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.

you in earning one of the prizes.

The Facts in Brief Every article in our store is for sale and the price is marked in

For years we have been offering premiums on goods of our own 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. plain figures. Also every article is a premium and is given you at the same price for coupons as if you paid eash.

The plan that we follow is the

and even competitors are compelled to remark that we have the fluest line of premiums ever brought together under one roof.

Our Stock

BOOTS AND SHOES CROCKERY CUT GLASS WATER BAGS BROCCHES BROOCHES
PENDANTS
HAT PINS
MAGIC LANTERNS
INK STANDS
SMOKERS' SETS
DOLLS

SMOKERS' SETS
DOLLS
TOYS
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
CHINA SUGARS
and CREAMS
PAPETRIES
BOOKS of All KINDE
COMPANION SETS
LEATHER GOODS
BOYS' and MEN'S
CLOTHING
SUITS and OVERCOATS
WRITING CASES

The Asepto Plan

The Asepto Plan

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 you get one worth five cents; if you spend \$1.00 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

These Are the Three Questions That You Are Requested to Answer

FIRST—What in your judgment is the feature in the Asepte 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 Asepte store?

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

only one of its kind in Canada,

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.

By January 15th, the contest will close at eight o'clock. Any replies received after that date and hour will not be entered for competition. Cash will be sent to the will not be entered for competition. Cash will be sent to the will nevel be an awarded. By April 1st every person who naswers will receive a complete list of all to whom awards have been made, together with the replies that are entitled to the larger amounts. Five reliable persons outside the business will be event of a tie, the awards will be equally divided. tion. Cash will be sent to the winners just as soon as possible after
prizes have been awarded. By April
1st every person who answers will
receive a complete list of all to
whom: awards have been made, together with the replies that are entitled to the larger amounts. Five
reliable persons outside the business will be selected as judges. In
the event of a tie, the awards will
be equally divided.

All letters should be addressed to Dept. 99, ASEPTO LIMITED, Cor. Mill and Union Streets, St. John, N.B.

the end of the government what and this would be dropped if the property was purchased.

A motion to strike out the recommendation to offer \$50,000 for the property was passed.

Move to increase Ferry Tolls.

Ald. Hayes then moved that the ferry tolls be increased, as follows: Single tickets (of 50) from 50 cents to 50 cents; shook tickets (of 50) from 50 cents to 50 cents; single teams from 6 cents to 8 cents; double teams from 612 cents to 15 cents. His reason for moving this motion, he said, was the unsatisfactory state of the ferry finances. At present the cost of maintaining the ferry service was \$42,000 a year. The ferry was carryling a bonded indebtedness of \$18,000 involving an annual charge of \$10,000. The city was making an outlay of \$52,000 each year on account of the ferry.

The present service was a great deal better than when the prevailing tolls were fixed, and the people of Carlton should be asked to pay more because of the better service. To to 1904 the tolls paid the maintenance evnenses, but in 1909 the city in addition to paying the interest on the bonds contributed \$10,000 to to meet operating expenses.

To the bonds contributed \$10,000 to to meet operating expenses traffic the school meet in \$1, John next is mer by making a grain equal to the school meet in \$1, John next is mer by making a grain equal to the school meet in \$1, John next is mer by making a grain equal to the school meet in \$1, John next is mer by making a grain equal to the school meet in \$1, John next is mer by making a grain equal to the school meet in \$1, John next is mer by making a grain equal to the school meet in \$1, John next is mer by making a grain equal to the first to provide its citizens with car appointed to Ald. Wigmore, McLeod and Kested were appointed a committee a point to the dama on much in the first provide its citizens with car and the company are unfit for occupancy their present state and that they mer first provide its citizens with car and the company are unfit for occupancy the company are unfit f

TERRIBLE **HEADACHES**

Trenton Merchant Driven to Despair by he Pain.

"FRUIT-A-TIVES" CURED HIM

Ald Hayes' Motion to Increase Tolls About 25 per cent. Defeated on Division Yesterday — Council Decides to Consider Applications for Increase Solaries at Special Meeting — Other Euristees Done.

A the morting of the mining recognition of the Solaries at Special Meeting — Other Euristees Done.

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BURIAL OF DICKENS'

de would have desired simple funeral abject to approval of his daughters."

OPERA HOUSE

TONIGHT

W. S. Harkins Co.

The Sensation of the World" "The Blue Mouse" Universal Verdict-

The Best Comedy Ever Seen in St. John Regular Matinee-Saturday 2.30.

"The Turning Point"

RED ROSE FLOUR

In 24 1-2 lb. Bags





Earth Takes 3 Million

Mile Dip Towards Sun

THE FIRST OF MARCH

MIDNIGHT VISITANT

WAS ONLY THE COON

The mayor said Ald. Potts' motion as the ferry employes had applied for increases. The mayor said Ald. Potts' motion as out of order as there was a few order as the control of the committee of the whole. He said the property of the committee of the whole as out of order as there was a few order as the property of the water and severage Board. The report of the Water and Severag

DINNER TO CURLERS.