

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.

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.

\$6.50

\$4.50

Our \$3.00 Shoes for Ladies

ARE MAKING A BIG HIT.
Ladies' Laced and Button Boots made in Donagola Kid, Gun-metal, calf, or Vici Kid.
These popular priced shoes are made on very stylish and up-to-date lasts and are perfect fitters.

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.

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.

Asepto Store

Cor. Mill and Union Streets - St. John, N. B.

OPERA HOUSE

MON. TUES. and TUES. MAR. Feb. 5-6

GEORGE BARR McCUTCHEON'S

BEVERLY OF GRAUSTARK IN FOUR ACTS

COMPLETE SCENIC PRODUCTION STRONG ACTING COMPANY

GORGEOUS COSTUMES EXACTLY AS PRESENTED IN TORONTO MONTREAL, WINNIPEG AND ALL THE PRINCIPAL CANADIAN CITIES

Concert tonight.
An excellent programme has been arranged for the concert to be held for King's College in Trinity church schoolroom at 8.15 tonight. The performers will be Miss Shreve, Miss Louise Knight, A.F.C.M., the Misses Ruth and Jessie Knight, Mrs. J. M. Barnes, Master Taras Bailey and E. R. W. Ingraham.

Children's pure gum rubbers, 25c a pair. At the People's Dry Goods Store, 14 Charlotte street.



DIED.

HANNAH—In this city on the 29th inst., Euphina Graham, leaving six brothers and two sisters to mourn her sad loss. (Prince Edward Island and Spokane papers please copy.)
TURNER—Sunday, Jan. 28th, 1912, Ida Gertrude, wife of J. Allan Turner, leaving husband and two daughters to mourn their sad loss.
Funeral services, 2.30 p. m., Tuesday at her late residence, 279 Princess street. Relatives and friends are respectfully invited to attend.
EVERETT—On Sunday 28th inst., Charles S., eldest son of Henry L. and Marion S. Everett, in his 45th year.
Funeral Tuesday afternoon from the residence of his brother-in-law, Donald Hunt, 289 Charlotte street. Service at 2.30 o'clock.

If you break your glasses, bring the pieces to us. We can give you an exact duplicate without the prescription.
D. BOYANER, Optician, 28 Desk St.

Hampton—Hobley wants his son to follow in his footsteps.
Rhodes—That's too old fashioned. I want mine to follow in my auto tracks.

Bargains Today

Children's Warm Footwear COME EARLY

Child's Combination Stockings and Rubbers
Sizes 6, 7, 8, 9, 10. 50c
Sizes 11, 12, 13, 1, 2. 60c

Child's Waterproof 1-Buckle Overshoes
Sizes 6, 7, 8, 9, 10. 50c
Button and Buckle
Sizes 11, 12, 13. 80c

Child's Warm Felt Slippers
15c to 50c

Splendid Bargains in Men's and Women's Overshoes, Rubbers and Fine Boots

Francis & Vaughan
19 King Street

NORTH AMERICAN LIFE

REPORT FOR 1911

The Thirty-first Annual Meeting of the Company was held at its Home Office in Toronto on Thursday, Jan. 25th, 1912, when the report of the business of the year ended Dec. 31st, 1911, was presented.

CASH INCOME.

The Cash Income during the year from premiums, interest, etc., was \$2,295,176.98, showing a large increase over the previous year.

PAYMENTS TO POLICY-HOLDERS.

The amount paid on Policy-holders' Account was \$988,313.49, of which \$148,135.09 was for surplus or dividends. The "real" importance of the policy-holders' interests is at once apparent, considering that the sum of \$6,000 only was paid to Guarantors. Holders of Deferred Dividend Policies, received \$501,399.96. This item, including Reserve and Surplus, shows an increasing amount from year to year. It is an incident of the Company's growth and progress, and affords ample evidence that the business is being conducted for the benefit of the policy-holders.

ASSETS.

The Assets increased in 1911 by \$924,324.25, and now amount to \$12,313,107.57. The Bonds and Stocks owned by the Company are carried, as heretofore, at their cost price, although the market value was \$168,575.72 in excess thereof, for which credit has not been taken.

