

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.

WANTED 20 Experienced Sales Ladies
5 Experienced Cashiers

Mail Orders

Will receive prompt attention and will be shipped the day order is received if accompanied by Express Money Order or Cash.

HERE IT IS IN A NUTSHELL women and children, you save in actual dollars and cents the amount of \$33.30. When you spend \$50.00 at this great sale of high-class merchandise for men, Surely this is worth your consideration. The question is, how can we do it? The wholesalers have already received the face value of the goods from the insurance companies, consequently our 33 1/3 cents on the dollar means "velvet" to them. Don't be misled. Remember, the goods stand us about one-third the actual cost of raw material.

BE HERE WHEN THE DOORS OPEN

BE SURE AND TELL YOUR FRIENDS

A MONSTER MASSACRE OF FIRE, SMOKE AND WATER Goods consisting of Clothing, Ladies' Ready-to-Wear Goods, Boots and Shoes, and in fact every known article of wearing value. Do not overlook the fact that this sale is in the heart of the season when you need your entire spring and summer outfits. Read these prices, study them carefully. Such cutting down and slashing of prices has never been heard of in these parts before. We cannot impress too strongly the necessity of your getting here when the doors open, as some lines, we dare say, will melt away under the high pressure of anxious buyers who are sure to attend this great Fire, Smoke and Water Sale.

NOTICE—Doors Open and Sale Begins SATURDAY, February 12th, 9 A.M.

