

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

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 calf, 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 work 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.

Our Annual Clearance Sale OF Winter Footwear

Removes Every Excuse For Not Having Warm Feet
Sale Now On--Three Stores--King St., Mill St., Union St.

When We Cut Prices We Don't Mince Matters--So Far As We Are Concerned it is Good Bye to All Winter Footwear. We Want the Room.

- WOMEN'S WARM FELT SLIPPERS**
In Red, Black Blue, Brown and Green; regular \$1.35 Shoes, now 88c.
- WOMEN'S PLAIN BLACK FELT LACED AND ELASTIC SIDE BOOTS.**
Worth \$1.25 78c.
- WOMEN'S "KOZY" SLIPPERS,**
In all colors, now 98c.
- WOMEN'S SKATING BOOTS,**
In Kid and Calf, warmly lined and solid goods, \$1.28 to \$1.58
- WOMEN'S FELT SLIPPERS,**
With felt and leather soles, regular 85c. to \$1.25. Sale prices 48c. to 88c.
- CHILD'S WARM FELT SLIPPERS,**
. 28c., 38c., and 48c.
- WOMEN'S OVERSHOES,**
. 88c., \$1.58 and \$1.88
- MEN'S HOCKEY BOOTS,**
The right kinds. Regular prices \$2.00 to \$3.50. Sale prices \$1.38 to \$1.98
- A SMALL LOT OF BOYS' RUBBER BOOTS,**
Bright finish, regular \$3.25. Sale price . . \$1.98
- BOYS' OVERSHOES,**
. 38c. and 98c.
- MEN'S FELT SLIPPERS,**
With felt and leather soles. 58c., 68c., and 78c.
- MEN'S ALL FELT BOOTS,**
With thick felt soles and heels \$1.78 and \$1.98
- BOYS' HOCKEY BOOTS,**
. \$1.28, \$1.48 and \$1.58
- GIRLS' SKATING BOOTS,**
Warm lined and soled 98c., \$1.08 and \$1.28

Waterbury & Rising, Ltd.

GAME WARDEN SAVES YOUNG MOOSE FROM DEATH IN THE RIVER

Special to The Standard.
Plaster Rock, Jan. 19.—A moose which came out of the woods and went for a trot on the ice of the river near here today had a rather strenuous experience, and barely escaped with its life. Seeing the moose romping along the ice, Chief Game Warden Seymour Trafton and several other men, fearing the animal would fall in an air hole, or prove too strong a temptation for men with rifles, started after it with the intention of frightening it off the ice and into the woods.
They evidently succeeded in frightening the wanderer from the wilds; at any rate he took to his heels and ran full tilt into a large air hole. Game Warden Trafton, Duncan MacDonald, Allan Berry, Chas. Brown and some other men got a rope and started in to rescue the moose, a job that kept them busy for some time. The moose swam about the pool for a long time before he got tired, and the men could get a rope around his horns. After they lassoed him they were not long in dragging him out of the water, and on to the ice where he lay nearly dead for a while, and submitted to the ministrations of his rescuers.
It was feared he would leave for the happy hunting grounds, but presently he threw up his antlers, clambered to his feet and started off for the wilderness like a streak of blue lightning. According to last reports he was still travelling.

CORRESPONDENCE BETWEEN CANADA AND COLONIAL OFFICE

Special to The Standard.
Ottawa, Jan. 19.—The Secretary of State in the House today brought down a return including correspondence between the government and the Imperial authorities, since the Imperial Conference, in regard to the passing of legislation for uniformity in naturalization throughout the Empire. The return shows that since the conference held in June only two despatches were received. The first dated July 14th was from the colonial office and invited the views of the Canadian government on the British nationality and status of aliens' bill then before the British parliament. This bill had been redrafted to meet the views expressed at the Imperial Conference and a draft of it was sent to the Canadian government. In a second despatch dated November 18 it was stated that the South African government had approved of the bill. The Canadian government was again asked for an opinion specially in regard to clauses 3 and 8 of the British bill.
Clause three provided that the grant of a naturalization certificate shall be absolutely within the discretion of the Secretary of State, who may give or withhold it as he considers best in the public interest. He need assign no reason and there shall be no interference with the power vested in the government of any British possession which shall not be prevented from accepting different treatment from two different classes of British subjects.
The return does not contain any expression of view by the Canadian government.

