

THE EVENING TIMES AND STAR, ST. JOHN, N. B., THURSDAY, SEPTEMBER 23, 1915

9

INSTANT CASH RELIEF AT ANY COST

AN EMERGENCY!

BASSEN'S

207 Union St.

Our Time is Limited
For this reason we place no restrictions or limitations on this stock.
The moment we raise \$5,870 Cash this Great Slaughter Ends.

The Critical Moment is at Hand
Let nothing keep you away.
A Big Business Proposition with this Store's future at issue.
Don't Wait!

ENTIRE \$15,000 STOCK

High-Class Dry Goods, Clothing, Boots, Shoes, Etc.

Now Offered to the Public at the Most Astounding, Bewildering Price Reductions Ever Attempted!

It is not a matter of choice with us now, but of absolute necessity. Conditions, over which we have no control, have brought us face to face with a very serious business problem—with far too much stock on hand; bills maturing which must be paid.
We are compelled to raise \$5,870 Cash within the next few days to meet immediate pressing demands. To make sure of instant relief, we have instructed THE CULLINGHAM SPECIAL SALE CO. to offer this big stock to the public absolutely regardless of cost or profit, without any reserve or limit.
Drastic Action and Extraordinary Methods will be used. Prices Cut and Slashed to such an extent that will compel the greatest selling activity seen in years. Read the full details carefully. Doors open Friday, 10 a.m. sharp.

Sale Begins Friday Sept. 24th., 10 a.m. Sharp

EXTRA!

To stimulate interest in this great event we will sell on Opening Day, Friday, Sept. 24th, to the first 100 customers whose purchases amount to \$2.00 or more—5 yards Striped Flannelette for only 25c., choice of light or dark shades.

Doors Open at 10 a.m., Sharp

Hundreds of Yards Hamburg Insertion; also Lace Edgings and Insertions. Put up in 10 yard ends. 23-4c. yard
1,000 Yards Veiling. Clearing for 3c. yard
Ladies' Black Cotton Hose—Fast Dye 12 1-2c. pair
Ladies' Silk Ankle Hose, 22c. pair
Corsets—The Celebrated E. T. and D. & A. Corsets, in all sizes. Emergency Price, 69c.
Middy Blouses for Girls. Emergency Price, 47c.
Rompers. Emergency Price, 22c.
Ladies' Blouses. Emergency Price, 29c.
White Handkerchiefs. Emergency Price, 3c. each
Ladies' Ribbed Undervests. Emergency Price, 11c.
Ladies' Fancy Collars. Emergency Price, 7c. each
Ladies' Black Satin Underskirts Pleated Flounces. Emergency Price, 49c.
Ladies' Shaker Flannel Nightgowns—Lace trimmed, pearl buttons; cut good and roomy. Emergency Price, 42c.
Ladies' Fine Quality, Pure White Flannelette Nightgowns—Prettily Embroidered Necks, Yokes and Sleeves. Emergency Price, 79c.
Ladies' Print House Dresses and Wrappers. Emergency Price, 79c.
Ladies' Fine Print Over-all Aprons. Emergency Price, 43c.
Ladies' White Cotton Drawers—Deep Embroidery trimming; Open or Closed Style. Emergency Price, 29c.

SPEAK QUICK!
25 Pairs Fine Nottingham Lace Curtains—Full 12 1-2 yards long. Emergency Price, 49c. pair

HERE'S A SNAP!
We have a few Tailored Suits for Ladies, worth \$15 to \$18. Emergency Price, \$6.98
Ladies' Blue Serge Dresses—Worth \$8.50. Emergency Price, \$3.98
SEE THESE FIRST!
Ladies' Fall and Winter Coats—No two alike. Worth \$6.00, \$8.00, \$10.00. Emergency Price, \$3.48

White Bed Spreads—Full Size. Emergency Price, 98c.
Beautiful Art Satens—36 inches. Emergency Price, 16c. yard
Carpet Rugs—Fringed Ends. Emergency Price, 29c.
Jap Matting—1 yard wide. Value 25c. Emergency Price, 16c. yd.

