

One lot overcoats, small sizes \$12.50, this sale **\$5.98**
 Only a few overcoats, sizes 36 to 40, worth up to \$16.00 at **\$9.98**
 79 overcoats, very swaggy, up-to-the-minute, new this year, should be sold for \$20, will go **\$11.98**
 35 overcoats sizes 36 to 44, exceptional values. All styles, formerly sold up to 27.50, at **\$1.89**
 One lot of Mackinaws, very classy, just arrived. 9.50 values **\$8.48**
 One lot of rain coats 52 inches long, worth \$2.50, at **\$1.98**
 One lot of rain coats worth 5.00—Big sale price **\$2.69**
 All other rain coats at similar reductions.
 One big lot of men's heavy canvas coats, Mackinaw and plush lined, 36 to 40, values to 6.00, at **\$2.98**
 Overalls and jumpers—regular \$1.00 values, this sale **89c**
 One lot men's heavy work shirts, 65c values **49c**
 One lot men's heavy work shirts—50c values **39c**
 Sweater coats—men's and boys—all sizes. Just arrived, 10 percent off.

Men's Furnishings

One lot men's 75c and \$1 Dress shirts, big sale price **39c**
 One lot men's fine Dress shirts—worth 1.25, big sale price... **89c**
 One lot men's Dress shirts, splendid patterns, formerly sold at \$1.50 and 1.75—going at **\$1.19**
 100 dozen Arrow collars—regular 2 for 25c, this sale **9c**
 33c men's undershirts and drawers, now **19c**
 50c men's undershirts and drawers, now **39c**
 75c men's undershirts and drawers, medium weight, now **59c**
 One lot Fleece lined two-piece underwear worth 1.00, 1.25 **69c**
 One lot same worth 50c, at **39c**
 One lot men's all wool two-piece underwear **98c**
 Same—regular \$2.00 value **\$1.29**
 The celebrated Medicott all wool underwear, formerly \$3 to 3.25 a garment, to go at **\$1.98**
 75c union suits at **49c**
 1.00 and 1.25 union suits at **69c**
 All wool union suits formerly sold at \$1.50 and \$1.75, at **\$1.29**
 One big line all wool union suits formerly sold at 2.50, 3.00 and 3.50 to go at **\$1.98**
 Corresponding reductions on night gowns and pajamas.
 Men's Rockford Sox worth 10c. **4c**
 Men's 10c half hose, sale pr. **7c**

Men's 35c half hose, assorted colors—All sizes, at **21c**
 Men's 50c and 65c silk and silk lisle half hose, sale price **39c**
 One lot men's red and blue bandana handkerchiefs **4c**
 One lot men's blue bandana handkerchiefs, extra large **8c**
 One lot men's fine linen handkerchiefs—2 for **25c**
 Men's President style suspenders—worth 50c **19c**
 Men's fine suspenders formerly sold at 35c, now **24c**
 Boys' suspenders worth 15c. **9c**
 Our entire line of neckwear is divided into three lots—19c, 29c, 49c.
 Big reduction on gloves and mittens.

Hats and Caps

One lot men's soft hats worth up to 2.50, going at **\$1.59**
 Same—worth up to \$3.00, at **\$1.98**
 One lot men's and boys' caps, to close at 21c, 29c and 49c.

Traveling Bags

50 Suit cases worth \$3.50, big sale price **\$3.98**
 24 suit cases—24 inch, at... **\$1.19**
 Similar reductions on all leather goods, and trunks.

Grain Sacks--Special

Two bushel sacks, **\$1.98** doz.

Ladies' Shoes

Ladies' 3.50 and 4.00 oxfords in patent, white, tan, suede, velvet and satins, fair range of sizes, **\$2.48**
 Misses' oxfords in tan and black—worth up to \$2.00 **\$1.23**
 Ladies' high shoes, in button and lace. Tan and blk., all styles.—

RULES Any individual, not connected with the store, or any church, lodge, school or association may compete. Ten votes for each 50c cash purchase will be counted. Ballots once cast cannot be transferred and must be cast at time purchase is made. Money paid on accounts may be voted. Employees of the store will not be permitted to solicit votes or use their influence in favor of any candidate.



Cut this out and bring it to the store, it's good for ten votes.
 (Name to be credited)
 Any Individual, Church, Lodge or School **10 VOTES**

\$5.00 value **\$3.98**
 \$4.00 value **\$3.23**
 \$3.50 value **\$2.79**
 \$3.00 value **\$2.39**
 Misses and Children's school shoes: \$1.75 values **\$1.39**
 \$1.50 values **\$1.19**
 \$1.25 values **98c**
 \$1.00 values **79c**
 Large line of babies' soft soles, all sizes and styles, 50c values, **39c**
 200 pairs of ladies' shoes worth up to \$5.00, all sizes, choice **\$2.39**
 One lot of misses' oxfords worth up to \$2.00—big sale price .. **69c**

Men's Shoes

One lot Men's Florsheim oxfords—

worth \$5.00, big sale price **\$3.29**
 One lot men's oxfords worth \$3.50 to \$4.00, big sale price .. **\$2.29**
 One lot men's shoes, tan and black, button and lace, formerly \$4.50 and \$5.00. Big sale price, **\$3.49**
 Entire line Stetson shoes worth \$5 and \$6, sale price **\$3.49**
 Men's work shoes worth up to 3.50. Big sale price **\$2.98**
 One lot men's work shoes worth up to \$2.50, sale price .. **\$1.98**

