



The Alliance Chapter of the Red Cross asks your assistance in a financial way---but it offers you an opportunity to save yourself money at the same time---by buying merchandise at the

Red Cross Cash Benefit Sale

Lasting 10 Whole Days---Began Sat., Nov. 17, and Ends Wed., Nov. 27

The prices inaugurated at this sale are real bargains---they will save you money and ten per cent of the cash receipts will go to the benefit of the Alliance Chapter of the Red Cross. The Chapter is just beginning the work of preparing surgical dressings and need additional funds for this purpose. This sale is being conducted at the well known Alliance store of

GEO. A. MOLLRING The Store of Quality

One Dollar out of every Ten will go to the work of aiding our boys now fighting in the trenches---the ladies of the Alliance Red Cross will help in the store during these ten days and every woman in Alliance is offered a wonderful opportunity to "do her bit" to make this contribution a record breaker. Think of saving 25 per cent and aiding the Red Cross at the same time.

Beautiful Coat Styles

Designers whose art is never questioned created the splendid models we are offering you now. The styles are right, the materials are right and the prices are right. We have justly earned the reputation of the "Store of Quality" by years of careful selection from among the world's leading designers.

Every garment in the store will be included in this big price reduction---nothing held back and absolutely no restriction. Our coat and suit sections are known far and wide for their absolute dependability both as to style and quality. We know you will agree with us when you inspect the styles at present prices. Don't delay your shopping until late in the sale---we know that these wonderful values can't last long at such big reductions in price. Help yourself to save and help the Red Cross.

Prices range from

\$17.50 to \$85.00

Save 25 Per Cent on Every Purchase

The New Suits

No matter what your choice in suits happens to be we are certain that you can find your ideal garment in this big and wonderful stock.

There have been late arrivals during the past few weeks and these have kept the stock at its very best. You can see their "style smartness" at a glance and a close inspection will reveal to you the wonderful values of the materials, their linings and excellent workmanship. At present prices they are exceptional values and when you take off an additional 25 per cent you have secured a bargain that you will remember.

Prices range from

\$17.50 to \$60.00

Buy Now at a 25 Per Cent Reduction

RED CROSS SALE BENEFIT

Millinery

Our complete line of late fall and winter hats will be placed on sale during Red Cross Week. Here you will find all of the new and attractive styles in all the late colors. Our millinery section keeps pace with every other department of the store and the same reductions will be in effect.

A 25 Per Cent Saving on Every Hat

All the New Skirts

At a 25 Per Cent Reduction

Never before have the separate skirts commanded such universal attention. Made from the new and wanted materials in the most pleasing colors, they offer a range of selection never witnessed before. The new and nifty pocket designs, the trimmings and all are exclusive in every detail. Just the garment to be worn with light shimmery waists at the office or in the store.

Wonderful Dress Values

Our complete line of new and pretty dresses, in serge and silk, late arrivals for winter wear, will be included in the ten days' sale. All of the best markets in the East have contributed to this selection and we are confident that you will find just the garment you will like. A complete description of these dresses is impossible---you will have to call at the store to appreciate their full worth.

The New Waists

The Red Cross Benefit Sale would not be complete without you had an opportunity to purchase the new blouses at a big saving. If you have visited our store you will appreciate the importance of this announcement---if you have not, you have a pleasant surprise in store for you.

Alliance Chapter The Red Cross

L. G. HIGHLAND, President MRS. E. G. LAING, Vice-President MRS. M. E. JOHNSON, Secretary CHAS. BRITTAIN, Treasurer
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