

AN UNRIVALLED BARGAIN EVENT!

GEO. A. MOLLRING'S

"The Store of Quality"

GREAT REDUCTION SALE

This Magnificent \$40,000.00 Stock of Worthy Merchandise, consisting of Women's and Children's Ready-to-Wear Garments, Shoes, Hosiery, Underwear, piece goods of Wool, Silk and Cotton, Curtain Materials, etc.,

Has Been Placed in Charge of the

Merchant's National Service Company of Chicago, Ills.

With Positive Instructions to Sell One-Fourth of it at Once

PERCALES	
Best Quality 36 in. Percales in assorted patterns—the yard	8 1/3 C
SILK ROSE	
All Sizes in Blacks only—worth \$50, the pair	48c
HANDKERCHIEFS	
200 Doz. Plain and Embroidered 5 and 8c values, each	3c
LADIES' PARASOLS	
Fancy Silk Parasols—all styles and colors.	
\$1.75 Values, each	\$1.23
\$3.25 Values, each	\$1.98
\$5.00 Values, each	\$3.25
BED SPREADS	
Largest Size—	
\$2.00 Values	\$1.48
\$2.25 Values	\$1.79

Coats and Suits

All Ladies' and Misses' Suits and Coats at less than Manufacturer's cost. All sizes, all colors, all new, \$10 to \$13.00 Value Coats, at	\$6.87
\$14 to \$15.00 Value Coats, at	\$7.87
\$18 to \$22.00 Value Coats, at	\$10.87
\$12 to \$18.00 Value Suits, at	\$7.87
\$22 to \$35.00 Value Suits, at	\$14.85

Dresses

All Ladies' Street and Party Dresses, including Silk and Wool Poplins, Serges, Silks, Wool Batiste's, Taffeta Silks, and Figured Voiles and Batiste's—Regular \$7.50 to \$35.00 Values, at a Discount of

33 1/3 PER CENT

Dress Skirts

One lot \$5.00 to \$7.00 Values, Styles not the newest—going at, each

\$3.79

Children's School Dresses

Of Percales, Ginghams and French Ginghams—ages 6 to 14, at a Discount of

25 PER CENT

Children's Rompers—one new lot, ages 2 to 8, at

1/4 OFF

For 2 Weeks and a Day

A Mighty Price Upheaval

Store Closed

THURSDAY AND FRIDAY, AUGUST 5TH AND 6TH, DURING WHICH TIME MR. J. S. KROH IN CHARGE, WILL PERSONALLY WITH EXPERT ASSISTANTS OVERHAUL THE STOCK, RETAG, RE-MAKE AND REARRANGE THE STOCK FOR QUICK AND RAPID SELLING.

Prices Blown to Atoms and Every Department Represented. Sale Opens at 9 o'clock sharp

Saturday Morning, Aug. 7

AND CLOSES

Saturday Night, Aug. 21

Ladies' Waists

One lot of Odds and Ends. White—Swiss, Voile and Linen. Black—Pongee and Poplin. \$1.25 to \$2.50 values, to close, each	79c
One lot of New Patterns includes White Voiles, Laces, Swiss and Jap Silk—to reduce Stock:	
\$1.25 to \$1.35 Values	98c
\$2.50 to \$2.75 Values	\$1.98
\$3.00 to \$3.25 Values	\$2.48
\$3.50 to \$4.00 Values	\$2.98
\$4.50 to \$5.00 Values	\$3.48
Beautiful Voiles, Crepe-De-Chene, Crepe Meteor and Lace—	
\$5.50 to \$6.00 Values	\$4.48
\$6.25 to \$6.50 Values	\$4.98
One Small lot of Middy Blouses—	
Regular \$1.00 Values, to close	79c
Regular \$1.50 Values, to close	99c
Regular \$1.75 Values, to close	\$1.23

NOTE—At the very low prices we make on waists, we cannot permit try-ons or returns.

MUSLIN	
36 in. Bleached Muslin, 10 yards only to a customer—regular 15 cent value, per yard	8 1/3 C
CURTAIN MATERIALS	
One lot 36 in. Colonial Draperies. In variety of colors and figures—25 and 35c quality, per yard	16c
CORSETS	
One lot C. & B. Corsets, slightly soiled, but worth originally \$2, \$2.50 and \$3, each	89c
RIBBONS	
68 Bolts Fancy 6 in. and 7 in. Hair Ribbon—46c quality, per yard	28c
One lot Plain All Silk Messaline Ribbon—all colors, 3 in. and 5 in., per yard	10c
325 Yards 72 in. All Linen Table Damask—\$1.25 value, at	98c

Confidential! This is the largest stock of its kind for more than two hundred miles in any direction and Mr. Geo. A. Mollring is to be complimented, as he often has been, for carrying such a varied and carefully selected stock. In planning and buying for this session he could not foresee the unusual and unfavorable weather conditions which made this sale a necessity. Take the hint! Don't miss it! Come early and often!