<p>Suits \$10 Suits at \$3.95. But so extraordinary is this Fire Sale that even at this small price you can buy a strictly all wool suit. Reg. \$35 value. FIRE SALE PRICE..... 3.95</p> <p>\$12.50 Suits at \$5.50. Such values as these seem beyond reason, but at this Fire Sale you can get a Man's Stripe and Check Suit worth \$12.50. FIRE SALE PRICE 5.50</p> <p>\$15 Suits at \$6.75. These suits are very nobby, and especially tailored for Business Men's Suits, the very latest patterns, and had not this fire occurred, to get one you would have to pay \$15. FIRE SALE PRICE.. 6.75</p> <p>\$20 Suits at \$9.95. These suits are imported worsted, Scotch and Irish Tweeds, hand tailored throughout. These are in first-class condition, and would sell in the ordinary way at \$20. FIRE SALE PRICE..... 9.95</p> <p>\$25 and \$30 Suits at \$12.50. Here we have an exceptional large range, hand tailored throughout, the latest concave shoulders, hand padded collars and lapels, witchcraft designed. Reg. \$35 and \$30 values. FIRE SALE PRICE 12.50</p> <p>Overcoats \$18 Overcoats at \$7.95. Genuine all wool chevrons, vicuna, fancy or plain, lined with the very best materials. It is something new in Regina to get a good \$18 overcoat. FIRE SALE PRICE..... 7.95</p> <p>\$25 Overcoats at \$9.95. Handsome beaver and kersey Overcoats, hand tailored and lined with the choicest materials, the kind all swell dressers are "stuck on." This is the insurance company's loss. FIRE SALE PRICE 9.95</p>	<p>Coon Coats \$75 Coon Coats at \$39. We only secured five of these coats, and they are good, big sizes and nicely striped. Enough said here. Worth \$75. FIRE SALE PRICE 39.00</p> <p>Odd Pants Here's a knock. Men's all wool heavy working trousers. Regular \$2. FIRE SALE PRICE 95c</p> <p>Extra fine Dress Pants, all sizes, and made to hang just right. Regular \$3.75 and \$3 values. FIRE SALE PRICE..... 1.45</p> <p>Extra high grade hand tailored, silk and wool stripe Trousers, all sizes, worth \$5.50 and \$6. FIRE SALE PRICE..... 2.45</p> <p>Overalls Men's 8 and 9 ounce, black, denim and all colors, with and without bibs. Regular \$1.25 values. FIRE SALE PRICE..... 55c</p> <p>Shirts Men's fine negligee shirts, in stripes and checks. Regular 75c values. FIRE SALE PRICE..... 24c</p> <p>Extra heavy Madras negligee shirts. Every one a bargain at \$1. FIRE SALE PRICE..... 45c</p> <p>Extra Tailored Dress Shirts with or without cuffs, coat fronts. Regularly sold at \$1.50 and \$1.75. FIRE SALE PRICE..... 79c</p> <p>Underwear Men's heavy fleece-lined underwear. Regular \$1.50 per suit. FIRE SALE PRICE, per garment..... 34c</p> <p>Men's fine merino wool underwear. Regular \$2.50 values per suit. FIRE SALE PRICE, per garment..... 59c</p> <p>Men's all-wool guaranteed unshrinkable underwear. Regular \$3.50 per suit. FIRE SALE PRICE, per garment..... 95c</p>	<p>Boys' Suits These suits are the best makes, all sizes, and dirt cheap at \$3.50. FIRE SALE PRICE..... \$1.95</p> <p>This is no exaggeration, and in all sizes, 3 pieces to a suit. Get a \$6.50 suit. FIRE SALE PRICE..... \$2.95</p> <p>Boys' odd pants, all sizes, made of the best Canadian Tweeds. Regular \$1 and \$1.25. FIRE SALE PRICE..... 39c</p> <p>Look These Over Men's President suspenders. Sold everywhere at 50c. FIRE SALE PRICE..... 25c</p> <p>Men's heavy Police suspenders, the workman's kind. Regular 40c. FIRE SALE PRICE..... 19c</p> <p>Men's fine four-in-hand ties. Every one a 35c value. FIRE SALE PRICE..... 15c</p> <p>Extra fine four-in-hand ties. Regular 50c and 60c values. FIRE SALE PRICE..... 25c</p> <p>Men's mule and pigskin mitts and gloves. Regular 50c values. FIRE SALE PRICE..... 24c</p> <p>Men's buckskin and horsehide mitts and gloves. Regular \$1.50 values. FIRE SALE PRICE..... 