

AN UNPARRALLELED, UNDERPRICING EVENT that

Will Be on the Tip of Every Tongue

The Intensity of this Selling Event---the Blighting Force with which we have Smitten Prices, stamps it as the Most Daring and Heroic Attempt Ever made to sell the bulk of a Huge Stock in 10 Short Days. This Sale will surely come as a staggering Revelation in Bargain Giving and will Encompass this Town and District with Lightning-Like rapidity. Buy Now! Save as you never saved before---Save! Just when you need the Goods.

TAKE NOTE OF THE OPENING DAY AND HOUR---COME

Selling Starts **Thurs., Oct. 23** Sharp at 9 a. m.

MEN! BUY YOUR WOOL UNDERWEAR

Men who want heavier underwear will be here by the score to get this rib wool underwear at \$1.25. This is one of the outstanding bargains of the sale and a timely one too. We're giving you the goods just when you need them and hundreds will show their appreciation. Take them away at

\$1.25

IT'S GIVEN AWAY!

Remember with every purchase amounting to \$3 or over, on anything except groceries, we give a big box of soap, free. This is merely a special offering for the opening day and as we have only 100 boxes you had best be early. Box contains 2 bars P. & G. Naptha, 2 bars Gold, 1 bar Ivory and a large box of Pearline.

YOU CAN'T BEAT THIS

Here's the pant that workingmen like---here's a pant that will stand the hard wear test. Made from Humphrey's pure wool Bannockburn cloth, every thread doubled and twisted. We know the quality of this pant and you can buy it with our guarantee. It's the best in the country at

\$3.85

CUPS AND SAUCERS

Most of the wholesalers in Canada ask more for these cups and saucers than our Sale Price. Take your choice of floral or clover leaf patterns, all

\$2 DOZ.

ALUMINUM T. KETTLES

Large 8 quart size Aluminum Tea Kettles at \$1.85. Here's a kettle that will wear for years, will not burn out nor chip off. Take warning and come early. They go at

\$1.85

DON'T MISS THIS

Big lot of sample Caps, fall and winter styles---pick them out, men, at exactly the price they ask for them at the factory. Plain figures tell the story.

MACKINAW COATS

You can save money by buying them now. Pure wool Mackinaw, made from long wool, not the short shoddy---a real coat that will wear. Get your size at

\$7.00



BOY'S BREECHES

Boys' Heavy Khaki Breeches, all sizes---just the thing for winter wear---just the thing for hard wear.

\$2.00

MEN'S BREECHES

Men's Breeches, the heavy all wool kind that keep out the cold and give unlimited wear. Snap them up, Men, at

\$3.85

SMASH! GO MEN'S SUITS

Placing 25 Suits on our racks to sell during this sale at \$15. These suits are high grade tweeds and worsteds, tailored to perfection, and retailed to \$22. No old goods to get clear of in this stock---everything being bought since February last. Be here early, Men, for your size.

\$15.00

THE COUNTRY'S FINEST

Blue and Grey Serge Suits made from 22 oz. cloth. There is absolutely nothing in Canada or America for that matter to equal this suit at the money. Guaranteed Indigo dye. We are willing to have you search the entire country to find the equal of this---one thing we do know---the big clothing factories in Montreal want many dollars more than our sale price. If you want the best blue or grey suit in Canada, get here early.

\$27.50

MEN'S SHIRTS

These Shirts are cut big and well made from the strongest of military flannels. For the price there is nothing to compare with them. It means quick action, men, if you would share in this unusual bargain. Better stock up for the entire season. They'll go at

\$1.25

MEN! READ EVERY WORD

Gum Rubbers for men, with heavy white rolled soles---match this if you can at

\$2.50

Men's genuine Goodyear welted boots, all sizes. They are sold the country over at \$6. You can take them during this Great 10 Day Sale at

\$4.19

SNAG PROOF Overalls---a garment that sells at factory today for over \$2. Carry 'em away at

\$1.85

THIS LIST IS WORTH READING

Boys' Knickers, lined . . . \$ 1.45
Boys' 2 Pant Suits 9.00
Men's Sweaters 2.00
ALL WOOL yarn, lb. 1.00
Sliding Couches, complete with Mattress 11 90
GULF KEROSENE, 25c

Produce Same as Cash--All Goods
Sold for Cash or Produce--No
charges, no approvals

A. W. PHILLIPS & CO.
BRISTOL, N. B.
STORE OPEN EVERY NIGHT DURING SALE

Every Day a Big Day---So come
soon as you
can