

:: Biggest Merchandise Smash That Ever Happened in St. John ::

\$20,000 Worth Staple Dry Goods, Clothing, Furniture, Etc.

AT THE STORE OF

At St. John, N. B. AT THE STORE OF D. BASSEN 207 Union St. The Biggest Sale Ever Attempted Will Begin, rain or shine Saturday, Aug. 8 At 10 a. m. Sharp and Lasts 17 Days, Only!

D. BASSEN

207 Union St. St. John, N. B.

The Old and Reliable Dry Goods and Clothing House

Will be Thrown on Market to The Public at Price

: : : Killing Prices : : :

STORE CLOSED—Business Suspended, Tuesday, Wednesday, Thursday, Friday, August 4th, 5th, 6th, 7th, Sale opens SATURDAY, AUGUST 8, and lasts 17 days.

This Means a Saving to You of 30 to 50 per cent. on your purchase—so take a tip and be here as soon as you can after the doors swing open.

NO ADMITTANCE—There will be no admittance to the public until Saturday, August 8th, at 10 a.m.—only the big staff engaged—already to wait on the vast throngs—will be admitted to the store until Saturday, August 8th.

The Critical Moment Has Arrived

MOTHERS AND FATHERS You who toil by the sweat of your brow for a living, should certainly be the first to take advantage of these GENUINE BARGAINS

SPECIAL NOTICE TO THE PUBLIC Bassen's former prices on all merchandise, which are marked in plain figures, will not be touched. You will find a Sale Tag on each article, which will prove the genuineness of this sale.

WE MUST TURN THIS STOCK INTO CASH

There will be No Reserves, No Approvals. All Sales Final. No Refunds, No Telephone or Mail Orders.

St. John's Most Stupendous and Remarkable Clearing Sale. Prices Literally Slaughtered, Slashed and Torn to Pieces! Out-of-Town Folks—Railway Fares will be Paid to all Purchasers of \$25.00 or more coming a distance of forty miles, showing Railroad Ticket. Let Nothing Keep You Away! This Sale Begins Saturday, August 8th and Closes August 29th.

Save Your Money Until This Date --- Saturday, Aug. 8th.