NET SURPLUS.

After making provision for all liabilities and further strengthening the reserves, the Net Surplus was increased to \$1,300,784.00. This shows a handsome increase over the surplus of last year, and at once establishes the unexcelled financial condition of the Company.

INSURANCES INCREASED.

The policies issued during the year, together with those revived, amounted to the sum of \$4,129,486, being an increase of \$1,019,367 over that of the previous year. The total business in force amounts to \$45,849,515.

L. GOLDMAN, J. L. BLAIKIE, Managing Director, President.
C. S. EVERETT, Eastern Superintendent of Agencies.
W. F. GODARD, Provincial Manager, 54 Princess St., St. John.

C. N. RAILWAY WILL COMMENCE WORK OF EXTENSION

Winnipeg, Jan. 29.—Sir William McKenna today said the C. N. R. will spend \$25,000,000 west of the lakes in extensions and betterments this year, and will employ about twenty thousand extra men.

GOVERNMENT WILL PROVIDE INTERESTS OF ST. JOHN

J. B. M. Baxter, M. P. P., Tells St. John Conservative Club Impressions of Government at Ottawa—Accomplishing in a Few Months what Liberals Talked of for Years and then Left Undone.

There was a very large crowd in attendance at the smoker given by the St. John Conservative Club in their rooms Market building last night, and it proved a most enjoyable affair.

William M. Campbell was the chairman and after a brief opening address and pipes and tobacco had been passed around, an excellent programme was carried through.

Hon. Robert Maxwell was the first speaker. He referred to the large crowd present and spoke of the great work that is being done by the present local administration. While the estimates showed that there was a deficit of something over \$56,000, it was an accurate statement and showed the correct attitude.

The government, with the correct attitude, could have shouldered a surplus if they had doctored the accounts as did the late government. Today the roads and bridges in the province are in a better state than they ever were before.

He also spoke of the great work that was being done for the farmers of the province. A horticulturist and an assistant were travelling through the province and establishing orchards and demonstrating what could be done by scientific work. A qualified man had been engaged to visit the farmers and encourage them to take up scientific farming. The object of the government is not so much to bring immigration as to keep our own young men and women in the province.

The government was prepared to give any young man who wanted a farm a hundred acres in the great blue belt in Victoria Co., or along the Minto Road and assist him in every way possible. The Fleming administration and the Conservative government in power the speaker predicted a great future for St. John, the Province of New Brunswick and the entire Dominion.

Planning Debery was called on, and spoke of his pleasure in being present at the assembly. He said that he had great faith in the work done by these clubs throughout the district, believing that they keep the spirit of the party alive. He said that all were proud of the party, and history has proved that not only in Canada, but in the Old Land, the Conservative party has been the only one that could handle a crisis.

J. B. M. Baxter, M. P. P., when called on, like the other speakers, was greeted with rounds of applause. He said that he had recently paid a visit to Ottawa and had paid a visit to the House of Commons. The member for St. John, the Province of New Brunswick, was there without his boxing gloves on the desk in front of him; Sir Wilfrid Laurier was there without his rapier. He said that he had a great deal to say about the party, and he said that he had a great deal to say about the party, and he said that he had a great deal to say about the party.

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INSTRUCTIVE TALK ON THE GREEK DRAMA

Prof. Harris Delivers Interesting Lecture in Centenary Church Parlor—Well Qualified to Deal with Subject.

The Greek drama and the Greek theatre was the subject of an interesting and instructive lecture delivered last evening in the parlor of the Centenary church, by the distinguished lecturer and writer, Prof. W. H. Harris, of Harvard University.

Having spent considerable time in research among ancient cities of Greece, Prof. Harris is eminently fitted to deal with the subject, and the entertaining manner in which he dealt with the subject made the lecture a very enjoyable one.

