

# FIRE, SMOKE AND WATER

**\$20,000 Worth**

—OF—  
Hand-Tailored Clothing,  
Boots and Shoes.

TO BE CLEARED OUT AT  
Tenth Avenue, Regina, Sask.

**\$35,000.00 WORTH**

High Grade Clothing for Men and Boys  
Ladies' Ready-to-Wear Garments of all Kinds  
Boots and Shoes for Men, Women, Boys and Girls

**\$15,000 Worth**

Of Ladies' Ready-to-Wear  
Garments

Consisting of Suits, Coats, Skirts, Waists,  
Underwear, Hosiery, Etc.

TO BE CLEARED OUT AT  
Tenth Avenue, Regina, Sask.

**ATTENTION!**  
**10 Big Sale**  
**Days Only**

**This Great Sale Positively Opens**  
**Saturday, Feb. 12th, at 9 a.m. sharp**

**ATTENTION!**  
**Continues for**  
**10 Days Only**

**HOW IT OCCURRED:** Our buyer, Mr. Pearlman, being in Montreal at the time of this great fire, was alive to the situation, and at once entered into negotiations with the fire adjusters to purchase parts of the different stocks that were slightly damaged by the fire, smoke and water. His tender, one of the lowest, was accepted by the insurance companies, and having the spot cash in his pocket, was successful in securing \$35,000 worth of High Grade General Merchandise of all descriptions FOR MEN, WOMEN AND CHILDREN, slightly damaged by smoke and water, at just **36½ CENTS ON THE DOLLAR**.

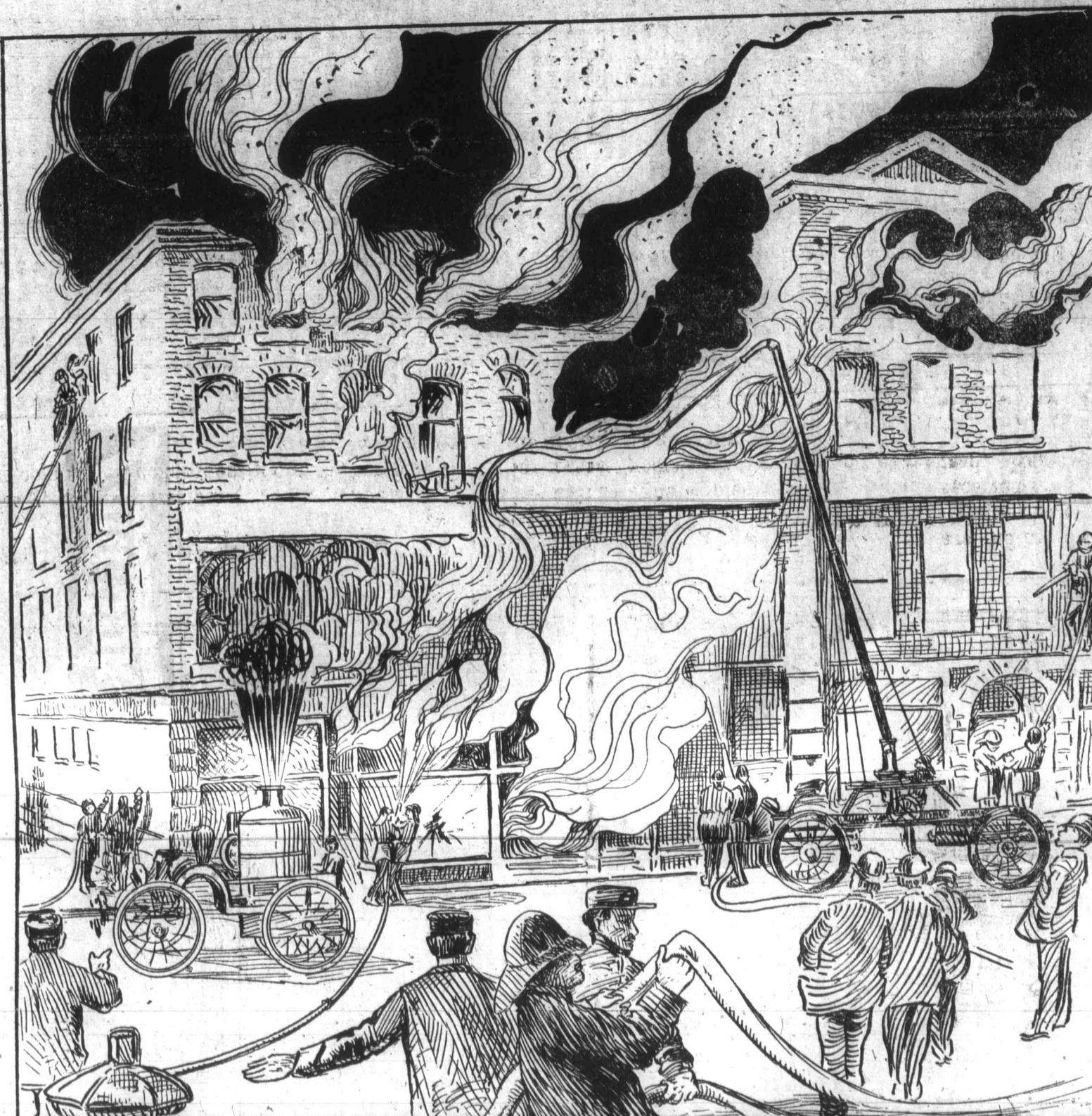
This high-grade purchase of Clothing, Ladies' Ready-to-Wear Garments, Boots and Shoes will be offered to the public at prices that will make buying irresistible.

Come, See and Be Convinced

**The Manufacturers  
Outlet Company**  
Of Montreal

Are establishing one of their outlet branches at Cor. Tenth Avenue and Broad, Regina. At present the Manufacturers Outlet Company controls many stores throughout the Dominion of Canada, and being the largest buyers of stocks in Canada, decided to introduce themselves to the people of Regina and vicinity by a record-breaking sale, and instead of taking this great Fire, Smoke and Water purchase to Winnipeg, we have leased the big double block on the Cor. Tenth Avenue and Broad, in the central part of the city, to give the people of Regina and vicinity a sale event such as has never occurred in the history of this city.

This is a legitimate sale where all goods are marked in plain figures, and one price to all. Everything guaranteed, and if for any reason you should be dissatisfied, we shall return your money as cheerfully as accepted.



**One Chance in a Lifetime**

REMEMBER, these goods are from the leading wholesalers of Montreal that came through the fire, and being unsuitable to their retail trade, and in the hands of the Insurance Companies, is the reason we own this stock.

**36½ Cents on the Dollar**

**This Tremendous Fire,  
Smoke and Water Sale**

Will be the sensation of a lifetime, the most powerful money-saver ever inaugurated in Western Canada. We say this as a positive proof because our buyer, Mr. Pearlman, got the first choice of the \$300,000 worth of goods that was slightly damaged in the great fire, and at a price much less than the cost of raw material. As it is the custom of the Manufacturers Outlet Company to clear out their big purchases throughout their different branches in a specified time, this ten day sale will go down in Regina's history as the greatest sale, also making a monument for our Mr. Pearlman as buyer for the Manufacturers Outlet Company.

**The Insurance Company's Loss  
is Your Gain**

**WANTED**

15 experienced Clothing and Boot  
and Shoe Sales Women.  
Apply to Manager.

**Railroad Fare Paid**

On all purchases of 20 dollars or  
more for a distance of 50 miles.

**WANTED** 20 Experienced Sales Ladies