THE STANDARD, WEDNESDAY, FEBRUARY 14, 1912

Without Extra Cost THE ASEPTO PLAN OF Doing Business is The only plan of Its kind in canada. What Would You Most Like

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 wenty-live cents you get one worth five cents. If you spend \$1.00 you get one worth twenty cents. If you purchase amounts to \$5.00 rou get one worth \$1.00 and so on. These goods we sell o you at the same price you at the sai at you would pay any other store Instead of giv e afterwards ecks are given wholesale price at the wholesale i get you to make purchase costs u thing, while the se chase, with our checks, your bound to make from us ttached to the latter

In Your Own Home?

An attractively furnished home adds greatly to your domestic life. You can make your home as cozy as you desire without it costing you one cent. By the Asepto plan you can get all kinds of house furnishings clothing of every description, china, cut glass, silverware, jewelry, watches, boots and shoes, and hundreds of other articles FREE.

We would like to talk with you personally, of the ASEPTO FAMILY TO FACTORY PLAN. It is simply a matter of changing to a more economical way of buying your household supplies.

It is possible for you to get FREE AS A PREMIUM from us any article you may select, whether we are at present carrying it in stock or not.

THERE IS NO MYSTERY ABOUT OUR PREMIUM PLAN.

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 travelers and carry on ex-pensive advertising, etc., which will cost over 40 per cent. We have discontinu-ed all advertising except what applies to our store, and are taking our travelers of the road and are instead giving the purchaser of cond. In the purchaser of a good business proposition On lines that we sell that are not of our own manufac-ture, we give the consumer about all of the prolit, 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 en-ble them to get many ar-ticles 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. We manufacture ab FOR INSTANCE, SUPPOSE YOU DESIRE A PIANO. We do not sell os, but we can arrange to enable you to get one as a premium, or any other selection, say a fur lined coat, or a handsome set of furs, in fact we will arrange to supply you with any article you may name. If it is high priced, you had better start at once.

Come in and talk the matter over first, with our Mr. Gray, at the store. Corner of Mill and Union streets and you will then understand how easy it is.

Remember-That the first consideration with us is quality; that our price is NO HIGHER THAN THAT CHARGED BY ANY RELIABLE DEALER, and in addition YOU SAVE 20 PER CENT. ON ALL PUR-CHASES made in our store and you will see by Article No. 2 in this ad. how it is possible for us to do this.

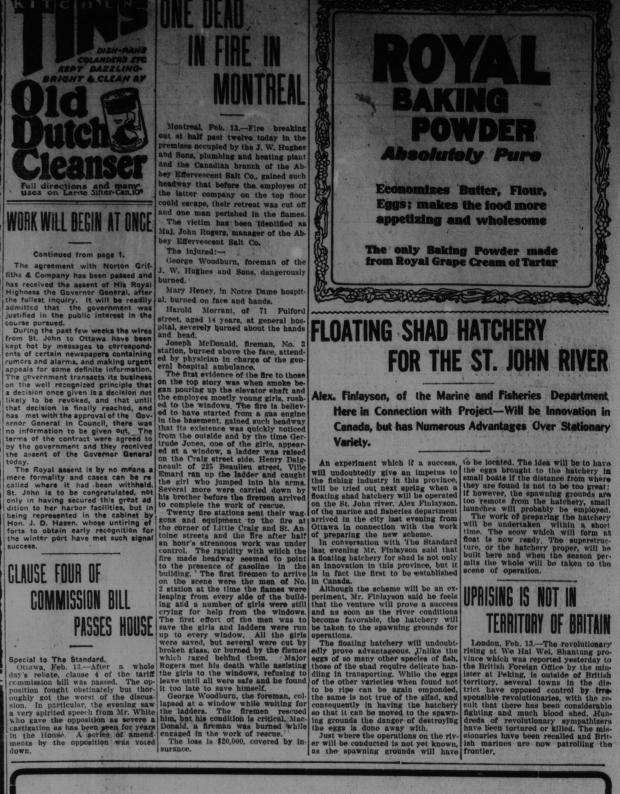
Mother, we make it possible for you to give your husband, daughter or son that present you have had in mind so long,

Children, we provide a way for you to present to mother or father that article of comfort that you have never felt able to give them.

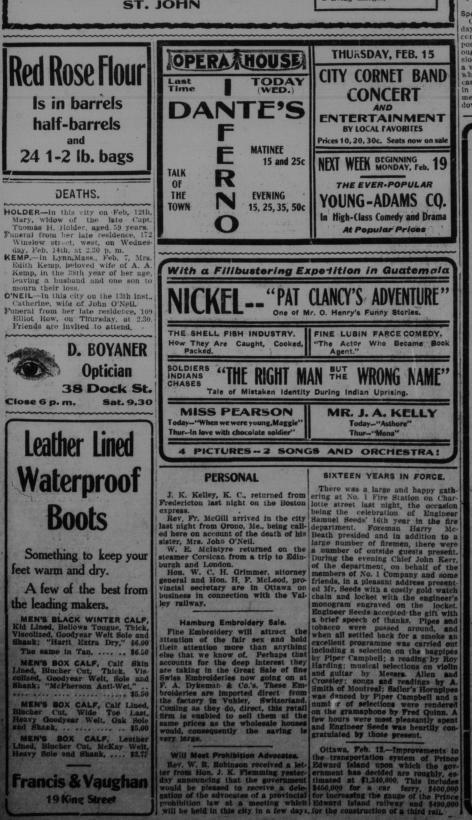
Asepto Store COR. MILL AND UNION STREETS ST. IOHN



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Toronto, Ont., Feb. 13, F. B. Cowgill, Manager,

United Typewriter Co., Ltd.

80 Prince Wm. Street. St. John.



Western Union Telegraph Company today signed order for Ten Thousand Underwood Typewriters for immediate delivery. Every telegram must be taken down on an Underwood hereafter.

(Signed) J. J. SEITZ.

The above is the largest single order of its kind ever given. It affords additional proof of the superiority of the Underwood Tpyewriter.