After commenting on the remarkable rapidity which characterized the Greeks in the sphere of politics, art and literature, Prof. Harris pointed out that although the documents extant relating to the origin of the Greek drama, are more or less fragmentary, the spirit of the drama among the Greeks probably dates back much further than the period to which its origin is universally ascribed, and while the drama might readily have arisen from the celebration of the deeds of the heroes, Prof. Harris, it actually had its inception in the ritualistic celebration of the god Dionysius, who was not merely a wine-god, but the deity of vegetation as well, who shared his immortality with the people.

Despite the many differences between the Greek drama and that of our own period, the many points in common between the ancient drama of Greece and the modern drama of today, are strikingly apparent. The stage manager's importance in the production gradually became recognized, stars arose, realism prevailed and the demand of the audience for a pleasing denouement became imperative.

A vote of thanks moved by Rev. J. J. McKeown and seconded by Dr. R. F. Quigley was tendered the lecturer by Dr. Bridges, who acted as chairman during the evening.

LARGE CROWD SEE NICKEL PROGRAMME

Large audiences attended the Nickel theatre yesterday afternoon and evening and enjoyed an excellent programme of music and motion pictures.

The Edison drama was a feature. It is a social play with many dramatic situations that call for some excellent acting and proved to be one of the best films shown for some time.

Baby and the Stork showed in a Biograph comedy which had in addition to the comedy a number of pathetic scenes well enacted.

A Lubin serio-comic film was entitled "A Timely Lesson" and is a play enacted in high society. The play brings forth scenes in real life, the costumes worn are rich and the scenes are laid in a magnificent manner.

Miss Margaret Pearson sang the latest hit from "The Red Widow," a beautiful ballad entitled "I Love You Dear." Eugene Gazette is also heard to advantage with a very pretty and difficult song which is illustrated with beautiful slides.

The lovers of motion pictures should not miss this programme, which will be repeated today.

Extensive furniture making industry, utilizing the birch forests.

"This year we expect to see a moderate boom in city real estate, with a good many new buildings going up, as our housing accommodation is inadequate to the demand.

The question of booming any town in the province is a question of booming the province as a whole. The conditions of progress are the creation of a spirit of co-operation and a feeling of optimism. If our people will develop confidence in themselves and their province, and study the possibilities of local enterprise and invest their money at home, there is no reason why we should not make rapid progress. We ignore our own opportunities and send much money away to develop other places. From one bank in Fredericton alone our people have taken out \$65,000 and sent it out west for investment in real estate. That sum would have done much to develop fur raising in the valley."

La Tour Glee Club.
The members of the LaTour Glee Club enjoyed a social soiree last evening in their rooms at Oddfellows' hall, Carleton, and made merry with quartettes, duets and solos and a generally good time was spent refreshments being served in the course of the evening. The president of the club, Herbert S. Mayes, was in the chair and amongst those who contributed to the evening's pleasure were H. S. Mayes, S. J. Holder, J. Dix, P. Crookshank, T. Rippey, E. Howard, E. Smith, R. Mawhinney, T. Carleton, D. A. Fox and T. C. Cochran. The club though formed only two months ago, has over 20 voices and is in a flourishing condition, its members being enthusiastic not only in the practice of part singing under the instruction of D. Arnold Fox, the conductor, but also in the excellent prospects ahead of the club in its possibilities of excelling in this delightful form of music.

THERE IS absolutely no word to express the efficacy of Scott's Emulsion in the treatment of COUGHS, COLDS BRONCHITIS CATARRH, GRIPPE AND RHEUMATISM

Continued from page one.

that the possibilities of the province should be known to intending immigrants. He was sure the government would co-operate with the provincial authorities as had not been done in the past and he held that the next few years would see the greatest development in the history of New Brunswick.

H. R. Emmerman gave a long historical essay on the industries of the Maritime Provinces from the early Victorian era, including a repetition of arguments on Reciprocity lines in his remarks.

J. A. M. Atkins, of Brandon, Donald Sutherland, of Bonaville, Ontario, J. J. Hughes, of P. E. I.; A. K. Mac-

SAFE FROM TYPHOID

"FRUIT-A-LIVES" THE BEST PREVENTATIVE

There is practically no danger of Typhoid Fever as long as you keep the bowels regular with "Fruit-a-lives."

