## FINAL SWEEP OF THE ENTIRE STORE

## Now in Progress---The Sale Event of Alliance

JEDGED FROM EVERY VIEWPOINT OF STYLE, VALUE-GIVING, QUALITY AND SELECTION, THIS IS WITHOUT DOUBT ONE OF THE GREATEST SALES EVER INAUGURAT ED IN ALLIANCE. REGARDLESS OF PRICE EVERY ARTICLE MUST GO-WE NEVER CARRY OVER A SINGLE GARMENT IN OUR STOCK; SPRING MUST FIND THE STORE ABSOLUTELY FREE FROM ITS PRESENT STOOK AND TO ACCOMPLISH THIS WE WILL CLOSE OUT EVERY ARTICLE AT THE MOST UNHEARD OF PRICES EVER QUOTED IN ALLIANCE
Please Think of the Late Styles When You Read These Ridiculously Low Prices-Not An Old Garment Here
the home of style and economy

FASHION SHOP announces a clean sweep sale it menans just that-our prieses are so low that every artiele in ihe store will be moved in the shortest possible time.
To every woman in need of a cont, suit, or
dreses tre low prices on our predominating dress the low prices on our predominating
stylew will appeal most forcibly. Many of these fine coats are fur trimmed and the most of the cold weather is still ahead of you.

The FASHION SHOP has reduced the
prices of women's wear in Alliance and we
will continue to give you the very latest and
best garments at very lowest prices-then
when we announce such startling low prices
we aresure that you will not hesitate to take
advantage of the values.



