

Thursday, a Magnificent Easter Fashion Exposition Combining Style-Charm and Price-Appeal

One Minute Store Talk

"It pleases me greatly to see such notable progress in this store. Your store and merchandise tell such a story of progressiveness that it must be evident to all that you are growing up into a class by yourselves," commented a customer.

HARPER'S SERVICE DOES SPEAK FOR ITSELF.

Harper's



Distinguished Easter Suits for Women and Misses

\$49.50 to \$125.00

Presenting to Easter shoppers an infinite variety of interesting models in all the favored suitings and styles—quaintly demure Etons, stylish boleros, blouse coat effects and simple tailored suits. As heretofore, the fabrics we feature are of unequalled richness and sturdiness that insures lasting wear and satisfaction.

PALMERS

Palmers pre-eminence for fashion and value is again revealed for Spring of 1920. Suits of mannish tailored fabrics to effective silk embroidery and braid trimmed models. Fabrics afford selection of the most wanted weaves. The more a woman takes into account the unusual run of \$59.50 values, the more Palmer Suits appeal **\$55.00**

Short Sport Coats—

\$24.50 to \$39.50

Many new models and styles are shown—a great variety at these two very low prices.

Polo Sport Coats—

\$34.50 to \$59.50

Loose and belted sport styles. Novelty pockets, decorative buttons, rich colorings.

High Grade Coats—

\$59.50 to \$98.50

Three-quarter models, full length or sport. Entirely new materials and colorings.

Smart Easter Dresses

\$29.50 to \$98.50

The loveliest silken fabrics—Georgettes, Taffetas, Satin, Tricolette, Crepe Meteor, Crepe de Chine, Foulards and Figured Foulards, Tricotine, Poirret Twill and Serges.

The slenderizing and bouffancy, ruffles and drapes, tunics, peplums, pegs, boleros and jackets, surplice and basque effects. Vestees give wide variation.

No end to the diversity of style ideas. Harem effects, wool and silk embroidery, beaded, ribbon bonds, fluted. Taffeta girdles, novelty sashes, cords. Puff and Mandarin sleeves.

"Girlish Styles for Stylish Girls"

It has been many a season since Flappers, Girls and Juniors have seen such clever styles in Spring Dresses.

Women's Wearing Apparel—Entire Middle Section, Dry-Goods Dept.



ALLIANCE'S LARGEST, EXCLUSIVE MILLINERY STORE IS PLEASED TO ANNOUNCE

Pre-Easter Displays of 1,000 Beautiful Millinery Creations

FOR DISCRIMINATING WOMEN WHO APPRECIATE MILLINERY WITH CHARACTER

\$10 \$12.50 \$15
AND UP

Distinctive Styles—

Exclusive Designs—

Suit Hats, Dress Hats, Sport Hats

Designed by America's Formost Fashion Creators and priced no higher than the mediocre kind. Comparison verifies the contention of well informed women that the Metropolitan Millinery Shop stands supreme for style, quality, value—Compare.

—Miss Grace Gilling, Expert Designer, in charge.

Style Headquarters for the Celebrated



Gage Sailors

None Better Made **\$10.00 and Up**

Featuring in our stocks every sailor made by these style artists, and by special arrangement many are exclusive with us.

New White Milan Sailors Now on Display

Metropolitan Millinery—Entire Rear Section, Dry-Goods Dept.

WE SELL FOR CASH. IF YOU DO NOT BELIEVE IT, TRY TO OPEN A CHARGE ACCOUNT.

W. R. Harper Dept. Store
Big Store

Alliance, Neb.

PAY CASH AND PAY LESS

See Page Six for HARPER'S Men's Hats, Shirts, Neckwear and Hosiery Ads.