

# THE TALK OF THE TOWN

## The Manufacturers Outlet Company's Big Fire, Smoke and Water Sale Attracts Thousands of People for 50 to 100 Miles Radius of Regina

The exceptional money stretching values offered in this great sale are fully appreciated by all who have attended. The genuine is detected from the sham. The people are not easily fooled. The store has been crowded from the opening hour till the time of closing. Could you wish for better evidence? Thousands have already stocked up for a year to come, and in fact they make the second trip. We repeat, if you are fond of saving money, and if you should like to save from 50 to 75 per cent. on all your purchases, and if you really know a bargain when you see it, come today and every day to the Manufacturers Outlet Company's big Fire, Smoke and Water Sale. One dollar spent here will do the work of two elsewhere.

### Remember

This stock is only slightly damaged, and in most cases not one bit the worse, but it came through the fire and could not be sold to the retail trade, and we picked it up at just 38 cents on the dollar.

- Suits**
- \$10 SUITS AT \$3.95**  
\$3.95 surely never buys much of a suit. But so extraordinary is this Fire Sale that even at this small price you can buy a strictly all wool suit. Regular value \$10. Fire Sale Price **\$3.95**
- \$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**
- \$15 SUITS AT \$6.75**  
These suits are very nobby, and especially tailored for Business Mens 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**
- \$20 SUITS AT \$9.95**  
These suits are imported, worsted, Scotch and Irish Tweeds, hand tailored throughout. They are in first-class condition, and would sell in the ordinary way at \$20. Fire Sale Price **\$9.95**
- \$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, which are designed. Reg. \$25 and \$30. Fire Sale Price **\$12.50**
- 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 an \$18 overcoat. Fire Sale Price **\$7.95**
- \$25 OVERCOATS AT \$9.95**  
Handsome beaver and kersey overcoats, hand tailored and lined with the choicest materials, the kind all well dressers are "stuck on." This is the insurance company's loss. Fire Sale Price **\$9.95**



### Only Seven Days More

Of this stupendous and remarkable Fire, Smoke and Water sale of clothing, boots and shoes, ladies' ready-to-wear goods, and in fact every known article in wearing apparel for men, women and children. This sale is without a doubt the sensation of the mercantile world of Western Canada. The public are snapping up the goods so fast we scarcely get time to replenish our stock.

### Quick Action Only Seven Days More

### PRICES SMASHED TO SMITHEREENS

Ten Days is the limit to sell this big purchase. Already three have passed, so to clear up the balance in the store and the twenty-four cases not opened yet, it means put the prices down! down! in fact down almost to nothing. Don't be misled. Your opportunity is here. Procrastination is dangerous, so hurry and get here while the selection is choice.

- Waists**
- Extra heavy black steen waists, reg. \$1.50 values. Fire Sale Price **69c**
- Fine lawn waists, embroidery trimmed. Regular \$2 and \$2.50 values. Fire Sale Price **98c**
- Extra fine handworked embroidery lawn waists, regular \$3 and \$3.50 values. Fire Sale Price **\$1.49**
- Ladies' fancy luster waists, all colors, regular \$3 values. Fire Sale Price **\$1.45**
- Extra high quality white and black and Jap silk waists, the latest makes. Regular \$5.00 values. Fire Sale Price **\$2.99**
- 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**
- Women's Smart Coats**
- These coats are the seasons 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.
- Ladies' fine tailored coats in loose and semi-fitting styles, tailored in plain and stripe cover cloths, all sizes, worth \$10 and \$11. Fire Sale Price **\$4.98**
- Elite Soree all-tailored coats, in tweeds, meltons and vicuna cloths, all the styles and sizes you want. Regular \$15 values. Fire Sale Price **\$6.49**
- 3 only ladies' fine fur-lined coats, mink-lined, collars and revers, muskrat lined. Regular \$135 values. Fire Sale Price **\$69.95**
- Ladies' fine fur-lined coats, sable and mink-lined. Regular \$75 values. Fire Sale Price **\$38.50**
- Ladies' heavy cloth coats with sable and muskrat linings. Regular \$45 values. Fire Sale Price **\$22.50**