AMATEUR PLAYERS SCORED A SUCCESS

"Not Such a Fool As He Looks" Capably Performed by Local Company, in Opera House.

"Not Such a Fool As He Looks," presented by a group of local players, was the attraction at the Opera House last evening. The production was for a charitable purpose, a large and appreciative audience greeted the performers. Apart from the object of the entertainment, the production contained much to commend to the approval of the audience. Beautifully staged under the capable direction of D. S. Corr, the performance moved along with a swing, and all the performers acquitted themselves creditably.
The piece which the locals selected for the entertainment proved a happy choice, despite the title and afforded an opportunity for all the cast to share the honors. Purely and simply a comedy, devoid of dramatic action, the piece abounds in humorous dialogue, with a number of ludicrous situations, with all of which the clever ladies and gentlemen of the cast captivated successfully the attention to details, careful study and efficient direction.
The play was cast as follows:
Sir Simon Simple, a youthful baronet, Barton Wetmore, Daniel Murgatroyd, a grasping money lender, L. A. Conlon, Mr. Mold, his messenger, John Sears, Frederick Grantley, his clerk, Frank Corr, Capt. Marker, Sydney Culver, Felicia Craven, Murgatroyd's niece, Miss Rhoda Alecock, Mrs. Merton, Miss Josephine Lynch, Mrs. Mold Clarence Carrigan, Maid Miss Margaret Kennedy.
The title role was played by Barton Wetmore who scored an immediate hit with the audience. Although entrusted with a difficult role, he sustained his part with honors.
Miss Rhoda Alecock in her role of Felicia Craven, made her debut before a St. John audience, in fact made her entry into the theatrical line and won immediate recognition as the possessor of a talent for histrionics. Graceful in her movements, clear in her utterance of her lines, and with a pleasing stage appearance she gave a delightful rendition of her role and received a generous share of well merited applause. Her whole performance was free from the embarrassment which generally characterizes the first appearance of the amateur and her successful interpretation of her role won the hearty approval of her audience. Miss Alecock's promise of becoming a valuable acquisition to the amateur theatrical ranks of the city.
Miss Josephine Lynch has already been seen in amateur productions, and won fresh laurels last evening for her clever portrayal, her work in the last play being especially good.
L. A. Conlon handled the difficult role of Murgatroyd, successfully and won new laurels. Among the other male characters John Sears gave a clever performance and supplied a clever share of the enjoyment of the entertainment. Clarence Carrigan, in his interpretation of Mrs. Mold proved himself an impersonator of no mean ability, and was responsible for much of the merriment of the evening. Frank Corr, Sydney Culver and Miss Kennedy were seen to advantage in their respective roles.
The specialties between the acts were a feature of the entertainment. The dainty dancing, excellent singing and elaborate costuming and stage settings combined to make this portion of the programme a pleasing one. The soloists, Miss Florence Halden, Miss Winholina Gorham and Gerald McCafferty received generous applause for their pleasing work, while Miss Halpin was the recipient of a bouquet.
The whole production proved a most enjoyable entertainment and many favorable comments were heard on the excellent performance of the amateurs as well as for the capable direction of Mr. Corr. The piece will be repeated this afternoon and evening.

Portland, Jan. 19.—It has been rumored on the streets the past two days that on account of the longshoremen's strike at Boston the Allan liner Numidian, which left Glasgow a week ago for that port, would come to Portland instead to load. Such is not to be the case, as J. Richard Clancy, the local agent of the line, received a telegram from the head office of the company at Montreal stating that the steamer would go to St. John, N. B.

THE NUMIDIAN TO COME HERE FROM GLASGOW

Officers Nominated by Montreal Trade Board.

