## January Clearance Sale <br> COMPETITION CRUSHING, OPPOSITION PARALYZING, GIGANTIC PRICE SLASHING, WORLD DEFYING, BARGAIN EVENT

 The Entire West Will Attend This Sale Tomorrow!Out-of-town visitors as well as Alliance's own inhabitants are bound to be attracted by
the AWE-INSPIIING bargain offerings we have collected for tomorrow. Our preparations for this sale were so colossal that, despite the heavy purchasing of the past week, stocks are just as fresh and complete as if the sale were just starting; and, in fact, we
eserve stock rooms and will be placed on sale ton reserve stock rooms and will be placed on sale tomorrow at money-saving prices no thrifty
shopper can afford to ignore. REMEMBER, DOORS OPEN AT 8:30 SHARP. Be Here!

## Gossard

 CORSETS$\$ 3.75$ Pink Corsets $\ldots$.-. $\$ 2.50$ \$4.00 Pink Corsets ...-\$2.75

For This Sale Only. Will be $\$ 1.50$ higher when the
sale is over, as these are all sale is over, as these are al
listed price Corsets.

Here Are Clearance Sale Bargains that Defy All Competition

| DRESS GOODS | $\begin{gathered} \$ 3 \text { and } \$ 4 \\ \text { High- Class SILKS } \end{gathered}$ |
| :---: | :---: |
| $\$ 4.0054$-in. all-wool "Poir-- et"-Clearance Sale price is only, yard .-.-.-.-.-. $\$ 1.89$ | All Renowned Qualities, in Black and Colors, Sacrificed Here at |
| $\$ 3.7554-\mathrm{in}$. all-wool Brown Basket Coating-Sale price yard yard $\qquad$ | 犃 |
| $\$ 2.75$ 54-in. all-wool Serge <br> - Sale price, yard | Yard |
| $\$ 3.50$ 60-in. all-wool Navy Cheviot - Clearance ${ }^{\text {sale }}$ price, yard --------- $\$ 1.19$ | Skinner Satin, 36-inch Belding Satin, 36 -inch Crepe Satin, 40 -inch |
| $\$ 1.2536-\mathrm{in}$. Storm SergeClearance sale price, yd. 98c | Canton Crepe, 40 -inch Satin Brilliant, 36-inch Fine Taffeta, 36-inch |

MEN'S AND WOMEN'S
$\$ 6$ and \$7 SHOES
$\$ 3.95$
Every desirable shoe, in all popular
eathers and colors included; all sizes.
MEN'S AND WOMEN'S
$\$ 4.98$
Hundreds of pairs of extra quality black and brown leather, in smart shoe, pump nd oxford styles; all sizes and widths.
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EXTRA! WOMEN'S
COATS AND DRESSES Made to Sell at $\$ 15$ and $\$ 25$, Clearance Sale price-
$\$ 9.98$
Coats are full length, belted styles of ker sey cloth, with self collars, dark colors only
Dresses are embroidered and silk brai trimmed, stylish straight line models of good quality serge. You could not buy the material alone at the sale price.

## WOMEN'S LOW CUTS

 From Leading Manufacturers of the Coun try at Less than the Actual Cost of Production, at ${ }^{\text {duction, at- }} \$ 4.98$ PAIR

