

ONCE IN A LIFETIME!

People of Bristol and vicinity are realizing the greatest bargain opportunity of their lifetime. Fresh bargains are struck every day. Remember every day in October is

BARGAIN DAY

Bargains!
Bargains!
Bargains!

Don't let Opportunity knock at your door in vain. You can get here all your family needs for the next year at huge saving. In many lines

50c Will Do the Work of \$1

GREETING To the People of Bristol and Vicinity

During the past two or three years I have been piling stock into this store faster than it has been going out. Stocking up got to be a fad with me, and the time has come when I must forego the pleasure of buying and confine my energy to selling—selling at any price—so long as during the next 30 days I turn this big \$40,000 stock into \$20,000. And have left, of course, enough stock to do business on. But this is the plain fact—the stock I've prided myself in piling up must go. And out it goes at any old price that will leave me anything like a whole skin. Our shelves are creaking under the burden of too much weight in high-class goods—the very best grades the market could supply. Bought largely before the tremendous advance during the past few months. You can select from this stock at prices lower than if you were in a wholesale warehouse in St. John or Montreal. Let this fact in upon your understanding.

We do not quote any prices in this advertisement, but come along and state your wants. The jingle of your coin will make me reckless, and the price you name will in all probability take the goods.

It is cash I want this fall more than I want these goods, and there is a Big Bargain for you on every shelf in the store. Money speaks louder than words. Bring yours along and let it do the talking!

I thank you for your trade in the past, and am glad to extend this money-saving opportunity to you. Come and bring your cash and produce and supply your wants for months to come at practically your own prices.

Yours faithfully,

A. W. PHILLIPS

**You Have
the Money;
We Have
The Goods
Let's TRADE**

We'll give you \$3.00 worth of goods for \$2.00 cash. Come!
NOW!!

LASTING ALL THROUGH OCTOBER!

Bargain Prices for Spot Cash Only or the Equivalent in Produce.
Goods Charged Only at Regular Prices

Boots and Shoes

Probably the largest stock to be found in any general store on the St. John River, including all the best makes and all styles and sizes. We could not replace our shoe stock for what we are willing to sell these for. Come, buy your next year's shoes now. You'll save half their cost.

Groceries

Groceries are bought twice a month, and we have to pay the present high market prices right along. We cannot, therefore, quote less than wholesale on such goods, but guarantee the best goods at just profit enough to let us out square on the deal. Shelf Hardware, Graniteware, Crockery, Paints—everything but Groceries—at present market prices or less during October only and for cash or produce only.

Ready-to-Wear Clothing

A vast stock of light fall and heavy winter Suits and Overcoats for men and boys; also Men's Work Pants and Jumpers, Sweaters and Cardigans.

Cheaper to you now than we can buy at wholesale. Save \$5 to \$10 on a new suit.

Women's Wear

Ladies' Coats, Raincoats, House Dresses, Waists, etc., are going at half their retail value today.

Don't wait for these to be culled out. Come while the stock is complete.

Dress Goods, Etc.

Our great array of stylish Dress Goods must be sold, and prices will be slashed without mercy.

Just look over the special lines and let us quote the amazingly low prices.

This sale means a general land-slide in prices. Don't wait for the howling blizzards of winter to drive you into heavy clothing. Buy now when you can get your goods at less than they will cost at wholesale three months from now. Be prepared; grasp this money-saving opportunity.

A. W. PHILLIPS

At the Mrs. C. A. Phillips Stand, Bristol, N. B.