

Tremendous Fall Sale

Our FALL SALE is an event of utmost importance to every man, woman and child of Western Canada. Our Store is just literally packed to the roof with First Class Merchandise for Fall and Winter Wear, not a stock gathered together here and there, but a store full of seasonable wearing apparel selected with thought and care, and bought at right prices. — For months ahead we have planned this great sale. We have scoured the worlds markets for real, genuine bargains, not so much for our benefit, as for the benefit of our customers. Yes, we have bought right, we have bought our goods for less money, than some factories have to pay today to produce them. All these seasonable merchandise is at your disposal. You can choose any article in our store, price it and you will find, you are paying from 25 to 50 per cent. below the price you would have to pay for the same goods in any other store. As an inducement and in order to prove to you that we really mean what we say, we have decided to practically pay all your expenses, your trip and your hotel bill while in town. COME TO REGINA AT OUR EXPENSE.

OUR FREE COUPON OFFER

Besides all the savings you will make by purchasing your goods at our FALL SALE, we will GIVE you TWO DOLLARS CASH with every \$25.00 purchase. The Coupon below is worth TWO DOLLARS IN CASH, with every \$25.00 purchase, FOUR Dollars with every \$50.00 purchase, SIX Dollars with every \$75.00 purchase, and so on. You buy your goods at the advertised bargain prices, and pay in cash together with the coupon which has the respective cash value, according to your purchase. Say for instance you have bought goods amounting to \$50.00. You pay \$46.00 and this coupon, which together with your cash payment of \$46.00 will settle for your \$50.00 in full.

Just stop and think. Figure out how much you really will save by visiting Regina and making your purchases at our store. You know our store and you surely also know, that we have always lived up to what we have promised. Why pay fancy prices for your goods, when you can buy the same quality for much less at our store and besides save enough to pay for your expenses and have some money left over. Has any firm ever made you a more generous offer? If not, then come to Regina and visit our

BIG FALL SALE

Should circumstances not permit you to come to our city, then send us your order by mail. The coupon is also good in this case. Send us your money order less the amount of the coupon. Fill in your name and address on the coupon below and it will be considered the same as cash. Your order will receive our immediate and prompt attention.

An Auspicious Showing of Furs

MEN'S MUSKRAT LINED COAT
Canadian Red, good heavy fur, with genuine otter collar, very best black beaver cloth, very drowsy coat for town or country wear. Reg. \$140.
Our Special **\$85.00**
Regular \$200.
Our Special **\$135.00**



COON COATS
Made from carefully matched, evenly furred raccoon skin, which is noted for its wearing quality. Has a strong quilted lining, deep storm collar, shawl style, two outside pockets, leather arm shields, cut large and roomy with a full skirt, and fastens with barrel buttons and loops, vent in back. Reg. price \$225.00.
Fall Opening Sale **\$169.00**
Next lot of good Coon Purchased Early. Reg. \$175.
Fall Opening Sale **\$135.00**

Special Coon Coats, 3 only.
Reg. \$150.00
Fall Opening Sale **\$100.00**
Coon Coat of Superior Quality. A very drowsy coat, heavy furred and well matched. 50 inches long, 42 to 48 bust.
Reg. \$235.00. Sale **\$210.00**

CANADIAN PLUCKED BEAVER COAT
Handsome Coat, is made from choice plucked beaver skins, rich dark brown in color, lined throughout with Skinner's brown satin. Length, 52 inches. **\$300.00**
Reg. \$425.00. Sale

ALASKA BEAVER COAT
Very fine appearing for country wear; driving or walking, and very warm; good tanned and covered with heavy fur. **\$42.50**
Reg. \$65.00. Special

FINE SILVER WOMBAT COAT
Extremely serviceable and durable. Made from thoroughly tanned skins, soft and pliable, densely furred, cut on generous fitting lines, double breasted, with large shawl collar, leather arm shields and heavy quilted lining which adds to its comfort. 50 inch long. Regular \$90.00. **\$74.75**
Fall Opening Sale

BEAVER CLOTH QUILTED LINED COAT
The shell is a strongly woven black beaver cloth, large storm collar of mink marmot, fur lined with extra good saaten lining. Regular \$40.00. **\$28.95**
Fall Opening Sale

LADIES' FUR COAT
Made of mink marmot, nicely matched skins; 50 inches long, 36 to 46, with good Skinner satin lining; large cape collar. Regular \$135.00. **\$89.50**
Fall Opening Sale

LADIES' MUSKRAT COAT
Made of Canadian Muskrat, selected skins. Skinner satin lining, cape collar; 45 inches long. Regular \$125.00 **\$79.00**
Fall Opening Sale