Furnishings

- SHIRTS-GLOVES OVERALLS-CAPS
MENS SHIRTS-NEGLECTEE, reg. 60c. to 75c. for 29c.
MENS UNLINED GAUNTLET GLOVES, reg. 60c. for 35c. pair
MENS PIG SKIN GLOVES, reg. 50c. for 35c. pair
MENS AND BOYS CAPS, reg. 15c. to 25c. for 9c.
MENS 60c. CAPS for 70c.
MENS CAPS, reg. 75c. for 49c.
MENS OVERALLS, reg. 75c. for 47c.
MENS OVERALLS, reg. \$1.00 for 70c.
MENS OVERALLS, reg. \$1.25 for 89c.
MENS OVERALLS, reg. \$1.50 for 99c.
MENS "BASSENS MAKE" WORKING SHIRTS, reg. 60c. for 29c.
SENSATIONS FOR ONE CENT
TWO PACKAGES PINS 1c.
DRINKING CUPS 1c.
RIBBON 1c. yard
GLASS 1c.
SOUP PLATES 1c.
MEAT PLATES 1c.
PLATES OF ALL KINDS 1c.
SALT CELLARS 1c.
LACE INSERTION 1c.
UMBRELLAS-UNDERWEAR
MENS and WOMENS UMBRELLAS, reg. 50c. for 37c.
MENS and WOMENS UMBRELLAS, regular 75c. for 59c.
MENS and WOMENS UMBRELLAS, reg. \$1.00 for 78c.
MENS and WOMENS UMBRELLAS, reg. \$1.25 for 98c.
MENS and WOMENS UMBRELLAS, reg. \$1.50 for 99c.
MENS UNSHRINKABLE UNDERWEAR, reg. 75c. for 69c.
MENS LAMES WOOL UNDERWEAR for 89c.
MENS EUREKA RED LABEL, reg. \$1.25 for 98c.
MENS BLUE LABEL, reg. \$1.40 for 98c.
MENS FINE GRADE STANFELDS-INCLUDING SILK AND WOOL, sold up to \$2.00 garment, for 98c.
MENS H. B. K. CUTTING SHIRTS, reg. \$1.50 to \$2.00 for 98c.
MENS BALBRIGGAN UNDERWEAR, reg. 25c. for 17c.
MENS MERINO UNDERWEAR, reg. 50c. for 37c.
MENS NATURAL WOOL UNDERWEAR, reg. \$1.25 for 98c.
MENS WHITE ALL WOOL SWEATERS, reg. \$1.75 for \$1.25
MENS NEGLIGEE SHIRTS, reg. 75c. for 69c.
MENS NEGLIGEE SHIRTS, reg. 95c. and \$1.00 for 79c.
MENS NEGLIGEE SHIRTS, reg. \$1.25 for 89c.
MENS NEGLIGEE SHIRTS, reg. \$1.50 for \$1.19
MENS WHITE HANDKERCHIES for 2c. each
NECKWEAR-SUSPENDERS-HOSIERY
MENS NECKWEAR, reg. 15c. for 7c.
MENS NECKWEAR, reg. 25c. for 13c.
MENS NECKWEAR, reg. 35c. for 18c.
MENS NECKWEAR, reg. 50c. for 35c.
MENS COTTON HOSE for 5c. pair
MENS HOSE, 15c. kind for 7c. pair
MENS HOSE, 25c. kind for 12c. pair
MENS WOOL HOSE, reg. 20c. for 12c. pair
MENS SUSPENDERS, reg. 15c. and 30c. for 11c. pair
MENS SUSPENDERS, reg. 25c. for 15c. pair
MENS WHITE COTTON NIGHTGOWNS, reg. 75c. for 49c.
MENS NIGHTGOWNS, reg. \$1.00 for 69c.
BOYS BLOUSES-WASH SUITS
BOYS BLOUSES for 19c.
BOYS BLOUSES, reg. 50c. for 39c.
BOYS WASH SUITS, reg. 65c. for 49c.
BOYS WASH SUITS, reg. 75c. for 59c.
BOYS WASH SUITS, reg. 95c. and \$1.00 for 69c.
LACE CURTAINS-TABLE CLOTHS
LACE CURTAINS 47c. pair
LACE CURTAINS, reg. 90c. for 59c. pair
LACE CURTAINS, reg. \$1.00 for 89c. pair
LACE CURTAINS, reg. \$1.25 for 98c. pair
LACE CURTAINS, reg. \$1.50 for \$1.19 pair
LACE CURTAINS, reg. \$1.75 for \$1.29 pair
LACE CURTAINS, reg. \$1.85 for \$1.39 pair
LACE CURTAINS, reg. \$2.00 for \$1.49 pair
LACE CURTAINS, reg. \$2.25 for \$1.69 pair
LADIES WHITE APRONS
reg. 25c. for 15c.
reg. 30c. for 20c.
reg. 35c. for 25c.
reg. 45c. for 35c.
APRONS-WRAPPERS
LADIES' WRAPPERS
reg. \$1.00 for 69c.
reg. \$1.25 for 98c.
reg. \$1.50 for \$1.26
HOUSE DRESSES
reg. \$1.00 for 79c.
reg. \$1.50 for \$1.19
reg. \$1.95 for \$1.29

