

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 offering?

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

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 by 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.

Every article in our store is for sale and the price is marked in plain figures.

Also every article is a premium and is given you at the same price for coupons as if you paid cash.

The plan that we follow is the only one of its kind in Canada, and even competitors are compelled to remark that we have the finest line of premiums ever brought together under one roof.

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 cents you get one worth two cents; if you spend \$1.00 you get one worth twenty cents; if you 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 discount, we give you a check worth twenty cents for every dollar you spend. We make profit on the goods you purchase and pay cash for, while the goods you purchase afterwards with our checks are given you at the wholesale prices. To get you to make the first purchase costs us something with our checks you are bound to make from us. There is no selling expense attached to the latter.

These Are the Three Questions That You Are Requested to Answer

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 advise with the conviction that when people know the 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 17th, 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 Dept. 99, ASEPTO LIMITED, Cor. Mill and Union Streets, St. John, N.B.

Our Stock Includes

- BOOTS AND SHOES
CROCKERY
CUT GLASS
WATER BAGS
BROODING
PENDANTS
HAT PINS
MAGIC LANTERNS
INK STANDS
SHOEMEN'S SETS
DOLLS
TOYS
UMBRELLAS
CARVING SETS
SILVERWARE
WORK BASKETS
SLIPPERS
CLOCKS
STATUARY
CHRISTMAS TREE ORNAMENTS
TEA SETS
DINNER SETS
LIMOGES CHINA
(Paint Hand)
SCISSORS
BON-BON SETS
PEARL HANDLE
PICKLE FORKS and BUTTER KNIVES
CAKE BASKETS
CAKE PLATES
CHINA SUGARS and CREAMS
PAPETRIES
BOOKS of All Kinds
COMIC BOOKS
LEATHER GOODS
BOYS' and MEN'S CLOTHING
SUITS and OVERCOATS
WRITING CASES

INTEREST CHARGES BORNE BY CITIZENS

What the City of St. John is Forced to Pay Each Year for Interest and Sinking Fund.

Table listing interest charges for various categories like 'The following is a summary of the charges for interest on debentures and sinking fund met by civic assessment: For Dorchester street debentures: Interest under act 41 Vic. Cap. 22 and 39 Vic. Cap. 30. \$1,320.00'.

Total amount of warrant... \$79,948.77

ST. MARTINS NEWS.

St. Martins, Jan. 11.—A. F. Bentley & Son are installing a new boiler in their portable mill. The boiler was brought through to Porter's Road on the Hampton and St. Martins railroad where the mill is now sawing.

CONVIDO Port—the Pride of Portugal

Advertisement for Convido Port featuring an image of a bottle and text: 'Don't say "just port," but "Convido Port." There's a difference. Sole Canadian Agent DORRABIN, Toronto'.

GRITZ In 5 Lb. Bags 25c.

DEATHS. McROBBIE—At the residence of his sister, Mrs. James McAvity, 48 Harrison street, on Jan. 12, after a lingering illness, Malcolm C. McRobbie.

The Imperial Life Assurance Co. of Canada

Results for 1911

ASSURANCES—New assurances were issued and assurances revived amounting to \$7,136,962, exceeding those issued and revived in the preceding year by \$610,687. The assurances in force at the close of the year totalled \$34,518,000.

INCOME—The cash income from premiums and interest was \$1,545,527.04, an increase of \$174,966.66 over that of 1910.

BENEFITS—The payments to policyholders, covering death losses, surrender values, profits, annuities, etc., amounted to \$287,720.31, exceeding those of the previous year by \$50,311.77. The rate of mortality continued favorable, the death losses being only 66% of the expected.

ASSETS—The total assets were increased to \$7,095,442.79, showing a gain for the year of \$948,112.80. An average rate of interest of 6.81% was realized on the invested funds.

RESERVES—The reserves on 76% of the assurances were valued on the stringent basis of 3% interest, the annuities and remaining assurances on a 3 1/2% interest basis. The total reserves amounted to \$5,509,062, an increase of \$759,637 over those of the previous year.