74c</p> <p>Men's blue and red Bandana handkerchiefs, worth 10c each. FIRE SALE PRICE, 6 for..... 25c</p> <p>Men's large linen handkerchiefs, worth 10c each. FIRE SALE PRICE, 8 for..... 25c</p> <p>Sheep-Lined Coats Youth's and boys' sheep-lined coats, worth \$4 and \$5. FIRE SALE PRICE..... \$1.95</p> <p>Men's heavy duck sheep-lined coats, leather bound throughout. Regularly sold for \$10. FIRE SALE PRICE..... \$5.75</p>	<p>Waists Extra heavy black sateen waists, regular \$1.50 values. FIRE SALE PRICE..... 69c</p> <p>Fine lawn waists, embroidery trimmed. Regular \$2 and \$2.50 values. FIRE SALE PRICE..... 98c</p> <p>Extra fine hand-worked embroidery lawn waists, regular \$3 and \$3.50 values. FIRE SALE PRICE..... 1.49</p> <p>Ladies' fancy luster waists, all colors, regular \$3 values. FIRE SALE PRICE..... 1.45</p> <p>Extra high quality white and black and Jap. silk waists, the latest makes. Regular \$6 values. FIRE SALE PRICE..... 2.98</p> <p>Ladies' evening dress all over lace and net waists, the latest New York designs. Regular \$11 to \$12.50 values. FIRE SALE PRICE..... 5.95</p> <p>Women's Smart Coats These Coats are the season's latest styles, and made by one of our leading factories in the east. Fire left them on the street, so we got the choice at about one-quarter factory cost.</p> <p>Ladies' fine tailored coats, in loose and semi-fitting styles, tailored in plain and striped covert cloths, all sizes, worth \$10 and \$11. FIRE SALE PRICE..... 4.98</p> <p>Elis Soiree all-tailored coats, in tweeds, meltons and vicuna cloths, all the styles and sizes you want. Regular \$15 values. FIRE SALE PRICE..... 6.49</p> <p>3 only ladies' fine fur-lined coats, mink-lined, collars and reverses, muskrat-lined. Regular \$135 values. FIRE SALE PRICE..... 69.95</p> <p>Ladies' fine fur-lined coats, sable and mink-trimmed. Reg. \$75 values. FIRE SALE PRICE..... 38.50</p> <p>Ladies' heavy cloth coats with sable and muskrat linings. Regular \$45 value. FIRE SALE PRICE..... 22.50</p>	<p>Shoes Men's heavy box calf Blucher working shoes. Regular \$3 values. FIRE SALE PRICE 1.45</p> <p>Men's fine dress shoes in vici kid, box calf and patent leather, kid shoes, all sizes. Regular price \$5 and \$6. FIRE SALE PRICE..... 2.95</p> <p>Ladies' vici kid Blucher shoes. Regular \$2.50 values. FIRE SALE PRICE..... 1.30</p> <p>Ladies' fine vici kid and patent leather shoes, \$4.50 and \$5. FIRE SALE PRICE..... 2.45</p> <p>Skirts Ladies' fine skirts in novelty tweeds. Regular \$2.50 values. FIRE SALE PRICE..... 1.25</p> <p>Extra high quality skirts in meltons, fancy tweeds, broadcloths, etc. Regular \$3.50 values. FIRE SALE PRICE..... 1.98</p> <p>Ladies' fine tailored skirts, all the newest patterns, worth \$5. FIRE SALE PRICE..... 2.49</p> <p>High grade man tailored skirts, button fronts and the best on the market at \$10 to \$11.50. FIRE SALE PRICE..... 5.95</p> <p>A Few Red Hot Ones Ladies' fancy collars, all sizes, regular 50c values. FIRE SALE PRICE..... 19c</p> <p>Ladies' fancy belts, all sizes, while they last. FIRE SALE PRICE..... 19c</p> <p>Ladies' fine linen handkerchiefs, worth 10c and 15c each. FIRE SALE PRICE, 8 for..... 25c</p> <p>Ladies' fine lawn corset covers, regular 50c values. FIRE SALE PRICE..... 19c</p> <p>Pure all wool white 6 lb. blankets, Alaska Brand, regular \$5. FIRE SALE PRICE..... \$2.95</p>
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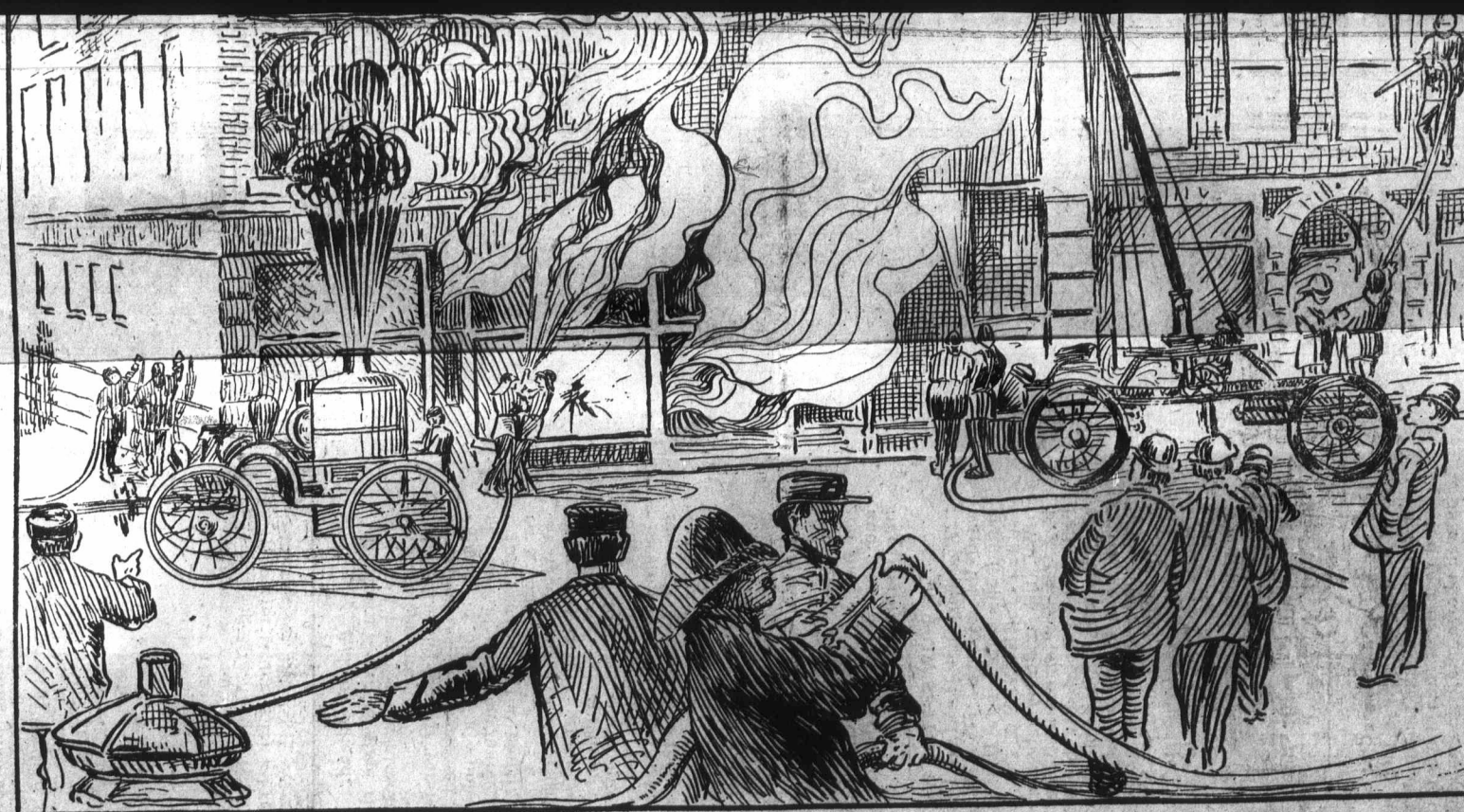
Send Word to
Your Friends

As Every price quoted above is guaranteed to be correct. We have everything as advertised.

The Manufacturers Outlet Company
Corner of Broad Street and Tenth Avenue,
REGINA, SASK.

BRING THIS DOCUMENT

With you and be sure you find the place with the BIG FIRE, SMOKE AND WATER SIGN



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.

Look For
The Big Fire, Smoke and Water Sign