

News Tribune Advertisement Sells Many Suits Quickly; Oreck Store Is a Mecca

Oreck's store management advertised in The Sunday News Tribune exclusively that several hundred ladies' suits and coats would be placed on sale yesterday.

At 8:45 o'clock yesterday morning the crowd of women in front of the Oreck store was so large that Lyle Oreck was compelled to rope off the entrance to keep it clear. The doors were opened at 9:15 a. m. and the women were admitted in relays. Outside the store a clamoring throng was held back waiting for those inside to make their purchase.

Suits at \$10 and \$15 were so tempting that the purchasers did not wait for salesladies. Instead, they chose their own garments, had sales slips written by the store employes and then waited in a 25-foot line for the garments to be wrapped.

Mr. Oreck said last night that about 200 suits and coats were sold during the day. "Many bargains remain, however," he added.