



# LOOK!

## WE'RE BOMBING PRICES

Here's the Most Sensational Value-Giving That Has Stirred Alliance Retailing Since the War  
A readjustment of our merchandising and sale policy throughout our entire chain of stores—makes possible this  
**Unrestricted Choice of the House Sale**

### Here Are the Facts

During the past few years the National Stores have undertaken to carry in conjunction with their 5c, 10c and 25c merchandise, vast stocks of quality merchandise that was to retail up to \$3.00, and recently we have decided to effect a complete disposal of all merchandise that should retail for more than 25c.

**7 Days of Furious Selling—Wonder Values Greet You on Every Counter.**

### Is There a Man, Woman or Child

in or around Alliance that can resist such a broadside of bargains? Useful, practical, needed-in-every-home articles at a mere fraction of their actual worth.

# 25c

### In Face of This Decision

we have withdrawn from our Rapid City, York, Nebraska City and McCook stores all high priced merchandise for disposal in our Alliance Store—regardless of former price—regardless of present day worth. You may now buy any article in the National Stores at not over 25c.

**Come Prepared to Witness the Most Intensified Selling of Recent Years.**

### PLENTY OF EXTRA SALESPEOPLE

will be on hand to render instant service. Study every item in this ad, then plan to be here Saturday morning bright and early.

14 quart Galvanized Pail, on sale at <b>25c</b>	Moon Kiss Talcum Powder, on sale at <b>19c</b>	Seamless Rubber Gloves, extra special, pair <b>25c</b>	18x27 printed Linoleum Mats, your choice <b>19c</b>	Market and Carrying Baskets, on sale at <b>25c</b>	Men's Red and Blue Kerchiefs, on sale at 3 for <b>25c</b>	Ladies' Mercerized rib top hose, on sale pair <b>25c</b>
All 10c Laces go in sale, at per yard <b>5c</b>	Fine Voiles and Organ-dies, per yard <b>15c</b>	Fine Boxed Paper—24 sheets and envs. now priced <b>25c</b>	Saxon Huck Towels, good size, extra special, 2 for <b>25c</b>	18-inch extra heavy Turkish Toweling, yard <b>25c</b>	Hair Nets, seconds, single mesh, cap style, 6 for <b>25c</b>	Fine double-mesh Hair Nets, at 10c, or 3 for <b>25c</b>

### Two Marvelous Offers

Pekin Box Stationery, extra value, **25c**  
2 boxes for .....

Resinol, Cuticura and Woodbury's Facial Soap, **19c**  
... on sale at .....

### 25c Buys Dishes Worth Up to \$1.25

Every Alliance Housewife should assemble around these unheard of Dish offerings. Fine quality Platters, Bowls, Bakers, Butter Dishes, Creamers and Sugars, etc. Plain white and dainty decorated—and to think that 25c secures your choice is enough to create a riot.

### Here's prices that will pack our store--Read Them

Snap Fasteners, 2 cards .....5c	Odd lots of Crochet Cotton, 3 balls .....10c
All popular Sheet Music, now...25c	Aluminum Sauce Pans, values 50c, at .....25c
Extra quality Chocolates, lb.....25c	Star-cut Tumblers, 15c, two for 25c
Casseroles, 85c values.....25c	Assortment Butcher Knives, values to 75c.....25c
Furniture Polish .....25c	Girls' Tams and Cloth Hats.....25c
Flags, 24x36.....25c	25c Shaving Brushes.....15c
Mechanical Toys, values up to \$1.25.....25c	Brillo—Guaranteed to Clean Aluminum .....10c
Mixing Bowls, values to 75c.....25c	Straw Hat Dye—Colorite and Straw Brite, to close.....15c
Tin Dippers, 25c value.....19c	Ladies' Gauze Vest, values to 35c.....15c
Men's Fibre Silk Hose.....25c	Extra Clear Water Glasses.....5c
Pyrene Cleaner.....15c	Blue Band Baking Dishes, value to 85c.....25c
Ladies' Gauze Vest, 50c values.25c	Large Decorated Platters, value to \$1.25.....25c
C M C Mercerized Crochet Cotton, 3 balls.....25c	Rit—Flake or Bar.....5c
Assortment Granite Ware.....10c	Straw Hats for the whole family, values to \$2.00.....25c
Ladies Rib Top Hose, pair.....25c	Beads, 50c value.....25c
Children's Medium Ribbed Hose White only.....15c	Plain White Cups and Saucers.....25c
Cotton Flannel Mitts, 3 pairs.....25c	6 oz. Roll Toilet Paper, 3 rolls.....25c
Turkish Knit Wash Coths, extra quality, 3 for.....25c	
All 15c laces, to go at.....10c	
Flags, 24x36.....25c	
Odds and ends of Laces, yard.....1c	

# NATIONAL STORES

5c      10c      25c

### TO THE FIRST THIRTY WOMEN

To enter this store Saturday morning we offer Salad Dishes and Candy Jars. Positively worth to \$1.50, choice **25c**

Remember only 30 articles—so be here early.

### FINE QUALITY GREY GRANITE PAILS, PANS, DISH PANS, PRESERVING KETTLES

Will Sell regular up to \$1.15. One to a customer—from 9 to 10 o'clock Saturday morning your unrestricted choice **25c**

### 300 YARDS BEAUTIFUL PLAIN FANCY SILK AND SATIN RIBBONS

5 to 7 inches wide, remarkable values when sold at 85c yard. Choice Saturday night, per yard only **25c**

### WE SHALL GIVE ABSOLUTELY FREE

AN ALL-DAY SUCKER

TO EVERY CHILD WHO VISITS THIS STORE IN COMPANY WITH ITS MOTHER.

### FINE RIBBED MERCERIZED CHILDREN'S HOSE

50c value. Don't miss these per pair **25c**

**EXTRA !!**

Saturday Wonder Offering

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Saturday Morning HOUR SALE  
9 to 10 o'clock

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Saturday Night 7 to 9 o'clock  
2 HOUR SALE

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**FREE**

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Saturday All Morning Special