50 inches long, 40 to 46, over sizes. Regular \$225.00. **\$165.00**
Fall Opening Sale

CANADIAN MUSKRAT COAT
Hudson Seal Collar and Cuffs, also belt, 45 inch, very drowsy. Regular \$225.00. **\$165.00**
Fall Opening Sale

FUR SETS
Ladies' Mink Marmot Sets, made of fine selected skins. Large stole and muff to match. Regular \$32.50. Only two sets left, **\$16.50** for each

Ladies' Fur Sets, made of imitation Possum; very nice, attractive, with locking stole and muff. Regular \$30.00. **\$16.50**
Fall Opening Sale

Extra Stole—Black Dog—Large stole, splendid wearing quality. Regular \$18.00. **\$9.95**
Fall Opening Sale

Extra Fine Jap. Cross Fox Sets, really beautiful sets; stole and muff to match. **\$32.50**
Reg. \$55.00. Special

And a lot of other attractive Sets, newest designs, ranging from **\$25 TO \$45**
Really good values.

Men's Section

MEN'S SWEATERS
In grey only, pullover and coat style, warm and durable. Regular \$3.50 to \$4.00. **\$1.75**
Fall Opening Sale

MEN'S DRESS SHIRTS
Soft cuffs, black and white stripe; a very neat pattern. Regular \$1.75. **\$1.25**
Fall Opening Sale

MEN'S UNDERWEAR
Penman's spring needle knit, medium weight, shirt and drawers. Reg. \$2.50 per garment. **\$1.49**
Fall Opening Sale

YOUTH'S COMBINATION UNDERWEAR
Stanfield's wool ribbed, heavy weight, cannot be purchased at less than \$4.00. All sizes **\$2.49**
Fall Opening Sale

MEN'S SUITS
Made in all wool tweeds, not purchasable today. Good serviceable styles, 3 buttons, well tailored. Regular \$37.50. **\$25.00**
Fall Opening Sale

MEN'S BLUE SERGE SUITS
Made of fine navy blue serge, which is hard to obtain today. Regular \$35.00. **\$24.50**
Fall Opening Sale

MEN'S ALL WOOL HEAVY SWEATERS
Large shawl collar, in colors, grey, brown, maroon, navy. Cannot be purchased at **\$10.00** less than \$15.00. Sale

MEN'S CLOTH OVERCOATS
Heavy Grey Tweed, Ulster collar. Reg. \$25.00. **\$17.50**
Fall Opening Sale

In better quality, ranging from \$25 to \$35. This means a saving to you of 35 per cent. on today's cost.

We have a large stock of Men's Clothing in the old cloths at the old prices which cannot be duplicated for double the price today.

BOYS' MACKINAW COATS
Made of heavy Mackinaw cloth, Norfolk style, in brown plaid; sizes 12 to 17 yrs. Reg. \$8.50. **\$4.95**
Fall Opening Sale

MEN'S SWEATERS
Men's Khaki Sweaters with shawl collar, cotton mixture. A good, serviceable sweater. Regular \$4.00. **\$2.25**
Fall Opening Sale

Also a big range of all-wool Pull-overs and Coat Style Sweaters, ranging from \$5 to \$10, in a variety of colors and quality. These cannot be duplicated for 50 per cent. more anywhere.

MEN'S TWEED SUITS
In grey and blue stripe. A limited number. Regular \$25.00. **\$13.95**
Fall Opening Sale

MEN'S UNDERWEAR
An important topic just now with winter ahead and chilly nights and mornings. It is not safe to feel cold, the discomfort is enough, and danger a very real one. We have lots of real good Underwear in the best makes—Pen-angle Combinations, Penman's better grade. Reg. \$4.50. **\$3.49**
Fall Opening Sale

Fleeced Combs. Penman's make, in heavy, closely woven, with soft wool. Reg. \$3.50. **\$2.50**
Fall Opening Sale

Boys' Wool Fleeced Combinations, 2 to 12 years; good heavy weight. Reg. \$1.75. **\$1.25**
Fall Opening Sale

MEN'S SWEATER COATS
Extra heavy, close knit, with large shawl collar, in Brown, Grey and Fawn. Reg. \$6.50. **\$4.49**
Fall Opening Sale

EXTRA SPECIAL

FLANNELLETTE BLANKETS, REGULAR \$4.75, FOR \$3.25.
Thrifty buyers should not miss this opportunity. 50 Pairs Flannelette Blankets, 12 1-4 size, white and gray; extra large sizes; pink and blue border; No. 1 quality.