Dry Goods

- PRINTS
3/4 PRINT COTTONS 6c. yard
1 1/2 PRINT COTTONS 9c. yard
12c-14c-15c WHITE DRESS MUSLINS 12c. yard
16c to 20c WHITE DRESS MUSLINS 12c. yard
PLAIN AND FANCY AMERICAN DRESS CREPPES reg. 14c. for 9c. yard
COTTONS
WHITE COTTON, reg. 10 for 5c. yard
GREY COTTON, reg. 10c for 5c. yard
GREY COTTON, reg. 5c for 3c. yard
MUSLINS
COLORED ART MUSLINS, reg. 10c and 12c. for 5c. yard
WHITE and GREY COTTON, reg. 12c for 9c. yard
WHITE COTTON, reg. 14c. for 10c. yard
WHITE FRILLER CURTAIN MUSLIN, reg. 10c. for 7c. yard
CREAM AND ECRU CURTAIN MUSLINS, 42 inches wide, reg. 20c. for 11c. yard
ALSO LACE CURTAIN NET IN CREAM AND ECRU, 42 inches wide, reg. 20c. for 11c. yard
AMERICAN COLORED MADRAS AND WINDOW SCRIMS, reg. 14c, 16c, for 9c. yard
ALSO 15c. KIND FOR 11c. yard
FLANNELLETTES-TOWELLING-SATEENS, GREY AND STRIPPED FLANNELLETTES, reg. 10c and 12c for 5c. yard
TOWELLINGS-reg. 5c for 3c. yard
TOWELLING-reg. 9c for 6c. yard
TOWELLINGS-reg. 10c and 12c for 7c. yard
COLORED SATEENS, all shades, reg. 13c for 9c. yard
SPREADS-GINGHAMS-TOWELS
WHITE BED SPREADS, reg. \$1.00 for 79c.
WHITE BED SPREADS, reg. \$1.40 for 79c.
APRON GINGHAMS, reg. 10c and 12c for 7c. yard
FANCY GINGHAMS, reg. 10c-15c for 9c. yard
FANCY GINGHAMS, reg. 10c for 7c. yard
WHITE BATH TOWELS, EXTRA LARGE, reg. 60c pair for 42c. pair
TOWELS, reg. 15c pair for 9c. pair
CRETONS-SHEETING-TABLE LINEN
CRETONS, reg. 12c for 7c. yard
CRETONS, reg. 14c and 15c for 9c. yard
SHEETINGS, reg. 25c. for 15c. yard
SHEETINGS, reg. 30c for 25c. yard
WHITE and UNBLEACHED TABLE LINENS-
reg. 25c for 18c. yard
reg. 30c and 35c for 25c. yard
reg. 40c for 29c. yard
reg. 50c for 39c. yard
reg. 60c and 65c for 45c. yard
DRESS GOODS ALMOST GIVEN AWAY
TARTAN PLAIDS, reg. 15c for 7c. yard
SHEPARD'S CHECKS, reg. 25c for 20c. yard
SHEPARD'S CHECKS, reg. 30c for 20c. yard
SHEPARD'S CHECKS, reg. 50c for 38c. yard
SHEPARD'S CHECKS, reg. 16c. for 12c. yard
COTTON CASHMERE, reg. 14c. for 9c. yard
WOOL SERGES, reg. 30c. for 18c. yard
MELTON CLOTHS, reg. 25c. for 15c. yard
BLUE and BLACK WOOL SERGES, reg. 95c. for 59c. yard
VICUNAS IN ALL COLORS and BLACK, reg. 50c. for 38c. yard
VICUNAS, reg. 60c. for 49c. yard
NAVY BLUE DRESS SERGE, 54 inches wide, reg. \$1.00 for 79c. yard

