

THE HORACE BOGUE STORE

APRIL SALE

of Ladies' Ready-to-Wear

For 10 Days Only---Opening Wednesday April 14,
Closing Saturday April 24

Coats Suits Dresses Waists
at Cost Plus 10% Cost Plus 10%

We are going to make this the biggest *Sale of Ladies' Ready-to-Wear* ever attempted in Alliance, so we are offering you any garment in the house at 10% above cost to us. This is the biggest bargain that has ever been offered you of all new and up-to-date garments; not one garment in this lot has been shipped in for special sale purposes. This is your opportunity right at the start of the season.

LADIES' SUITS

Poirot Twill, Trico-
tine Serges



Strictly Man Tailored. Every model is new this season, and right up to the minute in Style.

Dresses

Satin, Taffeta,
Georgette



Also Satin and Georgette Combinations, in Black, Navy, Blue and Taupe, and many pretty printed Georgette models, all new this Spring.

Blouses

Georgette, Taffeta,
Satin



Tricolette and Cartridge silk; also pretty printed Georgette models, in all the new shades, in short sleeve and long sleeve models.

COATS

Poirot Twill, Duvet
de Laine, Tinseltone



Herringbone, Chatoyant Serge and Tweed in all the new and wanted shades, new, nifty Wrap models. Also the straight Tailored effects, all new this season.

Our Prices for this Sale

are just 10% above what these garments cost in the New York markets. Your opportunity is right now to make your selection from the largest and most up-to-date stock ever shown in Alliance.

Our Store Policy

With prices soaring on everything we eat and wear, it is all the more necessary that we get full value for every dollar we spend. It is a duty we owe ourselves to buy where we can buy best—to buy where we have a reason to believe the prices are as low as it is possible to make them—and where qualities are exactly as represented. The Horace Bogue Store is just such a store. A store that is growing bigger and better each year. A store built upon the confidence of those who trade here. All statements made in the Bogue Store ads as to prices, reduction of prices or quality of the merchandise may be relied on as being the unexaggerated truth. Every employe of the store is under strict orders to lose a sale rather than to make the most trivial misstatement.

OTTO ZAMZOW, Manager