

Wanted

Twenty good live
Salesmen
to help during the
Sale.

APPLY AT ONCE

LIVE WIRE SALE

HIGH PRICES GOING TO SMASH

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APPLY AT ONCE

\$22,846.74 Worth of Clothing, Furnishings, Boots and Shoes, Hats, Caps, Gloves
To be Sold at Prices that will keep the cash register busy at a loss to us but good profit to you. Let eager buyers come early or late, there is glory enough for all.

The Wireless Message of the World of Business

STOP!

Goods offered at the actual manufacturers' cost is the powerful magnet that will centre the buying public in this store

Tighten your grasp on economy. This gigantic "Live Wire Sale" will certainly bring good cheer and pleasure to many. We are offering these bargains principally through the co-operation of the wholesale houses in Montreal and Eastern cities with whom we deal with. Like ourselves, they realize the great importance that such a great sale as this "Live Wire Sale" is bound to be, and have made ample preparations to supply us with unlimited quantities of merchandise.

Can one rely upon the marvellous statements seen on these pages? You can most implicitly. It is true there is so much humbuggery in the commercial world that the people are skeptical about anything they see in print, but this great "Live Wire Sale" will speak for itself. The sale, too, will be its own spokesman. But what this great "Live Wire Sale" means you will never know unless you come and visit our store tomorrow or sometime during this great sale.

How to Shop at the Great "Live Wire" Sale

If these directions are followed it makes shopping easy and saves time at the great "Live Wire Sale," notwithstanding the enormous crowds. In this advertisement and the attractions arranged in the store the descriptions and prices of the goods are given in detail. Before coming to this great "Live Wire Sale" read every line of our announcement and jot down the items you need, bring this list with you, and no matter how great the crush and excitement, your order will be filled without delay, as our prices are marked in plain figures, therefore ensuring everybody of the same treatment. Positively the greatest buying proposition you have ever faced in all your life. "Live Wire" has forgotten prices and profits in an attempt to make this sale the greatest, as far as selling is concerned, ever known in the Dominion of Canada.

This advertisement gives only an inkling of what awaits you here. The half has not been told.

COME!

And join the vast hordes of buyers that will surely jam and pack the store during this great "Live Wire Sale."

LIKE MAGIC THIS SALE WILL AMAZE COMPETITION

"Live Wire" System
Dollars Cut in Two



If impossible to be here in person, mail or send your orders to us without delay

The Pinnacle of Value Reached in These Great Offerings

During the "Live Wire Sale." "Go the limit" was the imperative command from the head of the house. Fortune favored us from the start. These goods were sold to us at a sacrifice. THAT'S ALL. IT'S UP TO YOU.

Mere Paper Talk

We know we can sell every article in the store at the prices we are satisfied to get. But in these days of exaggeration, how can we get the people into the store? In the last sixty days you have had all kinds of sales and all manner of prices, but we are advertising only what we have and at prices that we can sell for.

LIVE WIRE

No Exaggeration

In this advertisement, and we positively guarantee every price printed herewith. All goods are the most reliable obtained in Canada, and should they prove unsatisfactory.

Your Money Back at Any Time
for the Asking

C. H. GORDON & CO. 1727 SCARTH STREET
REGINA, SASK.

"Live Wire" System
Dollars Cut in Two



If impossible to be here in person, mail or send your orders to us without delay

Ticklers

That will open a great many of those gum sealed pocket books. Men's "President" Police Suspenders, regular 50c value. Live Wire Sale Price **35c**
Men's Heavy Working Braces, good strong web, Japanese leather ends, regular 25c and 35c values. Live Wire Sale Price **15c**

Overalls

Union made, regulation weights. We only carry one line and it speaks for itself. **75c**
Regular \$1.00. Live Wire Price **75c**

Men's Suspenders

Ties

Fancy Four-in-Hand String and Hook-on Ties, all shades, regular 35c value. Live Wire Price **15c**

Shirts

Sox

Men's Fancy Lisle Hose, all shades. Only 500 pairs, so you had best hurry. Regular 35c and 50c. Live Wire Price **19c**

Handkerchiefs

Hats!

Hats!!

We pride ourselves in having the latest Hat selections in the city. We must impress upon your mind right here that this is no accumulation of old junk, but the newest and latest New York shapes.

Men's Fine Derby Hats in various colors, regular \$2.50. Live Wire Sale Price **\$1.49**