

THE EVENING TIMES-STAR, ST. JOHN, N. B., THURSDAY, OCTOBER 9, 1924

A Demonstration of "Super-Value-Giving" That Will Stir The Community

\$25,000 Worth ^{New} Fall Merchandise!

The Big Surplus Stocks of Panic-Stricken Manufacturers

Come to C. J. BASSEN at a Fraction of Their Worth!

Saving Thousands of Dollars to the People of St. John

THE MACAULAY BROS. STORE AT 75 KING STREET

Formerly Occupied by The Toggery, Has Been Rented Temporarily for the Sale of These Stocks

Spread The News
Tell Your Neighbors
EVERYBODY CAN
SAVE NOW

Here is a sale that for sheer pluck and optimism is unparalleled—a sale that challenges the mercantile community—a sale that will in twenty-four hours be the talk of the countryside, for here are values that stand out in mighty supremacy and upset the entire trading traditions of the past. Prices are so sensationally low as to be almost literally unbelievable; but you can't down the truth—it is mighty and invincible always.

A VIVID, MANIFESTATION OF "TREMENDOUS VALUES"

WANTED!
25 Smart Sales Ladies
Apply at Once**SALE BEGINS FRIDAY OCT. 10TH, 9 A.M. SHARP**

Economical Men and Women will come here in throngs for they will be shrewd enough to realize that here are money-saving possibilities unheard of before!

Ladies' Fine Satinette Princess Slips in a big variety of correct colors. Reg. \$1.75. At this sale **\$1.15**

Ladies' Pink Jersey Bloomers, elastic knee and waist. At this sale **25c**

Soft Warm Flannelette Bloomers, all shades. At this sale **59c**

How's This?—Ladies' Fleece Bloomers, in all shades for **59c**

GET THESE NIGHTGOWNS!

Soft Flannelette or Heavy Cotton Nightgowns. At this sale **98c**

Ladies' Undervests, fall weight. To be sold for **59c**

Bold, Blunt Facts! I Plunged!

To purchase \$25,000 worth of merchandise with the idea of selling it at my store, corner Union and Sydney Streets, would be nothing short of sheer madness, but I saw the opportunity to buy as I have never bought before. I analyzed the situation, I saw the mighty chance to sell seasonable wearables to the people of St. John at prices that simply could not be resisted. I plunged deeply! I bought goods at prices they were never bought at before, all the manufacturers wanted was the cash. I've got the goods and have rented the Macaulay Bros. Store at 75 King Street, and when this sale opens Friday morning at 9 o'clock sharp you will open your eyes with amazement, but you will save and save.

C. J. BASSEN

FLANNELETTE **19c** YRD

500 yards Soft Warm Flannelette, suitable for any purpose. To be sold for

200 PAIRS SILK HOSIERY **19c** PAIR

An opportunity that may never occur again to buy silk hosiery at this unheard of price. Only 200 pairs in the lot. Going for

A Hurricane of Bargains That Blows Good Fortune to Hundreds of Homes.

Girls' All Wool Serge and Flannel Dresses in pretty styles. Sizes 8 to 14 years. Reg. \$4.50. At this sale **\$2.49**

Children's All Wool Jersey Suits, Oliver Twist style. Warm and comfy. All colors and sizes. Reg. \$2.50 and \$3.00. At this sale **\$1.85**

Serge Reefers for Boys and Girls. All sizes. Fall weight. At this sale **\$2.98**

Boys' Good Serviceable Pants, dark tweeds. for **\$1.25**

Boys' Blouses, well made, nice patterns. At this sale **49c**

Girls' Underwear, fall weight. At this sale **39c** ea.

Girls' All Wool Sweaters, all shades. At this sale **\$1.79**

CONSIDER THESE BARGAIN OFFERINGS!

