There Is No Mystery About Our Premium Plan!

We manufacture about 400 lines of our own and they are the goods that we are forcing the sale of.

To sell these goods by the usual plan is to send out travellers and carry on expensive advertising,
etc., which will cost over 40 per cent. We have discontinued all advertising except what applies to our store
and are taking our travellers off the road and are instead giving the purchaser of goods from us 20 per cent.
and making the other 20 per cent. ourselves. Is this not a good business proposition?

On lines that we sell that are not of our own manufacture, we give the consumer about all of the
profit, through our coupons, but we do this in order to have in our stores sufficient lines of steady consumption to enable a family to secure coupons fast enough to enable them to get many articles of value in
a short time free. So you see that our plan is the only one that really solves the cost of high living and
still gives us a living margin.

Boot and Shoe Department Boys' School Boots

We have a line of boys' school boots that has added a great many customers to our store, it is a Box Calf Laced Boot, Blucher Cut, and we Warrant every pair to be solid.

Size 8-10 . \$1.35 Size 11-13 . \$1.75 Size 1-5 . \$2.00 20 P. C. COUPONS WITH EVERY PAIR.

The Asepto Flan

The Asepto Flan

The Asepto plan of doing business is the only plan of its kind in Canada.

It works itself out in this way: If you spend five cents you get a check worth one cent; if you spend twenty five cents; if you spend \$1.00 you get one worth five cents; if your purchase amounts to \$5.00 you get one worth \$1.00, and so on.

These goods we sell to you at the same price you would pay for them at any other store in the city. Instead of giving you a small cash discount, we give you a check worth twenty cents for every dollar you spend. We make profit on the goods you purchase and pay cash for, while the goods you purchase and pay cash for, while the goods you purchase for you at the wholesale prices. To get you to make the first purchase costs us something white the second purchase with our checks you are bound to make from us. There is no selling expense attached to the latter.

Men's Waterproof Boots

MADE IN TAN OR BLACK LEATHERS.

High cut or ordinary length. Made of the very best Kangaroo stock.

Hand sewed and guaranteed to keep out the water.

We have also a line of HIGH CUT BOOTS in Tan or Black, Waterproof at

\$4.50 20 P. C. COUPONS WITH EVERY PAIR.

Our \$3.00 Shoes for Ladies

ARE MAKING A BIG HIT.

Ladies' Laced and Button Boots made in Dongola Kid, Gun-metal
Alf, or Vici Kid.

These popular priced shoes are made on very stylish and up-to-date
lasts and are perfect fitters.

20 P. C. COUPONS WITH EVERY PAIR.

Ladies' Evening Slippers

You need them now and we have them. They are made in a variety of styles and of popular material, Patent Leather, Kid, Velvet, and Satin,

20 P. C. COUPONS WITH EVERY PAIR. Men's Working Boots \$1.70

Just the thing for good rough wear. Made of Heavy Split Leather Tap Soles, and guaranteed Solid Leather throughout.

A good shoe for a man who wants a solid shoe at a low price.

20 P. C. COUPONS WITH EVERY PAIR.

Asepto Store

Cor. Mill and Union Streets

St. John, N. B.



Is Found in Every Package of **MASTER MASON"**

Chew and Smoke. Cut Plug Tobacco.

SOLD BY ALL DEALERS.
Manufactured By
ROCK CITY TOBACCO CO., QUEBEC.



WITH THE BOWLING

n the City bowling league fixture Black's alleys last evening the ters took three points from the underers. In the Commercial gue T. S. Simms & Co. took three nts from M. R. A. Ltd.

CITY LEAGUE. Tigers.

Lunny.. 88 94 86-268 89 1-3

COME FOR BARGAINS

Annual Clearance Sale

SAMPLES, DAMAGED SHOES, OBSOLETE LINES AND OVER-SHOES, selling at about Half Price.

Then 10 p. c. Cash Discount on il up-to-date stock of Boots, those, Slippers and Pumps.

READ THE BARGAIN LIST

Ladies' Good Rubbers, 400

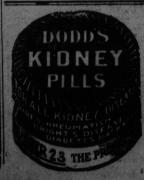
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Francis & Vaughan 19 Kine Street

McKiel 85 82 75—242 80 2-3 Belyea . . . 108 79 81—268 89 1-3 Mttchell . . 105 80 83—268 89 1-3 Moore . . . 82 92 96—270 90 468 427 421 1316

410 362 363 1135

YALE WINS HER SECOND HOCKEY GAME



DEFEATS

DECISION LIKELY ON NE TEMERE CASE WITHIN THE YEAR

Ottawa, Ont., Jan. 24.—Hon. C. Doherty, Minister of Justice, todi announced that the Ne Temere ca for the Privy Council would be prepe ed without delay. No time will lost in having the case argued and was probable that the decision wou be given within a year.

LATE SHIPPING

Lt.-Gov. Tweedie is New Patron for Year - Work of Last Year Outlined in Inter-

Patron for Year – Work of Last Year Outlined in Interesting Reports.

At the named meeting of the six of the Canadian Record of the Standian Anabilance Association held you with a first of the Canadian Record of the Standian Record of the Recor

Fresh Air Sunshine Scott's Emulsion Happy Thoughts

Vitalizing Elements into your home; they are the simple means of keeping Nerves, Brain and Body strong, active, enduring.

Scott's Emulsion

VALUABLE PONY IS VICTIM OF RABIES

The Weak, Lame, Aching Back Comes From The Kidneys.

FOR MENDICANTS

GRITZ 5 lb. Bag 25c.