SURPLUS—The surplus earned in the year was \$256,098.29. Of this amount there was added to the policyholders' net surplus fund \$144,648.49, increasing it to \$781,550.49. The balance was utilized in payment of profits and dividends, in providing special reserves, etc.

PROGRESS—The substantial progress being made yearly in all departments is evidenced by the following comparison of results for the past four years:

Table comparing results for 1908, 1909, 1910, and 1911. Columns include Assurances in force, Assurances issued and revived, Assets, Reserves for assurances and annuities, Cash income—premiums and interest, Policyholders' net surplus, Payments to policyholders, and Average rate of interest earned.

Marked success has attended the operations of the Company during the year. In the new business written and in all other departments all previous years' records were surpassed.

W. A. GIBSON, Provincial Manager, St. John, N. B.

SWEDEN IS ENGROSSED IN OLYMPICS

Stockholm, Sweden, Jan. 13.—The Olympic games which will be held here next summer are already the chief topic of interest in Sweden. Every day the papers are printing long accounts of the proceedings of the committees which have charge of the various branches of sports and it is quite evident from these reports that the preparations for the meet are well underway.

be held in nearing completion. It is ideally located; only half an hour by car line from the center of the city and in the midst of a big park. There is nothing temporary about the structure, and it promises to become one of the finest athletic fields in the world. It is solidly built to withstand the effects of the Swedish climate, and in design it embraces the latest ideas in stadium building.

Advertisement for Johnson's Anodyne Liniment: 'A Sprain or Cut calls for quick treatment. Don't try experiments. You are safe and sure with the old, reliable JOHNSON'S ANODYNE LINIMENT'.

Advertisement for Labatt's London Lager: 'LABATT'S LONDON LAGER INDIA PALE AND EXTRA STOCK ALES, XXX STOUT STANDARD BEVERAGES JOHN LABATT, LIMITED, LONDON'.

Advertisement for Vitagraph Biograph Comedies: 'VITAGRAPH Mrs. Mary "WISTARIA" Maurice in "The Insurrecto," Kalem War Tale With Popular Carlyle Blackwell in Leading Role'.

Advertisement for Opera House: 'Monday Evening January 15 MISS SYLVIA PANKHURST Of London, England, will lecture on "The Woman Suffrage Movement" Tickets 35c. Top Gallery 25c.'

CAIRNS DISMISSED AFTER REFUSAL OF HIS OFFER TO QUIT

Teheran, Jan. 12.—The treasury crisis has taken an extraordinary turn. Acting under instructions of the cabinet, M. Mornard, the ex-director of Persian customs today summarily took possession of the treasury offices, refusing to recognize the status of F. E. Cairns, the American who was left in charge of the treasury by W. Morgan Shuster, the deposed Treasurer General, when the latter left Teheran yesterday for the United States.

BISMARCK MISSED A SQUARE MEAL

New York, Jan. 12.—Bruno Fulberg an East Side baker, went to the Central Park menagerie to take Bismarck, largest of the lions there, to luncheon at one of New York's best known hotels. Fulberg had unattached the door of Bismarck's cage when keepers attracted by the lions roaring, first noticed the man. He was taken from his perilous position and locked up. Fulberg told the police that he thought Bismarck was his property, and inasmuch as the animal had not been fed for seven years, until yesterday, he wanted to give it a square meal. In this, according to the keepers, he nearly succeeded.

FOREIGN HANDS RIOT IN LAWRENCE-- STRIKE SPREADS

Lawrence, Mas., Jan. 12.—The mill district of this city was thrown into a state of disorder by a riotous outbreak today, on the part of the hundreds of Italians and other foreign operatives who left their work in the Wood, Ayer and Washington mills of the American Woolen Company because they objected to a reduction of two hours pay a week under the workings of the new 54 hours law.

HOTEL ARRIVALS.