PRICES THAT WILL BRING CROWDS!
Pillows—Good Wool Filling and Strong Ticking 34c.
Feather Pillows—Art Saten Covering 47c. each
Square Cushions—For Sofas or Chairs, fringed all around. Value 46c. Emergency Price, 29c.

SHEETINGS
72 inch Unbleached Plain Sheet—Heavy Quality. Regular Value 30c.
Emergency Price, 22c. yard
72 inch Pure White Sheet—Splendid Quality. Regular Value 40c.
Emergency Price, 32c. yard
Unbleached Table Linen—1 1-2 yards wide. Regular Value 35c. Emergency Price, 28c. yard

A LITTLE EARLY—BUT CAN YOU MISS IT?
Children's Rubbers. An Emergency, 22c. pair
Misses' Rubbers. An Emergency, 26c. pair
We have a number of Women's Coats. They are not just correct styles, but are good, serviceable materials. Were formerly sold to \$10.00 each.
An Emergency, \$1.00 each

HERE ARE BARGAINS IN DRESS GOODS!
Cotton Cashmeres—Pink, Garnet, Navy, Etc. Regular Values to 20c.
Emergency Price, 12 1-2c. yard
Beautiful Wool Serge Dress Fabrics—Navy, Garnet and Brown. Regular Value 75c.
Emergency Price, 57c. yard

Extra Quality Flannelettes—In dainty designs, suitable for house dresses, etc.
Emergency Price, 11 1-2c. yard
All-Wool Grey Flannel. Emergency Price, 16c. yard
Roller Towelling; Also Tea Towelling, in Pure Linen. Emergency Price, 9c. yard
Large Size Towels—Fringed Ends. Emergency Price, 12c. each
Children's Coats—Nice Blue Serge for ages 2 to 4 years. Emergency Price, \$1.98
Children's Cotton Dresses—Nicely Trimmed. Sizes, ages 2 to 5 years. Emergency Price, 29c.
Corsets—Aspect line. Worth 75c. Sizes 19 to 27. Emergency Price, 44c.
Beautiful Corset Covers—Nicely trimmed with lace and embroidery. Emergency Price, 29c.
Dresses for Girls—Very dainty White Dresses, yoke necks, beautifully trimmed with fine lace and insertion, and tucked. Worth \$1.75. Emergency Price, 78c.

NOW, YOU THRIFTY ONES, SEE THESE!
Men's Heavy Fleece-lined Undershirts 39c.
Men's Heavy Duck Bib Overalls and Jumpers 38c.
Boys' Black Rubber Coats. \$2.98
Ladies' Umbrellas—Regular \$1.25. Emergency Price, 69c.
Men's Self-Opening Umbrellas, 87c.

WHEN THE CLOCK STRIKES 10 FRIDAY MORNING

We Shall Sell
100 Mill Ends of Fine Quality Grey Shaker Flannel—Full One Yard Width. Worth 18c. yard. Each end contains from 3 to 10 yards. These will be sold to the first comers at 9c. yard
Heavy Flannelette Blankets—Full Bed Size. Worth \$1.35.
At 10 o'clock, 89c. pair
Grey Wool Blankets—Size 50x70 inches. Splendid Quality. When the doors open, \$1.39 pr. Genuine All-Wool Blankets—With Blue or Pink Striped Borders; Size 64x84 inches. Value \$4.50.
At the opening of sale, \$3.58 pr. 600 Yards Fine Prints and Ginghams—Good Patterns, Guaranteed Fast Colors; 36 inches wide. Regular 13c. 13c. yard.
A Red-Hot Bargain, 9c. yard

BOOTS! BOOTS! BOOTS!
Women's Boots—Fine Vici Kid and Tan Calf, Lace Style, Extra Fine Quality. Values to \$3.50. Emergency Price, \$1.29
Women's Gun Metal Lace Boots—Cuban or Common Sense Heels. Worth \$3.50. Emergency Price, \$2.28
Women's Patent Leather Lace Boots—Dull Kid Tops. Values to \$4.00. Emergency Price, \$2.58