Montreal, Jan. 18.—When nominations for officers of the Montreal board of trade closed tonight, the following were declared elected owing to there being no other nominations: President, R. W. Reford; 1st vice president, H. R. Drummond; 2nd vice president, R. J. Dale; treasurer, Joe Quintal; board of arbitration, W. W. Craig, C. B. Esdaille, E. B. Green-shields, James Carruthers, J. H. Burland, Norman Wright, Alex. McFee, R. H. Ballantyne, John McKerrow.
There will be an election for councillors as there are 14 nominations for the 12 seats, all last year's members being again in the running with W. W. Hutchison and Alfred Chaplin.

A Home Recipe For Wrinkled, Saggy Skin

(From Beauty and Health.)
The famous saxolite lotion which is recommended by beauty specialists for the removal of wrinkles and for reducing distended pores, can be made at home. Ask your druggist for saxolite in powdered form, 1 oz., and ½ pint witch hazel. Dissolve the powder in the witch hazel and bathe the face, neck and hands in the solution. Results are remarkable and instantaneous. The skin tightens and this naturally reduces the wrinkles, as well as creases or folds about the neck, cheeks or hands. The tissue and muscle beneath the skin also become firmer and more solid.
One feels much refreshed and exhilarated after using this truly wonderful preparation. Its continued use for only a short time will make one look five or ten years younger.

DEPARTMENTS OF TOWN'S ADMINISTRATION STILL HOUSED IN SHACKS—NORTH SHORE SUFFERS FROM HEAVY SNOW.

Campbellton, Jan. 18.—Another snowstorm has arrived, blocking trains east and west and piling huge drifts in the path of the poor pedestrian. The A. and N. S. railway on the Quebec shore has been snowed up for a week the mail being transferred from Campbellton to Carleton for points on the Gaspe coast by teams.
The town officials are greatly handicapped in their different departments by lack of suitable quarters. They are still crowded in primitive shacks. The police court and fire department are laboring under a similar disadvantage. The time has arrived when a town hall is a necessity and a suitable building should be erected this spring without delay.
A rink of our curlers went to St. John to meet the brow Scots, but met with defeat in large packages. In other words they were trimmed to a frazzle. This does not mean that we have no curlers as three rinks went to Chatham this week to compete for the McCallum cup and returned with the trophy.
Judge Theodosius Bodkin lectured Tuesday night in the Presbyterian church on Heroes and Heroism. The lecture was interesting, delivered in choice English and enlivened by flashes of wit and epigram.
John T. Reid, town clerk, and bride, have returned from their bridal tour. Mr. Reid is a popular official and is receiving the "glad hand" on all sides.
The firemen's ball held on the evening of the 17th, was a big success. McCallum's orchestra furnished the music for dancing.
The first game of hockey of the season was played Wednesday night between the High School and I. C. R. The former won, after a fairly fast game.
R. A. Jacobson, formerly of this town, but now of Calgary, is visiting G. E. Anker. Mr. Jacobson speaks very highly of the west, and its opportunities.
James Kean, who has been visiting at Kent Junction, has returned home.
The Graphic has moved into its new building, on Ritchie street.

SEE ECZEMA DISAPPEAR

Watch the Wonders Worked by POSLAM On Any Affected Skin

Day by day, Eczema or any skin trouble when treated with POSLAM may be seen to grow less and less until it finally disappears and the skin regains its normal health and color.
The terrible itching, which causes sleepless nights of aggravation, is ended at the very outset. Simple to use, harmless, yet marvelously active in healing power, POSLAM is the persistent enemy to all of the various disorders which beset the skin. It is invaluable in hospital and household, invaluable to you if affected with Eczema (wet or dry), Acne, Herpes, Rash, Itch, Pimples, Scaly-Scalp or any like disorder. Minor troubles are cleared away with a rapidity that is startling, results being apparent OVERNIGHT.