### Regina's Greatest Bargain Centre.

### A Sale Truthfully Advertised

- Coon Coats.**  
**\$75 COON COATS AT \$39**  
We only cured five of these coats and they are good, big sizes and nicely striped. Enough said here. Worth \$75. Fire Sale Price **\$39.00**
- Odd Pants.**  
Here's a knock. Men's all wool heavy working trousers. Regular \$2. Fire Sale Price **95c**  
Extra fine dress pants, all sizes, and to be hung just right. Regular \$2.75 and \$3 values. Fire Sale Price **\$1.45**  
Extra high grade hand tailored, silk and wool stripe Trousers, all sizes, worth \$5.50 and \$6. Fire Sale Price **\$2.45**
- Overalls.**  
Men's 8 and 9 ounce, black, denim and all colors, with and without bibs. Regular \$1.25 values. Fire Sale Price **55c**
- Look These Over.**
- Men's President Suspenders. Sold everywhere at 50c. Fire Sale Price **25c**
- Men's heavy Police Suspenders, the working-man's kind. Regular 40c. Fire Sale Price **19c**
- Men's fine four-in-hand ties. Every one a 38c value. Fire Sale Price **15c**
- Extra fine four-in-hand ties. Regular 60c and 60c values. Fire Sale Price **25c**
- Men's 'Hickin' Mitts' and 'Gloves. Regular 50c values. Fire Sale Price **24c**
- Men's 'Buckskin' and 'Horseshoe' Mitts and Gloves. Regular \$1.50 values. Fire Sale Price **74c**
- Men's blue and red 'Bandana' handkerchiefs, worth 10c each. Fire Sale Price **25c**
- Men's large linen handkerchiefs, worth 10c each. Fire Sale Price **8 for 25c**
- Shoes.**
- Men's heavy box calf Blucher working shoes. Regular \$3 values. Fire Sale Price **\$1.45**
- Men's fine dress shoes in vic kid, box calf and patent leather. Kid shoes, all sizes. Regular price \$5 and \$6. Fire Sale Price **\$2.95**
- Ladies' vic kid Blucher Shoes. Reg. \$3.50 values. Fire Sale Price **\$1.30**
- Extra \$4.50 and \$5.00. Fire Sale Price **\$2.45**
- Shirts.**
- Men's fine negligee shirts, in stripes and checks. Regular 75c values. Fire Sale Price **24c**
- Extra heavy Madras negligee shirts. Every one a bargain at \$1. Fire Sale Price **45c**
- Extra Tailored Dress Shirts with or without cuffs, coat fronts. Regularly sold at \$1.50 and \$1.75. Fire Sale Price **79c**
- Underwear.**
- Men's heavy fleec-lined Underwear. Regular \$1.50 per suit. Fire Sale Price **34c**
- Men's fine merino wool Underwear. Regular \$2.50 values per suit. Fire Sale Price **59c**
- Men's all-wool guaranteed unshrinkable Underwear. Regular \$3.50 per suit. Fire Sale Price **95c**
- Boys' Suits.**
- These suits are the best makes, all sizes, and dirt cheap at \$3.50. Fire Sale Price **\$1.95**
- This is no exaggeration, and in all sizes, three pieces to a suit. Get a \$6.50 suit. Fire Sale Price **\$2.95**
- Boys' odd pants, all sizes, made of the best Canadian Tweeds. Regular \$1 and \$1.25. Fire Sale Price **39c**
- Skirts.**
- Ladies' fine skirts in novelty tweeds. Regular \$2.50 values. Fire Sale Price **\$1.25**
- Extra high quality skirts in meltons, fancy tweeds, broadcloths, etc. Regular \$3.50 values. Fire Sale Price **\$1.98**
- Ladies' fine tailored skirts, all the newest patterns, worth \$5. Fire Sale Price **\$2.49**
- High grade man tailored skirts, bottom fronts and the best on the market at \$10.00 to \$11.50. Fire Sale Price **\$5.95**
- A Few Red Hot Ones.**
- Ladies' fancy collars, all sizes, regular 50c values. Fire Sale Price **19c**
- Ladies' fancy bolts, all sizes, while they last. Fire Sale Price **19c**
- Ladies' fine linen handkerchiefs, worth 10c and 15c each. Fire Sale Price, 8 for **25c**
- Ladies' lawn cover, covers, regular 50c values. Fire Sale Price **19c**

