

LOWEST PRICES OUR CHIEF ATTRACTION

Live Wire Sale

1727 SCARTH STREET, REGINA

**Every Article is New
and Up to the Minute**

The feature of this sale that makes it so very important is that every garment is up-to-date and the prices in many cases less than wholesale cost.

HETTIE GREEN

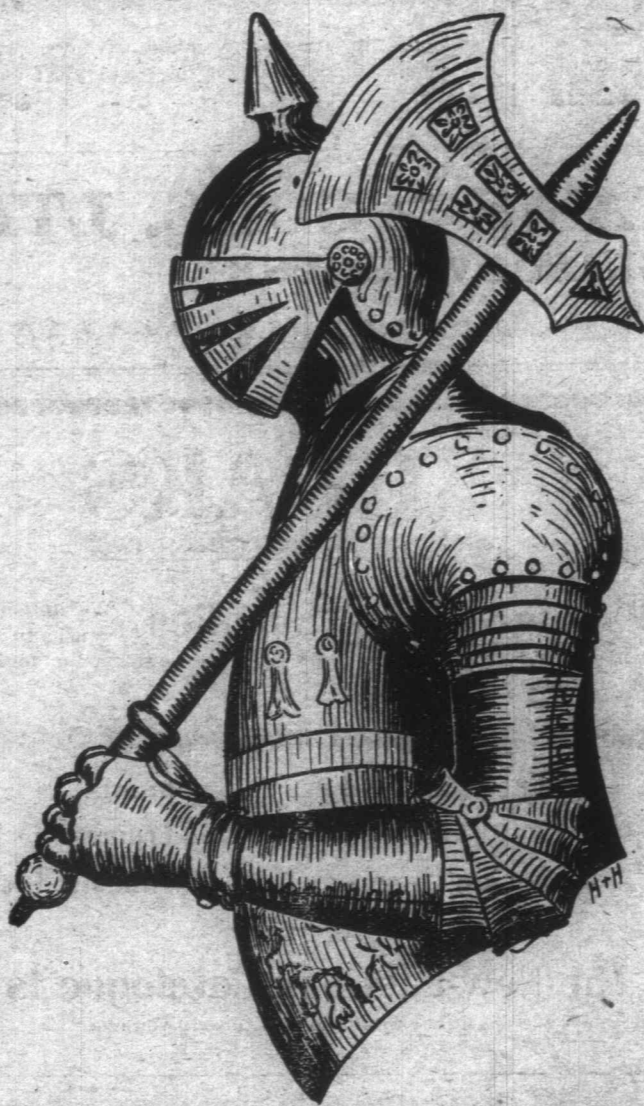
The richest woman in the world says:—

"Buy when people want to sell" at a sacrifice. We admit that this is good advice, and take advantage of just such opportunities. We advise you to do likewise. Buy now—when prices are in your favor. Retailers, like individuals under present conditions, must be tempted to buy. We think, however, you cannot resist the temptation these values offer.

The Town of Regina Literally Captured!

The Great "Live Wire" Sale has simply aroused the town of Regina to an unbounded enthusiasm. The reason for it is very simple. Take for instance a man working by the day for \$3 or \$4, on which he is obliged to support a wife and children. Necessities of life are very high now, and are going higher every day. It is bound to set you thinking just how you will meet both ends without going in debt. Very few only are able to solve that problem. We will assist you to that end. Come today and supply your need at the "Live Wire" Sale as your money will double its purchasing power here.

Clothing, Boots and Shoes, Hats, Caps, Furnishings, Underwear, Gloves, etc., etc.



By virtue of this extraordinary purchase, with its well nigh matchless assortment, its unapproachable styles, you may expect to find the very best values any store could ever offer. Values that will echo and re-echo in your mind every time you make a purchase elsewhere for years to come. We cannot begin to itemize—come and you'll find what you want at a very low price, in fact, you never before seen. Extra salespeople to attend to your wants. Extra selling space. Amplified service in every particular included in the preparations for actively forwarding this marvellous sale, in trying to serve all promptly and satisfactorily, no matter how great the crowd will be.

