

**TERMS OF**

Strictly Cash—  
No C. O. D.—  
No Deliveries—  
No Phone Orders—  
No Mail Orders—  
Every Sale Absolutely Final.

**Sale**

**O'Reuler's**

ALLIANCE, NEB., STORE

**Sale**

Doors open tomorrow, Saturday morning at 8:00 a. m., and during the first day all the selling space in the entire establishment will be devoted to the sale of these garments.

# ANNUAL TEN-DOLLAR SALE

Saturday, May 27th

**3234  
SUITS  
COATS**

**VALUES TO \$49.50**

**NOW  
FOR**

**CAPE  
WRAPS  
DRESSES**



All the windows in the establishment will display samples of these \$10 garments

A wonderful sight. Don't miss it.



**\$10**

See the windows today, but remember that the windows tell only a meager part of the wonderful story.



Hard pressed manufacturers relinquished their merchandise for money, and this transaction demonstrates what an organization such as ours can accomplish with cash.

It is needless to say that this event hasn't a parallel in the history of Alliance merchandising.

That those who are on hand at the opening of the doors tomorrow at 8:00 a. m. will have much cause for rejoicing is a foregone conclusion.

Extra salespeople will give all prompt and careful attention.



**600 New Skirts**  
Values up to \$16.50

A wonderful selection just received in the newest Silks. Among the many materials represented are Birchbark, Silky Way, Larchmont and Pelham Crepes, Vel Etta, Rosh-anara, Fantasi and Here'n There, also finest Prunella and Eponge Wool Skirts. Tomorrow only

**\$10**

**1044 Coats and Wraps**  
Values up to \$49.50

If ever a bargain was offered this one surpasses any and all you've ever participated in. All are brand new spring and summer types of rich fabrics and master workmanship. Many from our high class stock.

Materials of

Normandy  
Poles  
Tweeds  
Valdyne  
Twills  
Tricotines  
Wool Velours  
Shawshen

**\$10**

All Silk Lined

Flare Styles  
Tailored  
Cape Wraps  
Fitted Shoulders  
Loose Backs  
Belted  
Fringed  
Models

**350 Winter Coats**  
Values to \$49.50

We are offering the public in this famous \$10 Sale an opportunity of selecting from an enormous stock of fine Winter Coats just the one that next winter she will pay from \$35 to \$49.50 for. All-wool materials, self and fur trimmed; also a good selection of fine Plushes. Buy now for next winter at only

**\$10**



**695 Dresses**

Silk Dresses, Wool Dresses  
Wash Dresses  
Values up to \$39.50

A ridiculous price—beyond all comprehension. By all means don't miss this event. All kinds of wonderful dresses, many from our higher priced regular lines and many from a special purchase. Canton Crepes, Taffetas, Crepe Knits, Printed Crepes, Dropstitch, Denisette, Poiret Twills, and finest imported wash frocks, all go tomorrow at only

**\$10**

**545 Suits**

Values to \$49.50

Never, in all our merchandising experience, have such exceptional values in new suits been offered at this price. Tailored suits, semi-tailored types, sports suits, all go in regardless of original selling price or cost for \$10.

THERE ARE:

Tweeds,  
Tricotines,  
Twills,  
Serges,  
All sizes, styles  
and colors.

**\$10**



Sale Starting Tomorrow, Saturday, and Continues  
**O'Reuler's** Until the Big Purchase Is Sold Out Completely **O'Reuler's**