

Mollring's

The Opening of the Mollring Campaign

Mollring's

The New Coats and Suits



Some Style, Eh?

That is just what hundreds of your friends will say when they see you wearing a suit or coat that comes from Mollring's. This store has built up its reputation through years of service and good merchandising. When you buy clothing here you know that you are getting quality and style at prices that can be made by buying in large quantities.

We invite you to visit our ready-to-wear section where the light is perfect for ease of selection and courteous people are ready to serve you.



Classy Garments

Our motto is "Classy Garments of Quality." That makes retailing easy for us. You would not think of buying a watch or an automobile that did not bear the name of a reliable manufacturer—why not insure your own satisfaction in the same way when you buy a suit or a coat? It will profit you in good will and in dollars and cents to be known as a MOLLRING CUSTOMER.

The knowledge that you have purchased your suit or coat at this store gives you that feeling of knowing that you have both the latest and best that can be secured.



The Great Drive is On!



Heads must be crowned and for every head we hatted last spring we expect to crown two this fall—

How About You!

Our forces are completely mobilized, plans carefully made and never before have Regina Hats, shapes and models been received with such enthusiasm. Get the Hat that was made for you and be sure that it comes from Mollring's.

BLOUSES—GEORGETTE AND CREPE DE CHENE

We have just received about one hundred new Georgette and Crepe de Chene blouses. Very attractive styles. Great many have large collars in novel shapes. Some have square collars, others are hem-stitched in front with a frill. Some very richly embroidered in front. Others daintily trimmed with lace. We invite you to see them. Prices will range from—

\$2.50 up to \$12.50



Serge Dresses

Stunning New Fall Models

just received from the best designers in America.

Right up to the hour in style. Come and see the most complete line of Serge Dresses in Alliance.



Priced for Quick Selling

Serge Street Dresses \$6 to \$22.50
Day Time Silk Dresses \$6.75 to \$40
Party and Evening Dresses \$10 to \$50

School Days are Here

Children's School Dresses



Beautiful Gingham and Percale Dresses ranging from 50c to \$1.25 each. Beautiful school dress fabrics—Ginghams in plaids, stripes, checks in all the bright combinations of navy, wines, browns and greens—priced as follows:

26-in. Dress Gingham 9c
32-in. Dress Gingham 15c
Foil Du Nord, (double fold) 15c

There is nothing so pretty and serviceable as cotton plaids. We have them in all combinations and prices.

The value-giving policy, which is the biggest asset in this business, has never been better shown than in our present full stock of

Black Cat REINFORCED HOSIERY.

For Boys and Girls

Reinforced at toe and heel and with triple knee, this is the play stocking supreme. Snug fit, guaranteed fast colors, accurate sizes and moderate price are other reasons why we recommend them.



"PlayProof" Triple Reinforced Knees!

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STOP AND SHOP
at the
"Store of Quality"

Mollring's