We Will Pay \$50 in Cash for the Best Answer to Three Questions

You can help us determine just which part of our plan is the part on which we should concentrate. You can do it and at the same time earn one of our cash prizes.

Which point of superiority do the purchasing public seek above all others when they buy the goods we are

To the person who most clearly expresses the leading reason why everybody in St. John should make their purchases at the Asepto Store we will pay \$15.00 in cash. For the next best reply \$10.00. For the next best \$5.00, and for the next twenty, each a bright new one dollar bill.

Meantime an examination of our store, a small purchase, a talk with our clerks, a look over our lines and a general sizing up of our whole business will be of service to you in earning one of the prizes.

The Facts in Brief

The Asepto Plan

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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 shool you get one worth twenty cents; if your purchase amounts to \$5.00 you get one worth twenty 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 dis

For years we have been offering remiums on goods of our own sale and the price is marked in plain fleaves.

Are Requested to Answer

SMOKERS' SETS
DOLLS
TOVS
UMBRELLAS
CARVING SETS
SILVERWARE
WORK BASKETS
SLIPPERS
CLOCKS
STATUARY
CHRISTMAS TREE
ORNAMENTS
TEA SETS
DINNER SETS
LIMOGES CHINA
(HAND Painted)
SCISSORS
BON-BON DISHES
PEARL HANDLE
PICKLE FORKS and
BUTTER KNIVES
CAKE BASKETS
CAKE BASKETS
CAKE PLATES
CHINA SUGARS
and CREAMS
PAPETRIES
BOOKS OF AII KINDE
COMPANION SETS
LEATHER GOODS
BOYS' and MEN'S
CLOTHING
SUITS and OVERCOATS
WRITING CASES manufacture.

For the past few years we have given the premium plan our special attention, the outcome of which is the Asepto Store, Corner Mill and Union streets.

It has been our constant aim to give a better premium than offered by any other concern.

You do not have to take an article of our selection for your coupons. and even competitors are compell-ed to remark that we have the finest line of premiums ever brought together under one roof.

These Are the Three Questions That You

FIRST—What in your judgment is the feature in the Asepto plan that has made our store do a volume of business in less than six months that other stores have not been able to get in years?

SECOND—What was the most important feature that first induced you to buy at the Asepto store?

THIRD—Which of these four vital points— Asepto Quality, Asepto Service, Asepto Store Location, or Asepto Premiums—would you advertise with the conviction that when people knew that fact they would go to our store and take advantage of our whole plan?

Answers to this advertisement must not exceed five hundred words.

The best replies will be used for advertising purposes, but the names of writers will not be published unless requested.

A box will be placed in our store on Wednesday morning, January 3rd, 1912, at eight o'clock, where replies may be deposited at any time until the close of the competition. If you live outside of the city limits, you will be allowed to send your reply by mail. No employee or person in any way connected with our business will be allowed to compete:

All letters should be addressed to Doopt. 99. ASEPTO

Includes BOOTS AND SHOES CROCKERY CUT GLASS WATER BAGS BROOCHES. PENDANTS HAT PINS MAGIC LANTERNS INK STANDS SMOKERS' BETS DOLLS TOYS

Function in Keith's Assembly Rooms, Last Evening, One of Most Enjoyable Ever field in City-Visitors Welcomed in

Hearty Style.

Scotch songs, the-shirt of the pipe, and addresses booting the province should be province than a difference booting the province should be province than a difference booting the province should be province than a difference booting the province should be province than the province should be province should be provinced and the store of the province should be provinced and the store of the province should be provinced and the store of the province should be provinced and the store of the province should be provinced and the store of the province should be provinced and the store of the province should be provinced and the store of the province should be provinced to the province should be provinced and the store of the province should be provinced to the pro of welcome, and recited the following verses:

A song to the land o' cakes

A health to her braw laddies
Who've come to play the game
Of which they are the daddies.
They've braved the stormy seas
To face our wintry weather.
Now we a welcome give
And greeting to the heather.
We've stout Canadian hearts
Can stand a win or beating,
Then hither curiers a'
We'll have a happy meeting.
So let the besoms swing
While merry shouts are pealing,
We'll play the game like men
With friendship's hearty feeling,
To sporran and to kilt
To spartan and to thistle
Lift high the Maple Leaf
And bravely toot the whistle.
"We're a' John Samson's bairns"
The same old banner o'er us
As comrades hand In hand
We'll drain a Droch and Dorus
A solo was then sung by Fred McKean who was given a hearty encore.

THE C. P. R.

THE SECRET OF A GOOD

THE RAILWAY LINES

CANADIAN GRAIN OVERFLOWS SPACE

Winnipeg, Man., Jan. 5—So congested has elevator space become in Western Canada to handle grain in storage that the railroads are making special ries to Duluth, where it is said, space for 15,000,000 bushels of Canadian grain can be stored.

Will Preach in Centenary. Rev. Harold T. Roe, of Mansfield, England, will preach in Centenary church Sunday evening at 7 o'clock.

OPERA HOUSE

W. S. Harkins Co. Matinee Today 2.30

"The Turning Point" By Presston Gibson.

TONIGHT,

"The Blue Mouse"

The Best Comedy Ever Seen in St. John





LADIES!

HAY, 162 Union St.