SECOND BOOM FROM THE BIG BARGAIN GUN

Hats	Handkerchiefs	Canvas Gloves	Caps	Collars
Men's Summer Linen and Duck Hats regular 75c and \$1.00 values, "Live Wire" Sale price	Excelsa Plain and Fancy Handkerchiefs regular 15c each "Live Wire" Sale Price	Men's Canvas Gloves, regular 10c per pair, "Live Wire" Sale Price	Men's and Boys Tweed and Serge Caps, all sizes, regular 50c and 75c, "Live Wire" Sale Price	Best quality Austrian collars Y brand, regular price 20c each, "Live Wire" Sale Price
25c	3 for 25c	4 for 25c	25c	2 for 25c



**ALL ALTERATIONS
MADE FREE**

Money Back if Not Satisfied

The Squarest, Square Deal Ever Offered Clothing Buyers

Underwear

Another great purchase of Men's Summer Underwear from a well known manufacturer, which we will place on sale today, consisting of plain and fancy Balbriggan, Paris Knit, etc. That values are the greatest yet, see them. Men's Balbriggan Underwear. A full range of sizes. Regular \$1.00 per suit. Live Wire Sale Price, 25c per garment. Men's Fancy French Colored Balbriggan Underwear. All sizes, regular \$1.50 per suit. Live Wire Sale Price, 49c per garment. Men's Extra Fine Paris Knit Underwear, regular \$2.25 per suit. Live Wire Sale Price, 75c per garment. Men's Fancy Striped Green and Cream Colored French Balbriggan Underwear. Regular values \$2.50 and \$2.00 per suit; "Live Wire" boiled down price 75c

Shirts

Men's Fancy Four-in-Hand Ties, reg. 35c value. Live Wire Sale Price, 14c
Men's Fancy Four-in-Hand Ties, reg. 25c value. Live Wire Sale Price, 19c
Men's Fancy Negligee Shirts; pretty patterns, all sizes, Reg. \$1.00. Live Wire Sale Price, 59c
Extra High-grade Fancy Negligee Shirts, all sizes, Reg. \$1.25 and \$1.50. Live Wire Sale Price, 98c
Men's Fine Work Shirts in black and white stripes. Regular 75c value. Live Wire Sale Price, 39c

Miscellaneous

That will open a great many of those gum sealed pocket books. Men's "President" Police Suspenders, reg. 35c 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
Men's Good Heavy Work Sox, reg. 35c value. \$1.00 5 pairs for
Men's Large Linen Handkerchiefs, 25c

ALTERATIONS FREE

We have made special arrangements with our Tailors to make all alterations free during this sale. We can guarantee rapid service, therefore eliminating any delay to our customers.



\$9 and \$10 Suits for \$4.95

Good, All-Wool Business Suits, well made, slightly and stylish, plain colors and fancies, single and double-breasted, all sizes. Suits that up till now have sold at \$9.00 and \$10.00 all reduced, marked down and slaughtered. Your choice at

\$4.95



\$8.40 Overcoats for \$4.45

All good, heavy weight, in box, three-quarter and full lengths; in solid black and Oxford effects, good heavy linings and best trimmings, some with velvet, most all sizes in the lot. Overcoats that are worth \$8.40 of anybody's money. Your choice at

\$4.45

\$12 Overcoats for \$6.95

Overcoats fashioned after the season's latest models; in black, blues, greys, fancies, etc.; three-quarter and full lengths; made of the best all-wool Kerseys, Meltons and Novelties; everyone hand-tailored and made for fine wear. Overcoats that you can't match anywhere for \$12.00. Your choice at

\$6.95

\$16 Overcoats for \$8.50

All high-class, custom tailored garments; the best production of the best makers, plain colors and fancy effects, silk velvet and cloth colors, plain or patch pockets, many with fancy cuffs. Go through the lot and pick out the best. Choose a \$16.00 Overcoat at this great sale. Your choice at

\$8.50

\$16.50 Suits for \$9.45

All A1 Dress and Business Suits, handsome, elegant garments, the products of the best tailors, plain blacks and blues and fancies, best linings and trimmings. Suits that cost \$16.50. At

\$9.45

\$17 to \$20 Suits for \$11.45

Finest and highest grade men's fashionable garments. Suits that are equal in every way to the best turned out by custom tailors. Single and double-breasted, all colors. In plain and fancy effects. Same identical garments that up till now have sold at \$22.50 to \$25.00. All go now at

\$11.45

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, reg. \$2.50. Live Wire Sale Price, **\$1.49**
Men's Black and Brown Fedoras, Telescope, Trainmen's and Ranchers' Hats in all shades, regular \$3.50 and \$4.00. Live Wire Sale Price, **\$2.25**
Men's Fur Felt Derbies, the pick of our stock in fact, Regular \$3.00. Live Wire Sale Price, **\$1.95**
Men's Crush and Fedora Hats, all sizes, reg. 90c. Live Wire Sale Price, **55c**

