There Is No Mystery About Our **Premium Plan!**

We manufacture about 400 lines of our own and they are the goods that we are forting 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

Size 11-13 . \$1.75 Size 8-10 . \$1.35 Size 1-5 . \$2.00 20 P. C. COUPONS WITH EVERY PAIR.

The Asepto Plan

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 twenty; 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 profit, on the goods you purchase and pay cash for, while the goods you purchase and pay cash for, while the goods you purchase and pay cash for, while the goods you purchase and the whoiesale prices. To get you to make the first purchase costs us something while the second purchase with our checks are

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.

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 rough wear. Made of Heavy Split Leather Tap Soles, and guaranteed Solid Leather throughout.

A good shee for a man who wants a solid shee at a low price.

20 P. C. COUPONS.WITH EVERY PAIR.

Asepto Store

Cor. Mill and Union Streets

tat What

DR. CHASE'S

KIDNEY-LIVER PILLS

OPERA HOUSE and TUES, MAT.

BEVERLY OF GRAUSTARK IN FOUR ACTS

PRODUCTION COMPANY

GORGEOUS COSTUMES EXACTLY AS PRESENTED IN TORONTO

MONTREAL, WINNIPEG AND ALL THE

PRINCIPAL CANADIAN CITIES

BIG BUDGET

Day with a Monster Circus! nance of a Mummy"-Pathe

In Distant Hungary-Travel
"A Quick Plumber"-Comic "The Little Spy"--Vitagraph

1 HOUR! Next Week--VANITY FAIR--3 Reels

Today

Footwear

COME EARLY

Bargains

Children's Warm TEA Child's Combination

Stockings and Rubbers

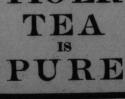
Child's Waterproof

Child's Warm Felt Slippers 15c to 50c

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

rancis & Vaughan 19 King Street

TIGER



Prof. DeWolf, of Acadia Sem inary, Delivered Masterly Address on International Peace Before Canadian Clubs.

Soots \$1.70

Made of leary split Leather or throughout: and communication, all are bringing the scattered parts of the world in the lost of the set of the

BUSY DAY IN CAPITAL--SIX DEPUTATIONS TO You Like SEE THE GOVERNMENT

MOB LYNCHES NEGRO ASSAILANT OF GIRL

STRIKE LEADER

The only Baking Powder made from Royal Grape Cream of Tartar NO ALUM, NO LIME PHOSPHATE

MONCTON HAS LEAD PIPE ON FIRST PLACE

PAYS TRIBUTE

Special to The Standard.

Moncton, Jan. 30.—The Vics got something like a lead pipe cinch on the Maritime Professional Hockey championship by defeating the Halifax Socials 9 to 6.

The visitors were strengthened by three new men, Mallen, McPherson and Lightfoot but failed to make much headway.

The first period stood two all, but in the second period Moncton scored three goals and in the third ran the total up to nine.

The visitors then rallied somewhat and succeeded in getting the puck in the coveted net four times, while the Vics apparently rested on their law less and Dr. Morphy informed Mr. Sexsmith, chairman of the agriculture committee that Col. Hughes' militia estimates must be cut down, Mr. Best and Dr. Morphy informed Mr. Sexsmith, chairman of the agriculture to the vice apparently rested on their law like the Vics apparently rested on their law like coveted net four times, while the Vics apparently rested on their law less apparently rested on their law less apparently rested on their law less and Dr. Morphy informed Mr. Sexsmith, chairman of the agriculture to committee that Col. Hughes' militia estimates must be cut down, Mr. Best and Dr. Morphy gave the story a flat denial.

Then came Mr. White's tariff commission resolution.

"Will the farmers be represented?" industry the denial of personnel has not yet been settled. He had no hesitation in saying that it would be a mistake either to exclude or to appoint any man on account of his calling. The commission res must be earnest, capable men and must command the confidence of the community.

"Will the commission have an intitative?" W. F. MacLean asked.

Mr. White replied that it would act under the minister of finance and Mr. White's intitative only on subjects which the minister referred to it.

"Then it is different from the rall-

"NEW BRUNSWICK'S GREATEST DEPARTMENTAL DRUG STORE"

Medicine Prices

A decisive forward movement at the store of better values—A substantial saving returned to the purse with every purchase at Wasson's

The elimination of high prices on popular patent medicines is to be another step forward by this re in the endeavor to provide its patrons with a still greater number of things they need at a minimum enditure. While it will be possible to get at Wasson's the best of everything for less money than elsere, the thought should not creep in, that to maintain low prices it will ever be necessary to sacrifice lity. This establishment will continue to be the place where good things are sold. It will not descend to level of cheapness except with respect to prices and will become busier, and better known because of ability to serve you courteously, and most important of all—to save you money.

Here is a Long List of Patent Medicines in Constant Demand

Commencing Wednesday and until further notice these remedies and others will be offered at bargain figures. Hereafter when anything is needed come to Wasson's, for this will be the store it will profit you to trade with.

ABBEY'S SA'.T, regular 25c., ..special price 20c. ANTIPHLOGI TINE, regular 50c., special price 35c. BAUME ANA GESIQUE, reg. 60c, special price 45c BEEF, IRON AND WINE, regular \$1.00, special price 49c.

HANSON'S CORN SALVE, regular 15c., s HOOD'S SARSAPARILLA, regular \$1.00 special

BAUME ANA GESIQUE, reg. 60c, special price 45c
BEEF, IRON AND WINE, regular \$1.00, special
price 49c.

BEECHAM'S PILLS, regular 30c., special price 25c.
BLAUD'S PILLS, regular 25c., special price 20c.
BURDOCK B .OOD BITTERS, regular \$1.00, special
price 3 c.

SYRUP OF FIGS, regular 50c., special price 35c.
CASCARETS, regular 25c., special price 35c.
CASCARETS, regular 25c., special price 25c.
CHASE'S LIN EED AND TURPENTINE, regular
25c., special price 17c.
COUTICURA S 1AP, regular 35c., special price 25c.
CUTICURA S 1AP, regular 25c., special price 35c.
DAN'S FILL3, regular 25c., special price 35c.
DAN'S FILL3, regular 25c., special price 35c.
DAN'S FRUIT SALT, regular 50c., special price 35c.
DOAN'S PILL1, regular 50c., special price 35c.
DOAN'S PILL3, regular 50c., special price 35c.
DOAN'S PILL3, regular 50c., special price 35c.
ENO'S FRUIT SALT, regular 50c., special price 35c.
DOAN'S PILL3, regular 50c., special price 35c.
PATHER MO RISCY'S LING TONIC, regular 25c, special price 35c.
PATHER MO RISCY'S LING TONIC, regular 25c, special price 35c.
SPECIAL MORRISCY'S LINIMENT, regular 25c, special price 35c.
CIDE'S PEPTO MANGAN, regular \$1.25, special price 35c.
CIDE'S PEPTO MANGAN, regular \$25c, special price 35c.
CIDE'S PEPTO MANGAN, regular \$1.25, spec

Special for Today Only—Baby's Own Scap, Cake 6 Cents

The Rexall Store 100 King Street

"WHERE GOOD THINGS ARE SOLD"