

# My Wonder Sale

*They Say I Can't Do It—But I Can—I am.*

*I am Actually Selling My ENTIRE STOCK at COST  
You Get the Advantage of Superior Merchandizing Ability*

## How Can I Do It?

It is simply this: Several months ago when the market was unsettled and buyers were generally playing safe, I diagnosed the situation and bought heavily of the best quality merchandise. Instead of waiting for the increase I was certain would come, I placed all my orders with the Ready-to-Wear salesmen sixty to ninety days earlier than usual.

As a consequence my store is well stocked with excellent goods bought at a remarkably good price. I own them and can sell them in the manner I choose.

I choose to sell them at the price these goods actually cost me. The consumers of Alliance and surrounding territory are entitled to this Great Price Saving and I purpose to give it to them.



## Choice Dresses

You will find at George A. Mollring's Store the finest selection of Dresses in the latest materials—Tricolette, Tricotine, All Wool Serges, Crepe de Chine—everything the dictates of fashion demand. And you will save by buying at cost from

**\$8 to \$20 per garment.**

## Why Do I Do It?

Because, as I have mentioned before, I must be able to surrender the lease on my building by February 1st. Not just one or two lines must be disposed of, but every piece of Dry Goods, every Suit of Ladies' Ready to Wear, every Shoe, in fact, MY ENTIRE STOCK must go before that time.

I have advertised that I will dispose of this merchandise AT ITS REAL COST PRICE. And the buying public can be perfectly confident that my statements will be borne out by the facts. In the past I have persistently done as I have said I would, and I will continue to do so now. You may depend upon any statement you read in my advertisements.

*I say this is a Genuine "Finish Sale". All my Merchandise is Going to be Sold at the PRICE IT COST ME when the Market was Comparatively low. You may depend upon this—Come in and get what you want.*



## Coats and Suits

You cannot picture for yourselves the remarkable values offered, unless you come and see for yourselves. The Coats and Suits are made from materials some of which are completely off the market today, and they are being sold at ABSOLUTLY COST—an impossible thing if I were going to remain in business. Come in and see yourselves, but be prepared to buy, because your judgment will tell you that this is *your season's opportunity*. At a big saving on each purchase.



## SHOES

The women are already displaying their bargains to their admiring friends. Just think, you can buy them cheaper than I can replace them.

*Morning Finds People Waiting for this Store to Open.*

# GEO. A. MOLLRING

*Store of Quality*

*No Refund*

*All Sales Final*

*No Exchange*



## WAISTS

The Daintiest creations imaginable. There is anything you want. I am honestly glad I can give such vales to my old friends. Come in, you'll be convinced.