Shoes

Men's Fine Calf Dongola Kid and Patent Leather Shoes, all sizes, Goodyear welted, reg. \$4.50 and \$5.00. Live Wire Sale Price, **\$2.95**
Men's Box Calf Balm, suitable as an every day dress shoe, reg. \$3.90. Live Wire Sale Price, **\$2.15**
Men's Heavy Working Shoes, Blucher cut, reg. \$2.25. Live Wire Sale Price, **\$1.49**
Men's Extra High-grade Grain Leather (Blucher cut) Working Shoes, regular \$3.00 and \$3.25. Live Wire Sale Price, **\$2.15**

Odd Pants

Not the ordinary Hand-me-down kind, but up to the minute, both in workmanship and style.
Men's Fine Tweed and Worsted Pants, all sizes. A rare bargain at \$3.00 and \$3.50. Live Wire Sale Price, **\$1.69**
Men's Fine Scotch Tweed Pants, all sizes and the hand-tailored kind, regular \$4.50 and \$5.00. Live Wire Sale Price, **\$2.65**

IMPORTANT NOTICE

During the Eight Days of this Great "Live Wire" Sale, our store will be open until 9 p.m., in order to give the men who are employed during the regular business hours an opportunity to share in this bargain feast.

When You See the
"Live Wire Sign"
Come in and Investigate

C. H. GORDON & CO.
1727 Scarth Street, Regina, Sask.

Look for the
"Live Wire Sign"
It Will Save You Money

SUNLIGHT SOAP



A BASKET of clean, sweet linen is obtained the toll and half if Sunlight Soap. Sunlight shortens day's work, but the life of your

Its Object Se
"What's the purpose
bill you've introduced
"Nothing simpler," r
tern legislator. "You
the bill in the papers.
"Yes."
"And heard many p
it?"
"I did."
"Well, that's the m
delphia Ledger.

They Scotch Excite
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ble to defective digest
mach dominates the r
course of Paradox's
will still all disturban
acter, and by restorin
to normal action relie
from irritation. There
like them and in the
regularities of the dige
no preparation has do
work, as can be testifi
sands.

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teacher was enlarging
tages of good health o
explained: "Riches c
little. You can't take
when, you die. Good
most important thing.
Then John's hand w
called out:
"Teacher, you can't
health with you when
can you?"—Louisville

How's Th
We offer One Hundred D
case of Catarrh that cannot
Catarra Cure. F. J. CHEN
We have undertaken to
for the last 15 years, and belie
from all causes. There
able to carry out any obligati
Waltham, Mass.

Henry Catarrh's Wholesa
directly upon the blood and m
and inflammation of the
bottle. Sold by all Druggists.
This is the Family File for

"Life is one grand,
exclaimed the enthusia
soulsfully.
"Yes," barked out
bachelor, who happen
her, "but some of up
poor voices."—Musical

Ask for Minard's and
Two Could
Basel, Switzerland, w
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man whose ralling pla
cent of mountains sit
other tourists who val
soundness of limb, f
constly to scale the G
the sake of carrying
the peak, but all his
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tack and eventually t
precautions arrived at
his next appearance a
he recounted his expl
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planted on the spot
containing his thum
large characters. An E
had listened silently, r
ble and marched out o
days afterward a pe
ered to the adventu
opened it and found
silk flag, which his B
at the table of the ha
peak by his own pluck

Why?
A little girl named
for her propensity to
\$0 fixed was the habit
knew when she was
and life became to h
interrogation. Her
worn by this peculi
took the opportunity
word in season.
"Mother," cried Mar
the room one day, "w
the kittens?"
"I should think," sa
ey, being upon her
"you might call one
and the other 'What'."
The names seemed
child's fancy and we
ed. But the moral
and indeed the exte
suspected, as was she
later.

"Mother," said Mar
ing up from a prolo
her pets, "why is Wh

"SHEEP DRIP
Destroys all Ni
does not injure
germs in Scabs
sions, and is a
healer.
One Twenty-F
"CATTLE DRI
Specially prepa
and Vermin Iro
Breeding Stock
septic and heal
as an insectic
flies.
One Twenty-F
If your stock
keep them w
Dept.
CARBON OIL V
WINNIPEG,
Manufacturers of
Oil Spec