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,

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 past few 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.

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

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GOTS AND SHOES

DOLLS
TOYS

UMBRELLAS
CARVING SETS
SILVERWARE
WORK BASKETS
SILVERWARE
WORK BASKETS
SILVERWARE
WORK BASKETS
SILVERWARE
WORK BASKETS
CHISTMAS TREE
ORNAMENTS
TEA SETS
DINNER SETS
LIMOGES CHINA
(Hand Painted)
SCISSORS
BON-BON DISHES
PEARL HANDLE
PICKLE FORKS and
BUTTER KNIVES
CAKE BASKETS
CAKE PLATES
CHINA SUGARS
and CREAMS
AND CREAMS
PAPETRIES
BOOKS of All KINDS
COMPANION SETS
LEATHER GOODS
BOYS' and MEN'S
CLOTHING
SUITS and OVERCOATS
WRITING CASES

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?

SECONO—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 advertise with the conviction that when people knew that 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 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 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, to-gittle the replies that are employee or person in any way connected with our business will be selected as judges, In the contest will not be entered for competition. 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, to-gittle the prize that the contest will not be entered for competition. 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, to-gittle the prize that the contest of the prizes have been awarded, By April 1st every person who answers will receive a complete list of all to whom awards have been made, to-gether with the replies that are en-titled to the larger amounts. Five reliable persons outside the busi-ness will be selected as judges. In the event of a tle, 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.

BILLIARD TOURNAMENT

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 five cents you get one worth five cents; if you spend \$1.00 you get one worth wenty cents; if your purchase amounts to \$5.00 you get one worth \$1.00, and so on.

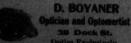
These goods we sell to you at the same price you would pay for them at any other store in the city. Instead of giving you a small cash discount, we give you a check worth twenty cents for every dollar you spend. We make brough you spend. We make brough with our checks are given you at the wholesale prices. To get you to make the first purchase costs us something while the second purchase with our checks you are bound to make from us. There is no selling expense attached to the latter.

The Asepto Plan

at the People's Dry Goods Store, 14 Charlotte street.

Red Rose Flour

Is Straight Manitoba



INDICATIONS POINT TO

BILLIARD TOURNAMENT.

Much interest is aroused in billiard very continued to the billiard contrainment of the salaries part of the card canning for his Royal Highwest to breakwater extended at a contrainment of the salaries part of the card canning for his Royal Highwest to breakwater extended at a contrainment of water contrainment of the salaries part of the card canning for his Royal Highwest to breakwater extended at a contrainment of water contrainment of water contrainment of water part of the salaries part of the card canning for his Royal Highwest to the card cannin

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Because of Recent Criticism and Coming Change in System of City Government, City Employes will Not Receive Any Increases in Salary This Year-Lively Meeting Yesterday

Chronic Throat Trouble HOTEL BARS ONLY

COURT ST. ANDREW'S.

NEED GLASS FRONT

A delegation of hotel men waited on the local government yesterday morning and asked for an interpretation of the liquor license law as it applied to them. Hitherto the assumption has been that the section which requires bars next the street was obligatory on them. Premier Flemming put the same interpretation on the law as is to be found in Hansard

A COMPREHENSIVE **COURSE IS PLANNED**

HER SKIN SEEMED O VERY OTHER TREATMEN FALLED BUT "FRU.T-A-TIVES"

of City Government, City Employee will Not Receive Any Increases in Salary This Year—Lively Meeting Yearlerdy with the appetitude of the common process of

A Skin Tightener To Reduce Wrinkles

The Spirit **Progress** Keeps the Underwood Standard **Typewriter** In the Lead UNDERWOOD

NITED TYPEWRITER CO. LTD.