POSLAM SOAP Medicated with Poslam. A thoroughly antiseptic soap of utmost benefit to the skin—prevents disease and infection—delightful for every toilet purpose. LARGE CASE, 25 CENTS

TRY POSLAM FREE

NAME..... ADDRESS.....
Coupon No. 233

TOURIST ASSOCIATION REPORTS ON THE YEAR

Tourist Travel was Heavy and the Year a Successful One Despite Heavy Counter Attractions.
The annual meeting of the New Brunswick Tourist Association will be held next Tuesday afternoon at 4 o'clock. The report of the executive committee has been prepared and distributed to the members of the association.
The report shows that the past year has been a successful one, and that the tourist traffic to the province was exceptionally heavy despite the fact that the coronation festivities attracted a large number from the United States and Upper Canada who would have otherwise visited New Brunswick. Inquiries during the year for all sorts of information regarding the province were registered at the information bureau. Over 25,000 copies of the Provincial Booklet were issued containing views and general information.
The association carried on in the interest of the province a vigorous advertising campaign. Through the medium of the press and publicity bureau, in addition to printed and framed advertising matter distributed in the transportation depots. Considerable attention to St. John and the province has also been given during the year through descriptive and illustrated articles appearing in magazines, written by persons who have visited this section and appreciated its charms.
The report describes the first International Trap Shooting tournament and Sportsmen's Show held at Madison Garden, New York, in March last, and at which the secretary of the association was present in person. Over 10,000 booklets were distributed during the show, and a pleasing fact in connection with it was the noticeably increasing interest which was evidenced in New Brunswick. One of the chief difficulties encountered was that of impressing upon information seekers the fact that New Brunswick and Nova Scotia are separate and distinct provinces.
Regarding the hunting season, the report states that game was exceptionally plentiful, and several fine specimens of big game were secured by sportsmen.
Dealing with the financial phase, the report shows that the association has, through the provincial government grant of \$1,500, with that of \$600 from the Treasury Board, been enabled once more to carry on the work.
The treasurer's report, showing the receipts for the year, is as follows:
Treasurer's Report.
Receipts.
Cash on hand Jan. 1st, 1911 \$1,213.66
Provincial Grant 1,500.00
City Grant 600.00
Subscriptions (as per list) 1,116.00
Sale of Post Cards 34.69
Interest on Special Deposit 27.55
\$4,491.90
The expenditures for the year totaled \$3,236.84
Special deposit and interest 1,240.55
Current account 14.39
Cash on hand 12.00

DAISY FLOUR

Is Good for Bread, Cake, Pastry, etc.

BIRTHS.

VASSIE—At 7 Paddock street, on the 20th inst., to Mr. and Mrs. Wm. Vassie, a son.

DIED.

BONNELL—At 106 Main street, on January 19th, Mrs. Samuel Bonnell, aged 83 years, leaving one son, a daughter, three sisters and two brothers.
Funeral tomorrow, Sunday, at 2:30 o'clock, from her late residence.

If your eyes tire after reading and the print begins to blur, don't delay. We can fit you with glasses that will not only preserve your sight, but prove a revelation in eye ease and comfort. D. BOYANER, Optician, 38 Dock.

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ANOTHER GRIT PIPE DREAM IS EXPLODED NOW

Special to The Standard.
Ottawa, Jan. 19.—The latest liberal pipe dream is that Sir William MacKenzie has asked the Dominion government for liberal aid towards the completion of the British Columbia link of the Transcontinental line from Yellow Head Pass to Westminster and Vancouver. Mr. MacKenzie was in Ottawa yesterday to interview the government in regard to the new Hudson Bay line from Prince Albert at Split Lake. The Ottawa appointment was at the request of the Prince Albert deputation who have been waiting in Ottawa for him for several days.

It was upon this slim foundation that the story was built that Sir William was asking for government aid for the British Columbia section of the C. N. R.
"The first I heard of it," said Premier Borden, "The subject was never mentioned to me." Other members of the government were equally emphatic in denying tonight that Sir William even broached the question of a subsidy for this far western section.

TO PLUMBERS.

Sealed tenders, endorsed "Tender for Heating, Etc." will be received by the undersigned up to noon of Friday, 26th inst., for Hot Water Heating and Plumbing required in the Board of Trade Building.
The lowest or any tender not necessarily accepted.
Plans and specifications may be seen at the office of the Board of Trade, Prince William street.
W. E. ANDERSON,
Sec. the St. John Board of Trade.

WHYTE & MACKAY'S

Plases people beyond their fondest expectations. The popular favorite in St. John for many years.

Ask your dealer for this brand

