## 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.

## The Asepto Plan

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

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 alf, 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

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 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.

## Whyte & Mackay's



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

> Ask your dealer for this brand

## DYEING

## CLEANING

Discarded Gowns, Suits, Evening Wraps and Men's Suits and Overcoats dyed to look as fresh as when new.

Our French Dry Cleaning process will restore the most delicate fabrics to their original brightness.

Unequalled for Gowns, Try our new process Gloves & Dainty Costumes

## **Ungar's Laundry and Dye Works**

28 Waterloo street, St. John, N. B. 66 Barrington street, Halifax, N. S.

## NICKEL--"A MIXED MARRIAGE.

WELO-DRAMA "Uncle Hiram's List" COMPANY

SIX BIG CLEAN ENTERTAINING FEATURES.

## SWEET CIDER

On Draught at J. ALLAN TURNER'S

## St. John Opera House

**MONDAY and TUESDAY** Jan. 22 and 23

## The Isle of Palms

COMIC OPERA IN TWO ACTS.

Columbus Musical Club
OF HALIFAX. Under Arrangement with the Whitmark Music Co. of New York. Prices: 25c. to \$1.00

## CURED OF CONSTIPATON

Miss Josephene Betz Leads all Others in Dominion in Sunday School Bible Study -Wins Bishop's Prize, too.

# DUKE OF CONNAUGHT

## GAGETOWN NEWS.

## LEASE DRAWN UP

ways at Ottawa for His Approval-Premier Flemming is Satisfied.

## LATE SHIPPING

## FRANCE TO BUILD BIG AERIAL FLEET

Is Now Before Minister of Rail- Government Will Ask \$4,400, 000 Appropriation from Deputies for Aeroplanes---Hun-

dreds are Already Building.

## Anaemic Mothers Here is Relief!



Was Bishop's Prize, too.

To Miss Josephine Bett. daughber for Statistical Committee and the Committee



## Structural Steel

Steel Beams or Girders, any capacity Steel Beams or Girders, any capacity, or in any quantity supplied, cut to lengths, for quick delivery where desired, at right prices. Also Concrete bars for reinforcement. Expanded Metal, Steel Lathings, Steel Ceilings, Metal Roofing, Copper or Iron ESTEY & CO., Selling Agents for Manufacturers, 49 Dock Street.

## ROSE FLOUR

## DIED.



