

Complete Closing Out


A Quit-the-Business Sale

-economy Sale



Amazing Price-Saving Values

In this sale, in which I place the entire stock of Dry Goods, Ladies' Ready-to-Wear, Piece Goods, Hosiery, Underwear, Shoes, etc., in my store on sale on a purely cash price basis, I want the people of Alliance and surrounding territory to appreciate just what is being done. I bought these goods actually way below their present cost and am selling them at just the figure they cost me when I purchased on the lower market. I am completely satisfied this loss of profit and choose to give my patrons the benefit of these remarkable rather than dispose of it to an outside jobbing concern. The buying public right here d to this enormous saving, and I purpose to give it to them. You will need only to he cost marks upon each article to be convinced.



The "Why" of this Sacrifice

Because this Closing Out Sale, based upon such enticing clothes values, is difficult to comprehend, I will explain my reasons for disposing of my stock in this unprecedented way.

In the first place, the lease on my building expires February 1st, and I must be out of it by that time, regardless of loss to me.

Second: I am convinced that the best way to move my great stock is to make the values irresistibly attractive and therefore I have placed everything in my store on sale at its cost price several months ago. You can actually buy things cheaper at this sale than from any merchant who is buying his stock today.

Third: This stock must move quickly. Anyone can now appreciate my reasons for selling out completely, and Alliance shoppers will save greatly in excess of a month's income by buying freely of this low-priced, high-quality stock.

Sale Now On---Money Being Saved Every Hour

Our doors were not closed to re- goods—they've been open ally, and are now being

**at Original Cost
Price Mark**

to see for yourself that are bona-fide. There presentation whatever. very good and ne of the ladies

who can tell your admiring friends of the money you saved, when this sale is over.

We have many captivating Dresses that cannot be duplicated on today's market. Materials of this particularly high grade quality are not being produced in any factory. Take advantage of the values offered at this sale or we will both lose money.

Anticipate Your Wants--It Will Pay You.

A. Mollring

re of Quality

nges Each Sale Final

You Will Find

that values here are almost unbelievable, in this day of high costs. You will save from \$2 to \$6.75 on these warm, stylish Dresses, Coats and Suits. You can't afford to pass this opportunity to "spread" your ten dollar bills.