Misses' and Ladies' Fine Dongola Button Boots—Made on wide, easy last. Emergency Price \$1.98
Boys' Good School Boots—Sizes 11 to 13. Emergency Price, \$1.29
Boys' Strong, Serviceable Boots—Sizes 1 to 5. Emergency Price, \$1.49
Men's Fine Box Calf Boots—A Good, Serviceable, Dressy Boot Will stand real, honest wear. \$1.98
Men's Fine Gun Metal Calf Boots—Lace or Button Style, Oak-Tanned Soles \$3.29
Men's Fine Tan or Black Calf Boots—Goodyear Welted, Sewn Soles. Regular \$5.00. \$3.48
Girls' Lace Boots—Dongola Kid, with Patent Tip. Sizes 8, 9 and 10. Emergency Price, 98c.
A Special Line Men's Heavy Working Boots—Grain Leather, Double Tapped Soles. Emergency Price, \$1.98

HERE'S A HOT ONE!
A Lot of Heavy, All-Wool Unshrinkable Underwear for Men—Some slightly soiled; also some Red Wool Shirts and Drawers. Worth to \$1.50 each. 69c. garment

Men's Work Shirts—Heavy Duck, Dark Patterns. Emergency Price, 38c.
Men's Sweater Coats—Garnet or Grey, with contrasting facings. Emergency Price, 97c.
Women's Extra Fine Quality Sweater Coats—Worth to \$2.00. Emergency Price, \$1.89

CLOTHING FOR MEN AND BOYS
Sensational Prices for This Great Emergency
Boys' Fine Tweed Norfolk Suits—Ages 7 to 12 years. Values to \$4.50. Emergency Price, \$2.98
Men's Fine Tweed Suits—Good, Serviceable Patterns. Values to \$8.50. Emergency Price, \$5.98

Men's Suits—Splendid Quality, Well Tailored. Values to \$11.00. Emergency Price, \$7.48
Men's Suits—That Sold as High as \$16.50 and \$18.00. Emergency Price, \$11.78
Men's Strong, Serviceable Tweed Pants For \$1.29
Men's Striped Worsted Pants. \$1.68
Genuine Bannockburn Tweed Pants. We only have these in small sizes. Values \$3.50. Emergency Price, \$1.98
High-Grade Pants—Fine Tweeds and Worsteds. Values to \$3.50. Emergency Price, \$2.98

RAINCOATS! RAINCOATS!
A Lot of Men's Waterproof Raincoats. Worth \$3.50. Emergency Price, \$3.78

WORKING MEN!
Do you need an Odd Coat. We have about Fifty Odd Sack Coats. Worth \$7.50 each. n Emergency Bargain, \$2.98
A Big Lot of Men's Soft Felt Hats. Emergency Price, 48c. each
Men's Dress Shirts—Neat Stripe Pattern. Sizes 14 to 16 1-2. Regular 75c. to \$1.00. Emergency Price, 49c.
Men's Very Fine Quality Soft Shirts, with separate collar, soft cuffs. Regular \$1.25. Emergency Price, 89c.

Women's Sweater Coats—Cardinals, Navy, Brown, Etc. V necks. Emergency Price, 87c.
Boys' and Girls' Sweater Coats. Emergency Price, 59c.
Men's Grey Flannel Shirts—Regular \$1.25. Emergency Price, 78c.
Men's and Boys' Tweed Caps. Emergency Price, 15c.
Men's Heavy Wool Ribbed Hose—With mending yarn attached. Worth 30c. Emergency Price, 22c. pair
Men's Heavy Grey Wool Socks. Emergency Price, 12 1-2c. pair
Men's Leather Work Gloves—Gauntlet Style. Regular 75c. Emergency Price, 59c.
Men's Police Braces. Emergency Price, 18c.

Quick Action Now Imperative

We need the money and need it quickly, hence this Great Bargain Opportunity. You may rely on all goods being sold exactly as advertised—no misrepresentation will be tolerated. It's the Golden Opportunity of a lifetime!

Remember the Name, the Place and the Street

BASSEN'S

207 Union Street, St. John

Store Open Friday Night Till 9 O'clock for Your Convenience

Cold, Bare Facts

We tell you frankly the exact conditions: it's a
Bold, Mighty Effort
you dare not miss if you appreciate the Saving of Dollars—a compulsory and desperate price slaughter.
Everything Marked in Plain Figures