

MC2035

A SALE THAT WILL STIR THE PEOPLE OF SAINT JOHN

"Truth is Mighty and Invincible Always!"

C. J. BASSEN

Sydney Street, Corner Union Street

ENTIRE \$20,000 STOCK INVOLVED!

CLOSED!

This Store is now closed to the public to enable us to mark down the prices on the entire stock and arrange the merchandise for your quick selection.

Remember! Doors open Friday, 10 a. m.

WANTED!

15 Extra Salesladies to assist during this big money-saving event. Experienced preferred, but not absolutely necessary. Applicants must be smart and active.

Apply at once at Union Street entrance.

In this amazing demonstration of practical economy, which will totally eclipse and surpass any former value-giving offering ever before inaugurated in the City of St. John.

A money-saving event on such a gigantic scale that will cause consternation and amazement throughout mercantile circles, and prove of "vital importance" to every man, woman and child throughout this city—and for miles around.

Bargain batteries are being turned loose, demolishing profits. Read on!

A Revelation in Merchandising! A Revolution in "Prices!"

Sale Begins Friday, Sept. 1st, 10 a.m., Sharp

These "Prices" Will Cause a Commotion. Read on!

- Ladies' Raincoats, genuine Paramatta Waterproof Raincoats, going for \$2.98
- Splendid Tweed Raincoats for Men and Women, formerly sold at \$12.50, going for \$4.98
- Beautiful Silk Poplin Skirts, now \$2.48
- Fine All Wool Serge Skirts now \$3.48
- Children's Fall Coats, going for \$1.98
- SPECIAL! A lot of Stylish Coats for ladies and missis, values to \$18.00, now \$8.75
- Ladies' Fine Serge Jumper Dresses for \$3.85
- Girls' and Misses Coats, values to \$12, for \$3.98
- Girls' Fine Navy Serge Dresses, just the thing for school wear, pleated skirts, sailor collars, trimmed with white braid, reduced to \$4.98
- Children's Dresses, pretty styles, now 49c.
- Girls' Pretty Gingham Dresses, ages 8 to 14 years 98c.
- Ladies' Lovely Voile Dresses, a variety of new shades, mostly dark, now \$2.98
- Fancy Gingham Dresses for Street Wear, now \$1.98

EXTRA!

LARGE KITCHEN APRONS, 10c. EACH
To stimulate interest in this great event we shall sell to the first 100 customers OPENING DAY, FRIDAY, SEPT. 1st, whose purchases amount to \$2 or over, a large Kitchen Apron for only 10c. Remember, doors open at 10 a. m. sharp. The address is Sydney Street, corner Union Street.

TO THE PUBLIC!

In operating this tremendous "price cutting" event, we tell you boldly and frankly the exact conditions. It's a big bold business proposition with everything open and above board. Our particular reason for such drastic action is that we have decided to make important changes in our business, discontinuing some lines and adding others which we consider will enable us to be of more benefit to our patrons in the future. To accomplish this we decided to make a "clean sweep" throughout the store, and therefore our entire stock becomes involved in this astounding bargain event.

When the Doors Open Friday at 10 a.m., We Shall Sell

- Heavy Grey Cottons, 1 yard wide, for 12c. yd.
- Fine White Cotton, 1 yard wide, for 17c. yd.
- Over 2,000 yards Fine Chambrays, Prints and Gingham, in a variety of shades and patterns, values to 35c., all going for 19c. yd.
- Pure White Soft Saxony Flannelette for \$1.48 each
- Heavy White Hemmed Sheets for 45c.
- Large Chambray Kitchen Aprons for 79c.
- Large Bungalow Aprons, with belt, for 69c.
- Ladies' Fine White Cotton Night Gowns, lace trimm. ed. 49c.
- Girls' and Children's Middy Blouses, natural 39c.
- Ladies' Fine Rep. Brassieres, reg. 75c., for 98c. each
- SPECIAL! 10 doz. Fine White Voile Blouses for 98c. each

DON'T DELAY! IT WILL PROVE FATAL TO YOUR INTERESTS!

Don't Stop to Wonder How We Do It, Come and See! Shoe Bargains for You
Over 300 Pairs Men's Fine Boots to be Sacrificed in This Sale. "Prices" That Can Never be Repeated.
Fine calf dress boots, black or brown for \$3.78
Heavy grain work boots, oil tanned, with single or double soles; guaranteed solid; regular \$6, for \$3.49
Little boys' boots; sizes 8 to 10 1-2; going for \$1.98
Boys' sensible, serviceable boots, 11 to 13, for \$2.49
Ladies With Small Feet Get These:
Ladies' fine oxfords; sizes only in 2 1-2 to 4; regular prices to \$6; going for \$1.48
140 pairs ladies' fine boots; balance of many of our best selling line; former prices to \$8.00; now \$1.98
Children's leather sandals for 98c.
Remarkable bargains in girls' boots for all ages. A tremendous bargain \$1.98

27 dozen Ladies' Fine Cotton Hosiery in black, brown or white 19c.
Special Fine Silk Lisle Hosiery, black only, going for 28c.
250 pairs Ladies' Silk Ankle Hosiery, brown and white only, a bargain 34c.
Ladies' Fine Silk Hosiery in black and colors, seam in back, full fashioned 69c.

Extra Heavy Silk Hosiery, reg. \$1.50, for 98c.
Children's Ribbed Hosiery in all sizes, white only 15c.
Girls' and Boys' Ribbed Hosiery, black or brown, all sizes, 25c.
Boys' Suits, good serviceable Tweeds for school wear. Sizes up to age 9 years \$3.98

Boys' Nobby School Suits in sizes 10 to 16 years, regular price \$9.75, going for \$6.98
Boys' Bloomer Pants, going for 98c.
Boys' Chambray Shirt Blouses 69c.
Boys' Navy Cotton Jerseys 48c.
Boys' Tweed Caps, all sizes, 48c.
Boys' All Wool Sweaters in either coat style or pullovers, going for 98c.

MEN!

You're In It, Too!

Heavy tweed pants, just the thing for everyday wear; going for \$1.98
Heavy denim overalls; blue or black \$1.35
Heavy chambray work shirts for 79c.
Balbriggan underwear for 59c.
Sanitary wool fleece underwear for 79c.
All wool ribbed vests and drawers, including the celebrated Stanfield and Atlantic brands; slightly soiled; regular prices to \$3; going for 98c.
Men's all wool sweaters; navy or maroon \$2.48
Heavy elastic web Police braces for 39c.
Men's cotton socks; black, brown, navy, for 19c.
Men's heavy grey wool socks; regular 50c., for 35c.

REMEMBER Every pair of boots in this stock must be sold during this sale, no matter what the sacrifice. We are giving up footwear. We are Resolute and Defiant; Nothing Can Stop Us!
This is the Big Chance to Outfit Boys and Girls For School.

You Can't Down The Truth!

And good old honesty is still above par. The word bargain as you will find it demonstrated here and now, never carried a truer, straighter, stonger meaning. Will you benefit?

Look for the Crowds You'll Know It's

C. J. BASSEN'S GREAT SALE

Sydney Street, At the Corner Union Street

Grasp The Meaning!

of this great saving opportunity that now stares you in the face. Anticipate future needs, buy all you can while this great sale is in progress. Open evenings for your convenience.

MUTT AND JEFF—THIS IS HUMILIATING 'A GUY

By "BUD" FISHER.

