John







FUNDS REQUIRED FOR THE LOCAL WHITE PLAGUE FIGHT

At the last meeting of the St. John At the last meeting of the St. John association for the prevention of tuber-culosis the nurses' report gave the following totals: Dispensary open, 13 days; attendances, 41; prescriptions filled, 21; patients, 6 new, 78 old; tuberculosis pulmonary, 47; under observation, 30; discharged, 3; died, 4; patients receiving attention, 117. The four deaths

London, March 12, 10 p.m.—Walter Hines Page, the American Ambassador, and Mrs. Page, have announced the en-gagement of their daughter, Katherine, to Charles Greely Loring, son of the late General Charles Loring, of Boston.





Gas Ranges

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Do you know that the cost of your two or three cigars—say a quarter a day—will maintain about \$4,000 of life assurance for a man between 25

You can afford to smoke, sure! But you can also afford an Imperial Policy to provide for your wife and little ones should death call you suddenly. For particulars write

THE IMPERIAL LIFE Assurance Company of Canada HEAD OFFICE - TORONTO

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

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