Money Promptly Refunded on Any Purchase Found Unsatisfactory.

We Ask No Questions.

# The Manufacturers Outlet Company

## Tenth Avenue and Broad Street, Regina, Sask.

EVERY PURCHASE A DOLLAR STRETCHER

If You Value Money Act Quickly. Everything Must be Sold at the Time Limit 7 Days.

### The Danger of Piles

AND THE CERTAIN WHICH THIS OBSTINATE EASE IS CURED

### Dr. A.W. Chase's Ointment

It is a mistake to look upon hemorrhoids as merely an ailment for they are serious and do well, and in their chronic form bring keen distress and ruin of health. The cause of piles is vein in different cases, but their relief and with regular thorough cure in the use of Chase's Ointment. There is nothing severe about this treatment, soothing influence it helps soon as applied. You feel and know for a certainty doing you good. On the circular which every box of Dr. Chase's are given full instruction use of the ointment, bleeding and protruding itching skin. For full directions we guarantee, as a treatment for every pile. Mr. D. MacVicar, Caledonia, N.S., writes: "For years I was troubled with bleeding, protruding and could not obtain a cure. I had tried all the best doctors and the doctor told me to get out of the country. I bought a box of Dr. Chase's Ointment and used it for a week. As this was six months ago, I believe that it is permanent cure. I have not had a recurrence of the trouble. I believe that it is a permanent cure of piles at all dealers, or Edman Co., Toronto."

Had Them in My Eye (after elopement)—letter from papa today. He—Well? She—He writes that finished making his will. He—Did he remember She—Yes, indeed. He his money to an asylum idiot. —Tit-Bits.

It Makes New Friends—Not a day goes by that Eclectic Oil does not win of its friends. One of the most unlikely places and far north for its sale. It deserves this no oil has done so much. Its moderate cost to get.

A special bird's-eye view is being prepared for a and an airship camp sought. The ordinary made useless by the the airship motor.

HOW'S THE We offer One Hundred for any case of cannot be cured by Care. F. J. CHENEY & Co. We, the undersigned, F. J. Cheney for the believe him perfectly all business transactions, sially able to carry out. The undersigned, F. J. Cheney, Kinross, Waiding, Kinnaird, Wholesale Drugs, Hall's Catarrh Cure nally, acting directly and mucous surfaces. Testimonials sent free per bottle. Sold by all Take Hall's Family Dispensary.

"Are you aware," said a doctor, "that some of our patients split their infirmities?" "Let 'em alone," said Sorghum. "We'll be don't split the party Star."

Repeat it: "Skill ways cure my coughs. There are over 600 at present in use in number is increasing.

Minard's Liniment Sweden, Norway, mark have given the chise to women.

A safe and sure child troubled with Graves' Worm Exp.

"What a funny said Bessie at the any hair on him." "No," laughed E. guess he lost that eye of the needle."

"Do you believe owes us all a living?" "Yes, but the collecting the debt cent. commission script."

### When Take

One way is to it; at least velops into bronchitis, or other way is tor about Ay toral. If he thing for col Do as he say

### Aye

When the bowels sonous substance blood instead of b the body as man this danger, doct the condition of t