Typhoid is an inflammation of the bowels, due to a germ. This germ enters the body in milk, water or food. If the bowels are constipated, the germ remains in the body long enough to attack the delicate lining and thus Typhoid begins.

"Fruit-a-lives" acts directly on the liver, kidneys and skin, and cleans the system of all impurities. "Fruit-a-lives" will not cure Typhoid—but it will cure Constipation, assist Digestion and tone up the system—thus preventing Typhoid.

50c. a box, 6 for \$2.50, or trial size, 25c. At all dealers, or from Fruit-a-lives Limited, Ottawa.

WITH THE BOWLING LEAGUES

In the commercial bowling league game on Black's alleys last evening the C. P. R. team lost three points to Waterbury and Rising.

The score was as follows:
C. P. R.
Griffiths . . . 81 75 76 232 771.3
Johnson . . . 75 74 80 229 761.3
Jack . . . 108 82 84 274 91
McLowan . . . 85 76 242 802.3
McKeen . . . 81 81 98 273 91

Waterbury and Rising.
Featherstone 97 90 89 276 92
Thomson . . . 74 83 65 222 74
Barbary . . . 74 88 88 252 84
Chesley . . . 74 88 90 252 84
Labbe . . . 84 86 104 274 91.3

405 435 436 1276
439 397 414 1250

The schedule for this evening is as follows:
City league—Juniors vs. Tigers.
Commercial league—M. R. A. vs. Barnes & Co.

Leon, of Halifax, and A. A. McLean, of P. E. I., continued the debate.

Hon. Robert Rogers, minister of the interior, in replying for the government, expressed surprise at a remark let fall by Mr. Emmerman that the government's representatives in London knew nothing of the Maritime Provinces, and understood that the men in charge would be familiar with every province in Canada.

The government, Mr. Rogers said, proposed to invite immigrants to each of the maritime provinces. He believed there were great possibilities there and would give consideration to suggestions that had been made.

He entirely agreed with the resolution and statements of Mr. Rhodes. When he took charge of the department he saw from the records that many improvements could be made by co-operation with the provinces.

To that end, an officer had been engaged and with good results. Representatives of the government of Ontario had agreed on a policy by which there would be no duplication. A meeting with the Premier of British Columbia had proved equally satisfactory. At a meeting with the Premier of New Brunswick and his Attorney-General, questions of immigration were discussed.

He was much encouraged by the policy Mr. Fleming proposed and the Dominion government had made arrangements to assist, which Mr. Fleming would announce in the near future. Every province would receive fair treatment and publicity by a policy of co-operation; support would be given to every province to build up a happy and contented people.

Hon. Frank Oliver continued the discussion, admitting he had little sympathy for the Maritime Provinces compared with the west.

The resolution was agreed to and the House adjourned at midnight.

Spasms of Coughing

And Frantic Gasping for Breath Common to Bronchitis and Asthma.

DR. CHASE'S SYRUP OF LINSEED AND TURPENTINE

Both bronchitis and asthma are diseases of the nerves as well as of the bronchial tubes, and for this reason only slight irritation or excitement is required to bring on the terrible coughing spells and frantic gasping for breath.

There is nothing like Dr. Chase's Syrup of Linseed and Turpentine to bring relief to sufferers from bronchitis and asthma.

It soothes the irritated nerves, eases and prevents the attacks of coughing and enables the system to throw off the disease. In fact the great popularity of this medicine is largely due to its success in curing bronchitis and severe chest colds.

Since permanent recovery depends largely on getting the nervous system thoroughly restored, Dr. Chase's Nerve Food is of the greatest assistance in revitalizing the wasted nerve cells. This combined treatment is ideal as a cure for bronchitis and asthma, for while the Linseed and Turpentine brings relief to the organs of respiration, the Nerve Food restores the body to full health and strength, and enables it to fight off disease.

There are many imitations of Dr. Chase's Syrup of Linseed and Turpentine. The portrait and signature of A. W. Chase, M.D., are on every bottle of the genuine; 25c. a bottle, at all dealers, or Edmondson, Bates and Co., Limited, Toronto.