Clothing

- MENS SUITS-PANTS
MENS SUITS, reg. \$7.00 for \$3.98
MENS SUITS, reg. \$8.00 for \$4.98
MENS SUITS, reg. \$9.00 for \$5.98
MENS SUITS, reg. \$12.00 and \$14.00 for \$9.79
MENS PANTS, reg. \$1.00 for 59c.
MENS PANTS, reg. \$1.25 and \$1.50 for \$1.59
MENS PANTS, reg. \$2.00, \$2.25, \$2.50 for \$2.79
MENS PANTS, reg. \$2.75, \$3.00 for \$2.99
MENS PANTS, reg. \$3.25, \$3.50 for \$2.79
MENS PANTS, reg. \$3.75 and \$4.00 for \$3.98
BOYS SUITS-PANTS
BOYS PANTS, 50c kind for 9c.
BOYS PANTS, reg. 75c kind for 59c.
BOYS PANTS, reg. 95c, 95c and \$1.00 for 69c.
BOYS PANTS, reg. \$1.25 for 89c.
BOYS BUSTER AND SAILOR SUITS IN WOOL TWEEDS, reg. \$2.25 and \$2.50 for 98c.
BOYS SUITS, reg. \$2.00 for \$1.29
BOYS SUITS, reg. \$2.75 for \$1.98
BOYS SUITS, reg. \$3.75 and \$4.00 for \$2.98
YOUTH'S LONG PANT SUITS, reg. \$7.00 to \$10.00 for \$3.98
RAINCOATS-VESTS
MENS RAINCOATS, reg. \$10.00 for \$7.90
MENS RAINCOATS, reg. \$6.50 for \$3.98
MENS ODD VESTS, all sizes, reg. \$1.00 and \$2.00 for 49c.
LADIES WAISTS
LADIES WAISTS, reg. 50c, 60c and 75c for 39c.
LADIES WAISTS, reg. \$1.00 for 65c.
LADIES WAISTS, reg. \$1.25 for 75c.
WHITE WEAR
WHITE UNDERSKIRTS, reg. 75c for 29c.
WHITE UNDERSKIRTS, reg. 90c, 95c and \$1.00 for 55c.
WHITE UNDERSKIRTS, reg. \$1.25 for 75c.
WHITE UNDERSKIRTS, reg. \$1.50 for 89c.
WHITE UNDERSKIRTS, reg. \$1.75 for \$1.19
CORSET COVERS, reg. 30c for 18c.
CORSET COVERS, reg. 35c for 25c.
CORSET COVERS, reg. 40c and 45c for 29c.
CORSET COVERS, reg. 50c and 60c for 39c.
CORSET COVERS, reg. 75c for 49c.
EMBROIDERIES, reg. 8c to 15c yard for 5c. yard
LADIES COTTON DRAWERS, reg. 35c. for 25c.
LADIES COTTON DRAWERS, reg. 35c for 19c.
LADIES COTTON DRAWERS, reg. 40c for 29c.
LADIES COTTON DRAWERS, reg. 50c and 60c for 39c.
LADIES COTTON DRAWERS, reg. 70c for 49c.
LADIES UNDERVESTS-LADIES and CHILD'S HOSIERY
LADIES VEST, reg. 10c for 7c.
LADIES VEST, reg. 25c. for 18c.
LADIES VEST, reg. 20c for 15c.
LADIES VEST, reg. 15c for 9c.
CHILDREN'S RIBBED HOSE, reg. 25c for 13c. pair
LADIES AND CHILDREN'S COTTON HOSE, reg. 10c. for 7c. pair
LADIES COTTON HOSE, reg. 15c for 11c. pair
LADIES COTTON AND CASHMERE HOSE, reg. 25c. for 18c. pair
LITTLE DAISY HOSE, reg. 25c. for 15c. pair
WHITE LAWN and VOILES, reg. 12c to 20c. for 8c. yard
BIG SENSATIONS
ALARM CLOCKS, reg. \$1.00 59c.
CHILDREN'S DRESSES, reg. 50c. for 22c.
CHILDREN'S HOSE 5c.
CHILDREN'S RAINCOATS, reg. \$3.50 for \$1.79
LADIES' CORSETS, reg. 65c. for 42c.
MENS STIFF HATS 14c.
LADIES COTTON WOOL 30c. yard
GARTERS 9c.
WINDOW BLINDS 2c.

THE PLACE: Sale Commences Saturday, Aug. 8, and Lasts 17 Days THE DATE! D. BASSEN'S, 207 Union St., St. John. Notice: Store Will be Open Evenings During This Sale! Wanted At Once-20 Salespeople 4 Wrappers, 2 Checkers, 2 Tally Girls Apply at Once to Manager of Store

Can You Equal These Prices? - - No! No!