

FREE!

Gasoline

—on any purchase of \$20.00 or more we will fill your gas tank to the brim—ask us. You ride free if you come to this sale.

LIMIT—5 GALLONS TO EACH PERSON

A Message of Vital Importance to Every Family in This County

\$25,000 STOCK

Thrown on the Bargain Block

Prices Shattered

E. G. LAING
Alliance, Nebraska

FREE!

Railroad Fare

—we pay your fare to a distance of 50 miles on any purchase of \$25.00 or more. Just show your return ticket.

FREE
Railroad Fare

Readjustment Sale

Starts Wed., May 11, 9 a. m.

Lasts 16 Days Only

Entire Stock Sacrificed

FOLKS

This is no ordinary sale, such as you have seen advertised so often these last few months.

We do not offer you only odd lots and broken sizes. We want you to know that you have your unrestricted choice of the country's highest grade men's clothing, shoes, hats, furnishings, thrown in bins, hung on racks, stacked on tables, for your convenience and ease in selecting.

Necessity compels this action on our part and we will stop at nothing to turn this high grade stock into cash in sixteen days of fast and furious selling. 40 cents will buy a dollar's worth here.

You saving men, who know a good buy when you see it, come here and make your dollars do double duty.

"THE SALE OF SALES"
—created for you.

Here's the Reason!

There is no use beating around the bush, and I don't intend to. Here's the facts: This has been a slow selling season; for several reasons: The weather has been cold and the season backward. The markets have been uncertain. People have hesitated to buy, because they hoped merchandise would drop to lower price levels, and in spite of the fact that I have consistently reduced my prices as the market receded, my stock has been piling up. I ordered a lot of goods last fall for spring delivery. I have summer goods coming in now—

AND I HAVE TO PAY FOR THEM NOW

and the only way I can get the money to pay for them is to sell the merchandise I have at whatever price it will bring. AND THAT is what I am DOING. I have cut the price on every article in my stock to rock bottom—Less than cost—Yes, less than actual replacement value.

YOU GET THE BENEFIT

I have had consigned to me a great quantity of merchandise, brand new stock of every kind, and all of this new merchandise goes in this sale at these tremendous under pricings. The cream of the markets at the lowest price since 1914.

I HAVE GOT TO HAVE THE MONEY

I have thrown my whole stock into this price maelstrom; it will be such a sensational value-giving event as to cause the remarkable savings to echo across the entire country. You can come here during this sale and get values that will amaze you. I guarantee every article of merchandise in the entire stock—satisfaction for you—or your money back. Come and see for yourself—Let your own eyes be the judge.

Yours for true value-giving.—E. G. LAING.

HATS

200 of the finest soft Felt Hats that you ever looked at—all desirable colors—browns, blacks, greys, greens, for men and young men. The newest styles—worth to \$8.00

Sale Price
\$3.95

Furnishings

AT PRE-WAR PRICES AND LESS

A fine lot of \$2.50 DRESS SHIRTS, Madras, Cords and Rep; all go at **98c**

Cotton Flannel GAUNTLET GLOVES, leather faced, worth 50c a pair, now **19c**

MEN'S UNION SUITS—Fine balbriggan, well made, reinforced at points of strain; closed crotch, short sleeves, ankle length; worth \$1.50, now, suit **98c**

MEN'S B. V. D. style athletic Union Suits; worth \$1.50, now **98c**

MEN'S fine LEATHER BELTS, worth \$1.00 each, now **49c**

MEN'S OVERALLS—Full cut, union label; 220 blue denim overalls and jackets—the kind you have paid \$3.50 for, now **\$1.69**

LEE UNION ALLS—Brown; sold for \$6.00; now **\$3.95**

MEN'S PANTS—For work or dress—fine all wool, stripes in hard finished worsteds, tweeds, cassimers, etc.; all sizes, well made and worth to \$6.50, now, per pair **\$2.75**

MEN'S JERSEYS—All wool, several desirable colors; worth to \$5.00, now **\$2.35**

RAILROAD MEN'S SHIRTS—Indigo blue dotted shirts, with two detachable stiff collars to match; \$3.00 value, now **\$1.75**

MEN'S SILK SHIRTS—The prettiest patterns you ever looked at; gay, long-wearing fibre silk shirts that you have paid \$10.00 and \$12.00 for, now **\$5.95**

200 Men's Fine Suits

GO TO THE BARGAIN BLOCK

Our message to you is going to be short and sweet. We have this stock and we cannot afford to have it any longer and we are out to move it and move it quick. What is the elixir for a quick movement of stock these days? THAT'S RIGHT—PRICES. We are going to sell these high grade suits at sub-cellar prices. Prices so low that if you do not see the suits, it would be natural for you to under-rate the quality and value.

THESE ARE THE FINEST SUITS MONEY CAN BUY. The highest grade workmanship, the purest wools, the best styles, the most carefully fitted suits you ever looked at—and the lowest prices since 1914. ALL STYLES—ALL COLORS—ALL FABRICS—divided into four lots for your convenience in selecting.

\$30 SUITS	\$40 SUITS	\$50 SUITS	\$60-\$75 SUITS
\$16.74	\$19.95	\$27.45	\$34.45

A Merchandise Master Stroke

Large Size Red and Blue HANDKERCHIEF 2 for 25c	Full Cut Blue Chambray Work SHIRTS \$1.25 value, now 69c	CAPS A lot of Gay colored Caps—good value; now 49c
DRESS HOSE Men's fine Dress Hose; now 11c		\$25 Cotton Flannel GLOVES now 2 pair for 25c

E. G. LAING

"Modern Clothes for Men"

ALLIANCE

NEBRASKA

Furnishings

AT PRE-WAR PRICES AND LESS

PURE THREAD SILK SHIRTS—Jersey silk, crepe, broadcloth silk, most beautiful patterns and colors, worth to \$15.00, now **\$8.45**

SUIT CASES—Fibre suit cases, strong and durable, worth to \$2.50, now **\$1.45**

SUIT CASES—A large assortment of leather and fibre cases in the wanted sizes; with straps and good brass clasps; worth to \$8.00, now **\$3.85**

ARROW BRAND WHITE HAND-KERCHIEFS, 3 for **25c**

DRESS HOSE—35c cotton dress hose; now, per pair **19c**

\$3.00 HIGH GRADE KHAKI PANTS, now **\$1.69**

A large assortment of MEN'S CAPS—newest colors and patterns, worth to \$2.50, now **\$1.39**

FRANK RUSSELL \$3.75 DRIVING GLOVES, now, per pair **\$2.50**

SHOES

\$5.50 TAN WORK SHOES, Sale Price **\$3.95**

\$6.00 BLACK AND BROWN WORK SHOES, Sale Price **\$3.45**

\$7.00 BROWN WELT WORK SHOES; Sale Price **\$4.65**

\$10 AND \$12 MEN'S FINE DRESS SHOES; Brown and Cordovan; English and round toe lasts; Sale Price **\$6.95**