Dufferin. F. H. Pates, Holyoke; G. A. Wooten, H. C. Murphy, Halifax; H. Orchard, Chipman; Mrs. M. E. Dorban, Mary Dorban, Fredericton; W. C. Buckley, Montreal; C. McGibbon, Fredericton; C. Henderson, Edmundston; J. D. Rolston, Yarmouth; W. R. Finson, Bangor; W. Frank Hoar, Montreal; A. M. Thompson Toronto; H. A. Hartlieb, Stratford; E. G. Higginson, Montreal.

POINCARÉ NEXT PROPOSAL FOR THE POST OF PREMIER

Paris, Jan. 12.—Delcasse has declined the premiership and President Fallieres has sent for Senator Raymond Poincaré, a former minister of public works and minister of finance.

LAUGHS WITH JOY! NO MORE INDIGESTION Montreal Man so Ill, Thought He Would Die of Stomach Disorders.

Just read what Mr. Larose says of the curative powers of Dr. Hamilton's Pills: "I suffered from dyspepsia and indigestion for five years. I suffered so much that I could hardly attend to my work. I was weak and lost all courage. I enjoyed no rest until I decided to follow your treatment. To my great surprise I immediately began to feel better. I am now using the second box of Dr. Hamilton's Pills and I feel so well that I want to tell you that I owe the great change to your famous pills. I recommend Dr. Hamilton's Pills to every person who is suffering from dyspepsia. Your grateful servant, D. R. Larose, 338 Joliette St., Montreal, P. Q."



Ottawa, Jan. 12.—The government has asked Messrs. McLean, Calvert and Young, Transcontinental Commissioners, to resign. The construction of the road will be in the hands of Major Leonard and Mr. MacPherson, the assistant commissioners.

PROPOSITION LOOKS GOOD TO CURLEY, SO HE TELLS BASSANOS

Calgary, Alb., Jan. 13.—That the Bassanos proposition to hold Johnson-Flynn fight there for \$50,000 and a guarantee has received serious consideration was the tenor of a wire received by the Bassano Club, from Jack Curley, manager of the big fight. "To the Bassanos Club, Bassanos, Alta. "If you can assure me that you can get the authorities to sanction the bout your proposition sounds good and I would give it serious consideration. If you like I will wire you terms upon which I will come to your city and look over the field. July first would be O. K. I can set the date any day in July and both men would be up there at least one month to train. Address Sherman Hotel, Chicago. "(Signed) JACK CURLEY."

MONTREAL UNLISTED SALES.

By private wires to F. B. McCurdy and Co. January 13th. Morning. Mex. Nor.—110 at 19 1/2. Hill Crest Pfd.—50 at 81. Can. Light—25 at 46. Tram—14 at 46; 25 at 45 1/2; 25 at 46. Debentures—34 at 82 1/2; 50 at 83. Spanish River Pfd.—25 at 85.

Table of market prices for various bonds and securities, including Belding Paul Pfd, Mex. Nor., Debentures, Price Bros., Price Bros. Bonds, Spanish River Pfd, Wyagamack, Wyagamack Bonds, Can. Light, Can. Light Bonds, Tram, National Brick, National Brick Bonds, Scotia Bonds, W. C. Power, W. C. Power Bonds.

THE COTTON RANGE.

Table of cotton market prices with columns for High, Low, and Close for various months from Jan. to Dec.

"What is the price of a half pint bottle?" "A nickel," answered the druggist, handing the desired article across the counter. "But it is free if I put something in it." "Then put in a cork, please," responded the satisfied customer.

"Just Try It"

Advertisement for Whyte & Mackay's whisky: 'The time has passed when men are satisfied to ask for "whisky"—nothing more. They have learned the advantage of asking for WHYTE & MACKAY'S and enjoying a whisky of superior quality. Why not do this yourself next time you buy whisky? It is a happy habit to acquire because it carries with it the assurance of good whisky for yourself and your friends. The smooth, velvety flavor of WHYTE & MACKAY'S is not only satisfying but characteristic enough to be remembered. All dealers in St. John feature this good old Scotch.'