Novelty Dress Goods	
500 yards of Plain and Printed Lace Cloths—have sold at 60c and 85c—to close, per yard	49c
One lot Plain White Crepes, 25c quality, the yard	19c
One lot 36 in. White Crepe Voile, worth 30c and 35c, to close	24c
Nice Assortment of Silk Mulls, all shades, 27 in. wide	19c
48 Bolts of Novelty Voiles—plain and Figured—come in all shades—20c value, per yard	16c
One lot English Poplins—all shades, per yard	21c
Lawns and Batistes—plain colors, all shades, worth 12 1/2 to 15c. To close, the yard	7 1/2c
250 Bolts Figured Lawns and Batistes—assorted colors and patterns—regular value, 15c yard, to close	8 1/3 C
100 Bolts Primrose Batiste—worth 15c anywhere, the yard	10c
50 Bolts Printed Flaxons. To reduce stock, the yard	16c

Oxfords and Shoes	
Here's Where We Drive the Knife to the Hilt—One Lot of Ladies' and Children's Shoes and Oxfords in Blacks and Tans—all sizes—\$2.00, \$2.50 and \$3.00 Values, to close	98c
One lot of Ladies' Oxfords, \$3.50 Value, all Black	\$1.85
All Ladies' Oxfords worth \$4.00 and \$4.50 in the regular way—different styles and lasts from which to choose—to reduce Stock	\$2.98

Silk Gloves	
Elbow Length Silk Gloves, in White, Black and Pongee Shades—48 dozen Pairs of \$1.25 quality, and we want to sell Every Pair at	95c
62 Doz. Pairs of \$1.50 quality—same length and colors—all must go at, per pair	\$1.19

Laces, Embroideries, Insertion	
CAN YOU BEAT THESE PRICES?	
Lot No. 1 of Embroidery and Insertion, at the yard	2 1/2c
Lot No. 2 of Embroidery and Insertion, at the yard	4c
Lot No. 3 of Embroidery and Insertion, at the yard	6c
One lot Fancy Colored Embroidery, worth 50 and 65c, choice, the yard	25c
Zion Laces—1 in. to 2 1/2 and 3 in., the yard	2c
Linen Laces—1 1/2 in. to 4 in., the yard	4 1/2c

Silks	
You will be justified in coming any number of miles to get some of the bargains in this Department alone. Read and profit by them	
500 yards Corded Silk Suitings—75c values, at, per yard	32c
583 yards Silk Serge Suitings, in all shades—worth \$1.25, per yard	68c
600 yards 27 in. all Silk Taffeta, in all shades—\$1.25 value, to close	69c
560 yards Printed Silk Foulard Suitings, all colors—worth \$1.25 and \$1.50, to close	78c
460 yards Fancy Silk Suitings and Waistings—worth \$1.25 per yard, to close	58c
680 yards Brocaded Kimona Silk—worth 75c and 90c—to reduce	48c
700 yards all Silk Kimona Cloths—all colors—\$1.25 values, to close	89c
One lot 42 in. and 45 in. Skirting Silk, in all shades and Stripes—worth \$2.25 per yard, to close	98c

To Whom it May Concern:
As manager of this sale I can truthfully say I never was able to offer so many genuine bargains to the buying public. Every family in any part of western Nebraska should make a list of all their needs and come to this sale. In no way can you make a big day or weeks salary easier. Yours for bargains, JACK KROH in charge.

Ginghams	
27 in. Utopia, in Plains, Stripes, Checks and Plaids, per yard	8 1/3 C
36 in. Zephyr, in Plain, Stripes and Checks, 15c quality—to reduce	12c
One lot of Toile Du Noid—Best Dress Gingham made—Bookfold—all colors, per yard	10c
48 Bolts Argyle Zephyr Gingham—regular 25c quality	18c
50 Bolts Highland Tissue, in Stripes and Checks and all Colors, per yard	19c

Underwear	
Muslin and Crepe Gowns, Drawers, Shirts, Combination Suits, Etc., at a Discount of—	
33 1/3 PER CENT	
All Gauze and Ribbed Ladies', Misses' and Children's Underwear, at a Discount of—	
25 PER CENT	

Cretonnes	
19 Bolts 27 in. Printed Cretonne, for Comfort or Box Covering, per yard	8 1/3 C
500 yards English Cretonne in a beautiful Assortment of Colors and Patterns—35c and 40c Values, per yard	28c
Silkolene	
All Plain Shades, per yard	8 1/3 C
All Fancy or Figured, per yard	11c

Suitings	
One lot Cotton Suitings—all shades—worth 30 and 35c, the yard	17c
One lot Cotton Ratine. A good 30c quality—per yard	19c
36 in. Suiting Ratine, in Blues, Pinks, Lavenders and Tans. Also Stripes on light ground, per yard	23c
One lot Tub Ratine, 50c quality	38c
27 in. Figured Orash, in Tan or Linen Shade	18c
25 Bolts Linen Suiting—all shades, 36 in., per yard	16c
One lot Non-Krinkle Linen Suiting, 36 in. width, 65c quality, the yard	48c
Natural Color Linen Suiting, 50c values, per yard	38c

Crepes	
32 Bolts Kimona Crepe in all the new designs, per yard	19c
Plain Serpentine Crepe, in Blue, Pink, Tan and White	16c
White Wool Dress Goods	
36 in., 42 in., and 45 in. Beautiful White Dress Goods including All Wool Serge, Nuns Veiling, Ratine, Diagonal Cloths, Batiste, Cashmere, Pique and Broadcloths—	
AT A DISCOUNT OF 25 PER CENT	
Large Assortment, in all shades, of Piece Dyed Dress Goods—	
AT A DISCOUNT OF 25 PER CENT	

All Goods Sold During this Sale Must be for CASH Only

Wanted: Five extra saleswomen for this special sale. Apply Friday at rear door of store.

DON'T FORGET THE DATES
Saturday, Aug. 7
TO
Saturday, Aug. 21

GEO. A. MOLLRING
"The Store of Quality"
ALLIANCE, NEBRASKA

DON'T FORGET THE DATES
Saturday, Aug. 7
TO
Saturday, Aug. 21