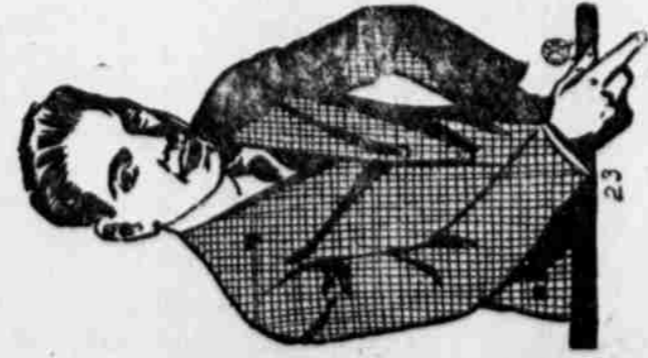


Notwithstanding the rapidly increasing prices on all wearing apparel, we offer you a series of remarkable values in the finest of wearing apparel at prices much lower than you have ever bought such garments before. We buy high grade merchandise in big lots at prices far under their regular market value. It is just our way, the modern way of doing business.

**HALF
PRICE
SALE**

If you have ever visited the Fashion Shop you know that we do exactly as we say; that you will find here every garment exactly as advertised. This is the most modern and progressive store in Alliance. We employ no high priced managers. We don't have to pay any dividends to any eastern corporations. Our large buying connections enable us to purchase our stocks at prices far lower than the ordinary store. Compare our prices and remember, our personal guarantee goes with everything you buy. Your money's worth or your money back.



To the people of Alliance, Hemingford, Marsland, Canton, Angora, Lakeside, Hoffland, and surrounding localities:---

Beginning with Saturday, May 6th, we placed on sale the remainder of our stock of high grade ladies' SUITS, DRESSES and COATS at ONE-HALF PRICE. We do not propose to carry over until next season a single garment. In order to close them out quickly we have made the prices quoted below. We wish you to know that WE DO NOT HANDLE SECONDS. We are the only exclusive ready-to-wear store for ladies in western Nebraska and give our attention strictly to these goods—therefore we can keep thoroughly posted on everything pertaining to our line. We cater only to customers for this kind of goods. And our personal guarantee goes back of every article sold in the store. Every article is guaranteed satisfactory or your money will be cheerfully refunded.

I will not carry over a single suit until another season.

I will not carry over a single dress until another season.

I will not carry over a single coat until another season.

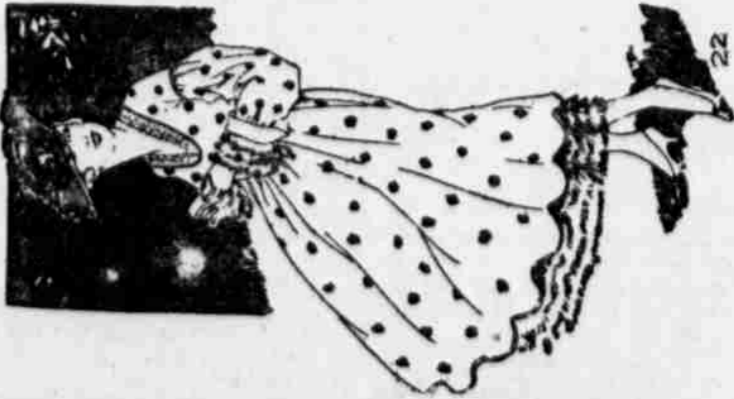
Every garment in each line of goods mentioned above is selling at one-half price, to make room for our big line of fall goods. You probably have been in our store and noted the prices on these goods during this season. They are now positively going at one-half the former price. On account of the extremely low prices quoted it is necessary for us to make a small extra charge for alterations on goods purchased during this sale.

These goods will be sold at the prices quoted in this ad. Send us description of what you want, with sizes, style and remittance. On account of the extremely low prices quoted during this sale we cannot follow our usual custom of sending goods out on approval for examination. But we will guarantee them to be as advertised, without blemish or faults. The goods will be sent to you by parcel post, prepaid. We prefer to have you call at the store, but to accommodate those who cannot come to Alliance and visit us we will give the same prices on mail orders as to those who call. Goods will be sent out the same day order is received. Send your orders early as the stock is going fast.

You are invited to write us or call and see us. You will be under no obligation to purchase.

Don't Buy Fall Goods Now

You are not doing yourself justice by ordering your fall clothing at this time from a traveling salesman's samples. We will have the largest stock of new, stylish fall goods on hand in plenty of time for you to make your selection.



Former price \$35.00—
sale price **\$17.50**

Former price \$25.00—
sale price **\$12.50**

Former price \$20.00—
sale price **\$10.00**

Former price \$15.00—
sale price **\$7.50**

Coats



Former price \$20.00—
sale price **\$10.00**

Former price \$25.00—
sale price **\$12.50**

Former price \$30.00—
sale price **\$15.00**

Former price \$35.00—
sale price **\$17.50**

Former price \$40.00—
sale price **\$20.00**

Former price \$45.00—
sale price **\$22.50**

Suits

Silk Suits Included in This Sale

Former price \$20.00—
sale price **\$10.00**

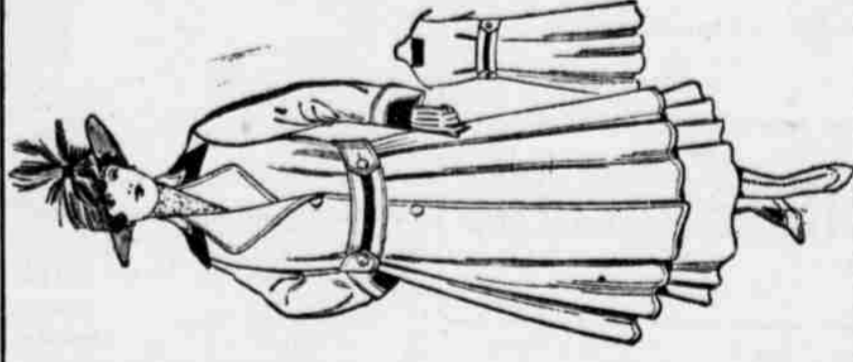
Former price \$25.00—
sale price **\$12.50**

Former price \$30.00—
sale price **\$15.00**

Former price \$35.00—
sale price **\$17.50**

Former price \$40.00—
sale price **\$20.00**

Former price \$45.00—
sale price **\$22.50**



Dresses

SILK POPLINS—

Former price \$10.98—
sale price **\$5.49**

Former price \$8.88—
sale price **\$4.44**

CREPE DE CHINE, SILK TAFFETA, CREPE DE METEOR—

Former price \$22.50—
sale price **\$11.25**

Former price \$25.00—
sale price **\$12.50**

Former price \$30.00—
sale price **\$15.00**

A. G. Isaacson, Proprietor.

House Dresses

Gowns

Pretty muslin gowns. Values up to 89c. Lace and embroidery 50c values. Pretty lace, embroidery and silk ribbon trimmed.

Corset Covers

Middies

A wonderful selection. At—