Notion Department

One lot ladies' white hemstitched handkerchiefs, 5c values .. **2c**
 One lot children's fancy border handkerchiefs, splendid for school

use **1c**
 One lot ladies' white pure linen hemstitched hdkfs, this sale **9c**
 One lot ladies' embroidery corner and hemstitched, this sale .. **7c**
 Good Full Count brass pins, **3c**
 Wire hair pins, package **1c**
 10c cabinet hair pins **6c**
 15c cabinet hair pins **9c**
 5c Box Vaseline **3c**
 One lot ladies' white belts, formerly sold to 35c, at **19c**
 15c Beauty Pins, at **9c**
 10c Machine oil **6c**
 10c Pearl Buttons **4c**
 15c and 20c Pearl buttons .. **11c**
 Velvet Grip hose supporter, 20c values **14c**

Ladies' D & P. kid gloves, formerly sold for \$1.25 and \$1.50, at **97c**
 Same, \$1.75 values, now .. **\$1.37**
 Ladies' gauntlet gloves worth \$1.25 going at **97c**
 \$1.75 values now **\$1.37**
 Ladies' silk gloves formerly sold at 1.00 and 1.25 now **79c**
 \$3.50 and \$4.00 full length D. & P. gloves, this big sale **\$3.14**

Dry Goods Section

One lot fancy Diagonal Dress Goods, worth up to 35c, sale price **18c**
 One lot 35c Poplins, Big Sale price **18c**
 One lot Dress goods, formerly sold at 65c, big sale price **43c**
 One lot of wool Dress goods worth \$1.00 to go in this sale at .. **79c**
 One lot wool Dress goods worth \$1.25 to go in this sale at .. **98c**
 One lot of Silks, all colors and all widths—Extraordinary values—50c and 60c values **43c**
 \$1.00 and \$1.25 values **89c**
 12 1/2c and 15c Dress ginghams to go at **11c**
 10c Dress Ginghams to go at .. **8c**
 One lot apron check Amoskeag ginghams **7c**
 15c Percales, this sale **12c**
 One lot of Standard Prints, 7c values at **4c**
 One, big lot Summer dress goods, all colors, at HALF PRICE.
 One lot of 65c Table Damask white it lasts, at **49c**
 85c, 90c table damask this sale **69c**
 One lot of 12 1/2c and 15c crash this sale **11c**
 9c and 10c Crash going at .. **7c**
 15c Turkish Towels going at .. **11c**
 One lot of Heavy bath towels, 20x36, formerly 30c, this sale **19c**

One lot ladies' hose, 25c quality, Big Sale price **19c**
 One lot of boys' school stockings, heavy ribbed, linen heel and toe, 30c and 35c values, this sale **23c**
 25c Boys' Stockings at **19c**
 One lot of Misses' fine ribbed hose, 25c quality, at **19c**
 Big reductions in Laces, Embroideries, Dress Trimmings, Veilings, etc.

Ladies' Ready-to-Wear Department

One lot of ladies' waists worth up to \$3.00, your choice **\$1.00**
 One lot ladies' house dresses, One-fifth off.
 A few summer dresses, 1/2 off.
 One lot of Heatherbloom and Silk petticoats, this big sale, 1/2 price. 1-4 off on all ladies' Dress skirts.
 One lot of ladies' work aprons, 35c values **18c**
 Just arrived—One big lot of Famous Brighton Brand Kimonos, skirts and night gowns, during sale, 10 per cent discount.
 Winter is coming. Avail yourselves of this opportunity to keep warm. \$1.50 comforts this sale ... **\$1.23**
 2.25 comforts this sale **1.89**
 3.50 comforters this sale .. **2.89**
 1.25 blankets this sale **89c**
 2.00 blankets this sale **1.49**
 3.00 blankets this sale **2.39**

Carpets and Rugs

2 Rolls of all Ingrains, superfine quality carpet. Regular 80c grade, Big sale price **63c**
 1 Roll of Union Ingrain carpet, formerly 45c values, sale pr... **29c**
 Two pieces of reversible carpet, worth 35c, going at **23c**
 2 Rolls Japanese straw matting—sells for 35c, going at **23c**
 2 Rolls stair carpet, 35c values,—Special sale price **23c**
 One Lot Japanese straw rugs at HALF PRICE.
 2 wool Fibre Rugs 9x12, worth 12.50. Big sale price **\$8.75**
 4 wool rugs 9x12 worth \$15.00, big sale price **\$11.25**
 1 8 1/2x10 1/2 Tapestry Brussels Rug, worth \$18.00, going at .. **\$14.25**
 1 9x12 Tapestry Brussels rug worth \$20.00 going at **\$15.50**
 1 9x12 Wilton Velvet, formerly \$25, Big sale price **\$19.75**
 1 9x12 Axminster rug, formerly \$25. Big sale price **\$18.75**

TO THE PUBLIC

We are going to give away in this SPECIAL BARGAIN SALE, one fine piano. FREE. You understand this is a \$350.00 Upright Grand Piano, to be given away absolutely FREE. to the person, lodge, school, association, or church, receiving the highest number of VOTES during the BIG SALE. Contest closes Saturday Night, October 4th, at 9 o'clock. A chance to get this fine instrument FREE, but you must get busy as the time is short; club together and throw your votes to favor your candidate. Cash on accounts may be voted in Piano Contest

Under supervision of Special Sales Selling System for

W. W. Norton F. E. Stearns

F. P. BULLINGTON, Sales Manager

ALLIANCE, NEBRASKA

Look for the
 Big Red Canvas
 Signs on Our
 .. Building ..

10 extra salesmen and salesladies wanted, apply at rear door on FRIDAY MORNING