

AN Outpouring of New Fall Merchandise

Prices that Show An Utter Contempt of Profits. A Selling Event of Gigantic Proportions and Unforgettable Values---the Triumphant Movement of A. W. Phillips & Co's Stock that will stir this country with Enthusiasm. On the very threshold of the Fall Season, when every man, woman and child requires warmer clothing, comes this Thunderous Assault on the Phillips' Stock. Here's a sale that upsets all trading traditions by the extreme daring of its reductions ---a sale that will rock this section with 60 price thrills an hour. Be Here Without Fail

BIG! BROAD! BOLD! BARGAIN EVENT

Every word and every price on this bill is true and correct. There are no misrepresentations---no "juggling" prices nor inflated values. The public want low prices and it is unbelievably low prices they'll get. Hundreds have eagerly waited for some such opportunity and no sane person will pass it by unheeded. Be here when the doors swing open on Thursday.

THE SUPREME SELLING EVENT
of the Year Enabling Thousands who Will
Storm This Store to Save Thousands of Dol-
lars on Seasonable Merchandise.

NO GOODS SHOWN OR RESERVED TILL
THE OPENING HOUR THURSDAY.

PRICE SMASHING THAT KNOWS NO BOUNDS

Wait as long and as patiently as you will, you'll find no sale that equals this for downright, honest-to-goodness bargains. Hundreds of items have not been listed for lack of space. These will be on display in the store---marked with the sale price in plain figures. This will be a sale of a Thousand Surprises. Come with the crowds Thursday.

Doors
Open

Thurs., Oct. 23

Promptly
At 9 a.m.

THIS WILL GO LIKE MAGIC

Hundreds of yards of choice Flannelette will go out at this sale less than the present wholesale price at the mill. Finely woven goods, with a soft nap---take your choice of white or stripes. Every housewife in the country is interested in these goods at this time of year and hundreds of them will be here Thursday to share in this bargain. Out it goes

20 CENTS

FREE! FREE!

As an opening day inducement we will give to every customer whose purchase amounts to \$3 or over, a box of Soap. This box contains 2 bars of P. & G. Naptha, 2 bars of Gold, 1 bar of Ivory and a large package of Pearlina. We have 100 boxes of these but with buying fast and furious, as it surely will be, they won't last long. NOTE---Your purchase must be \$3 exclusive of groceries.

ABSOLUTELY UNPARALLELED

300 pairs of Women's Fine Boots for an opening day rush special. Many of these boots retailed as high as \$12---the world famous J. & T. Bell line included---they are all high cut but at this price are cheaper than any house slipper on the market. Patent, calf and gunmetal leathers in the lot. No boot in the lot is worth less than \$5. Come early, pick 'em out.

99 CENTS



LINEN CRASH TOWELLING

Here's another special that will awaken buying enthusiasm---heavy weight Linen Crash Towelling has never been sold at such a price in many years. This towelling is a heavy, firm weave that will wear well as it has great absorbent qualities. Watch the crowds go for this when the doors open.

13½ CENTS

40-IN. WHITE COTTON

Look at the width of this Cotton, examine the fine even thread with which it is woven and you will surely exclaim "It's a wonderful bargain." We will surely unload this stock in double-quick time with such prices as this. Remember 40-inch. Pure White Cotton

17 CENTS

BLANKET SALE

Sharp at 9 on Thursday we will sell double bed size Flannelette Blankets at the remarkable price of \$2.29 a pair. No need to urge you to be early with such an offering as this. The price is so unusual for such high grade fleecy blankets that hundreds will want them at

\$2.29

LESS THAN HALF PRICE

Yes, ladies, these beautiful silk scarves are much less than half price. They are just the type of scarf as worn in the big cities today---their wonderful colorings, either plain or contrasting, make them highly prized by all. Knitted from pure silk these \$5 scarves will surely find eager owners when they go on sale at

\$2.00

Entire Stock Priced To Save You Money

FLOOR OILCLOTH---2 YDS. WIDE

Bring your room size with you and save on Floor Oilcloth. Remember these goods are not factory seconds, but first quality good with heavy canvas back, printed perfectly in beautiful colorings. The lowest price on record for this weight of goods. 10 lovely patterns to choose from in the 2 yard width. Out they go at, running yard.

\$1.00

BED, SPRING and MATTRESS

Here's a bedding bargain that will find no equal anywhere. Bed, Spring, Mattress complete for \$14.90. Better speak early for these as the quantity will not last long at this low figure. This is only one of the many bargains to be found in this department. Be on hand early when the sale starts.

\$14.90

WATCH THE CROWDS GRAB 'EM

We made a luck purchase of a huge lot of travellers' samples in Ladies' and Children's Underwear. EVERY garment will be sold at the wholesale cost exactly. In the lot you'll find everything from the lowest to the exquisitely fine silk and wool. Both 2 piece and combinations---If you want heavier underwear---Now's your chance. All at factory cost.

ANOTHER SMASHING BARGAIN

Mothers with children to clothe will seize this opportunity to buy dress goods at a big saving. During this sale, we will sell the 36-inch. Cashmeres at 29 cents, also another line of pretty plaid and striped goods, suitable for dresses at

20 CENTS

TERMS: CASH OR PRODUCE
No Charges---No Approvals

A. W. PHILLIPS & CO.
BRISTOL, N. B.

10 Days Matchless Bargains---
Starting Thursday, Oct. 23