Ladies' fine Silk and Wool Sweaters, quite new styles in combination color effects, reg. \$5.00. To be sold for **\$2.98**

Ladies' Flannel Jacquets, sleeveless, in new bright shades, finished with white silk military braid and large pearl buttons. To be sold for **\$2.49**

Ladies' Wool Knitted Suits, 2 piece. Sand or pearl grey. Reg. \$13.50. To be sold for **\$8.95**

Smart Skirts of "Armure" Crepe, Fawn, grey or brown. Reg. \$4.50. To be sold for **\$2.98**

Silk Broadcloth Blouses—All new patterns. Reg. \$4.50. To be sold for **\$2.75**

Ladies' fine Voile Blouses and Overblouses **98c** up

75 Doz. Good Corsets, white or pink, medium or low bust. 95c. pr. Reg. \$1.50 for **95c**

Ladies' fine Lisle Hosiery, black, brown, fawn or grey. Reg. 55c for **37c**

Ladies' Melton Cloth Bath Robes. To be sold for **\$3.98**

Ladies' fine Silk Knit Scarfs, extra wide, new combination colors. Reg. \$2.25. At this sale **\$1.49**

Pillow Slips—Heavy white cotton. 42 inch size, deep hem. To be sold for **25c** ea.

LADIES' ALL WOOL SWEATERS

Here are unusually smart All Wool Sweaters in sand, brown, navy and grey. All sizes. Regular price \$2.50.

To be sold for

\$1.49**HERE ARE NEW STYLISH COATS FOR LADIES AND MISSES AT BIG SAVINGS!**

A complete range of the New models, self and fur trimmed, showing the latest style effects and newest cloths.

All at Sale Prices.

BEDDING

Comfortables in a variety of sizes and color effects at Sale Prices. Flannelette Blankets—full double bed size. Get These.

SILK AND WOOL HOSIERY

Here is a bargain that will appeal to hundreds of women, this lovely Silk and Wool Hosiery. Comes in all the popular shades, full fashioned. Regular price \$1.00.

To be sold for

69c Pair**"Penman's" Celebrated WOOL UNDERWEAR For Men!**

Not often do men get an opportunity such as this. "Penman's" Ribbed Wool Underwear, Shirts and Drawers. To be sold for

98c**100 FLANNEL DRESSES**

These smart Flannel Dresses are a wonder value, they come in a variety of attractive shades, are trimmed with Silk Military Braid and large pearl buttons. Very pretty style and actually worth \$6.50. To be sold for

\$3.98**100 PAIRS FLANNELETTE BLANKETS**

Double Bed Size

To be sold **\$1.98** Pair**DON'T MISS THESE!**5,000 yds. Grey Cotton, 36 ins. wide. Regular 22c yd. To be sold **13c** yd. for2,000 yds. Grey Cotton, extra heavy. 40 ins. wide. Regular 30c yd. For **19c**Fine White Sheetting Cotton, 36 ins. wide. Regular 28c yd. Going **19c** yd. for16 in. Heavy Crash all linen **18c** towelling. Regular 25c for**MORE BARGAINS IN MEN'S WEAR!**Men's Red Label 100% Pure Wool Underwear. Reg. \$2.25. To be sold for **\$1.49** ea.Men's Sanitary Fleece Lined Underwear. Reg. \$1.25. To be sold **85c** ea. forMen's Mackinaw Shirts, heavy, warm garments. To be sold for **\$1.98**Men's Flannel Work Shirts, all colors and sizes. Now **\$1.25**Men's Fine Dress Shirts in splendid patterns, for **89c**Men's All Wool Sweaters, A bargain for **\$1.49**Men's Heavy Denim Overalls. To be sold for **\$1.25**Men's Tweed Work Pants, nice dark shade. To be sold for **\$1.75**Men's Extra Heavy Warm pants, winter weight. Reg. \$4.50 for **\$2.98**Men's Bannockburn Pants, guaranteed all wool. Reg. \$5.00. To be sold for **\$3.65**Men's Heavy Cotton Socks. 15c pr. Going for **15c**Men's All Wool Socks. Going **25c** pr. forMen's Work Gloves, good heavy quality, for **49c**Men's Caps!—Men's Tweed Caps. To be sold for **69c** ea.Open Every Night
For Your
Convenience**ALL ROADS LEAD TO KING STREET — LOOK FOR THE SIGN****No. 75 KING ST.**Temporary Premises at the
Macaulay Bros. Store Formerly Occupied
by THE TOGGERYWe Exchange Any
Goods Not Entirely
Satisfactory