Today's Price Anywhere **\$4.75.** Our **SPECIAL \$3.25**

We do not expect they will last long, as we can sell them to the factory for more money.

Come early and Save **\$1.50 per pair**

Great Savings on Comforters

Extra good large Comforters, attractive designs, with cotton batting filling. Regular price \$6.50. **\$4.95**
Fall Opening Price

Cut out here

COUPON

This Coupon has a cash value of \$2.00 with every \$25.00 purchase at our store during our Fall Sale. Fill in your name and present it for payment when paying your bill.

Name

Address

LADIES' SECTION

LADIES' CREPE DE CHINE SILK WAISTS
A very attractive showing in all the popular shades and prevailing styles. Regular \$5.50. **\$3.98**
Fall Opening Sale

LADIES' FALL AND WINTER COATS
If you want to buy good Coats and not pay too much money, come to the GREAT WEST STORES.

It is pleasure just to see these new Coats and to feel their luxurious softness. You'll want to slip into one and then another—go from the panel back to the closely-belted styles from the cape effects that ripple from neck to hem, to the straight line, mannish-cut top Coats. You can choose a coat of cheviot or heavy wool tweed and be surprised at its modest price. You would have to pay \$30.00, \$35.00 to \$40.00. Our Fall Sale **\$20 to 25.00**
Prices are from

This is a special purchase from the mills, and cloth such as these cannot be duplicated for double the price.
Also one special lot of good fancy tweed mixtures with plush collar, full lined. Good value at \$25.00. **\$12.50**
Fall Opening Sale

Wool Velour, with a bit of plush or fur on the collar, at \$35.00, \$40.00 and \$45.00, and from \$25.00 to \$60.00 there are Coats of all kinds in all the fashionable effects—a collection that you will revel in.

LADIES' VELVET DRESSES
Also big assortment of Ladies' Velvet Dresses, made of the Silk Velvet. You cannot buy today material for any money. Very attractive dress. Blue, Green, Black, Navy, Brown. Reg. \$18.50. **\$9.95**
Fall Opening Sale

LADIES' SWEATERS
A large variety, newest styles, fancy colors, brushed and knitted wool, large collar, velvet effect; collar, cuff and belt trimmed different combination. Regular \$9.00. **\$6.50**
Fall Opening Sale

Many other styles **\$4 to 14.00** ranging from

LADIES' COMBINATION UNDERWEAR
Heavy knit. Reg. \$2.75. **\$1.50**
Fall Opening Sale

WOOL COMBINATIONS, low neck. Regular price \$3.25. **\$1.75**
Fall Opening Sale

CHILDREN'S UNDERWEAR
Vest and Drawers, wool ribbed. A great bargain; 2 to 8 years. Reg. **29c**
50c and 65c. Fall Opening Sale

CHILDREN'S COMBINATIONS, 3 to 10 years. Regular \$1.50. **\$1.00**
Fall Opening Sale

A BIG SPECIAL ON FLANNELLETTE BLANKETS
12 quarters, large size, in colors grey and white with pink and blue border. This Blanket is not obtainable today. **\$3.25**
Reg. \$4.50. Fall Opening Sale

LADIES' AND MISSES' FALL DRESSES
Beautiful range of Ladies' and Misses' Striped Dresses made of good serge cloth and gaberdines; good assortment of colors, Blue, Green, Wine, Sand, fancy striped material. Cannot be bought for the money. Good value. Reg. \$15.00. **\$7.95**
Fall Opening Sale

Our Shoe Section

Men's Shoes

75 pair Men's Gunmetal Calf Bal Fine Shoes. **\$6.45**
Regular price \$10.50. Fall Opening Price

40 pair Men's Russia Calf, Neolin sole, fine Shoes, pointed last. Regular price \$11.00. **\$7.49**
Fall Opening Price

Boys' Shoes

60 pair Boys' Fine Calf Dress Shoes. **\$3.69**
Regular price \$4.50. Fall Opening Price

Ladies' Shoes

18 pair Ladies' Battleship Grey Kid Shoes. **\$7.94**
Regular price \$12.00. Fall Opening Sale

24 pair Ladies' Fine Gunmetal Walking Shoes. **\$6.98**
sold everywhere for \$9.50. Fall Opening Price

35 pair Ladies' Russia Calf Neolin Sole, Pointed Toe Shoes. Regular price \$9.50. **\$7.49**
Fall Opening Price

Girls' Shoes

50 pair Girls' Fine Shoes, Gunmetal Calf, extra high top. Regular price \$5.00. **\$3.98**
Fall Opening Price

The Great West Stores

J. SCHWARZFELD, Prop.

1915 South Railway Street Opposite Union Depot