

**ONE MINUTE STORE TALK**

The wife of a prominent Alliance insurance man said: "What a revelation to choose from such hats so brimming with character and originality. So many styles that I see elsewhere would not even be a credit to my attempts at making my own hats at home which I never wear."

ARE YOU ENJOYING HARPER'S MILLINERY SERVICE?

**HARPER'S**



**A Demonstration of Value Giving at Twelve Dollars**

THE METROPOLITAN MILLINERY FEATURES FOR SATURDAY A VERITABLE STYLES EXPOSITION OF NEW CREATIONS IN

**Stunning Trimmed Hats, at \$12**

Ever alert, ever foremost, in supplying the demand of well dressed women for really high grade millinery at a reasonable price, and Saturday's showing will doubly emphasize our leadership.

Hats for dress and street in black, brown, navy, henna, purple, poppy, gray, pheasant, rapid blue, rose-wood.

Every hat in this great group a masterpiece. Every hat guaranteed perfect. Every hat an advance style idea.

Besides an exhibit of hats without a parallel for style distinction, here you enjoy intelligent, interested, courteous service from saleswomen who know millinery, and know that your complete satisfaction is the aim and ambition of this shop.

**W. R. Harper Dept. Store**  
BIG STORE ALLIANCE, NEBR.

**Carhart Overalls**

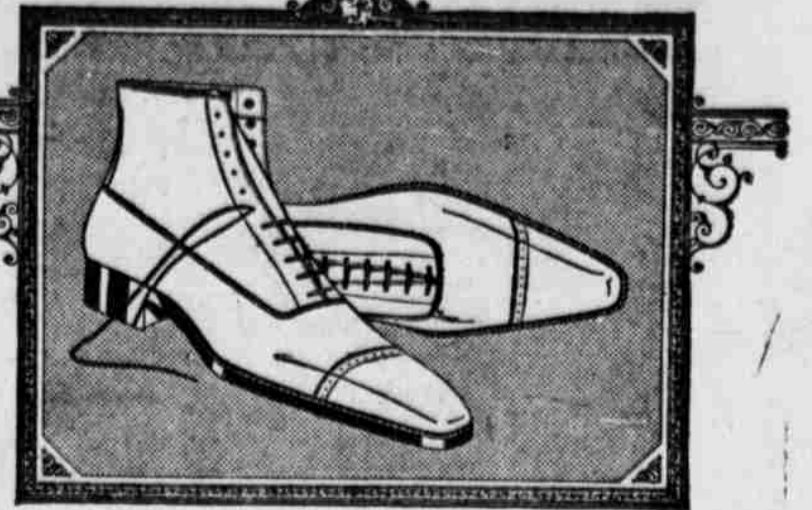
(Union Made)

We have purchased a big assortment **GUARANTEE**

We simply will not have a woman, man or boy dissatisfied with Carhart's Overalls. To any one bringing back a Carhart that they feel is not entirely satisfactory in every way no matter how unreasonable the claim may seem, return it to our store and claim a new pair.

Special Sale, at—  
**\$1.98 PAIR**

**W. R. Harper**  
BIG STORE  
Alliance, Nebraska



**The "Hampton" \$10**

**F**LORSHEIM shoes are now priced at \$10 and \$12. No shoe can give you greater value at the price. No shoe can give you so much service, style and comfort and sell for less. Florsheim shoes at these prices are today's greatest shoe values.

**W. R. HARPER**



**Why Pay Too Much For Appearance**

A great many men expect to pay fancy prices for suits and overcoats that will assure a good appearance. It isn't necessary. Ask any man who wears

**Kincaid-Kimball Clothes Famous for fine Tailoring**

We have discontinued Style-Plus Clothing. We now handle only hand-made clothing.

He will tell you that he has found real clothing satisfaction—suits and overcoats that make him appear as he wants to look, that feel comfortable and that wear longer than expected of them. Be that man young or elderly, he will be a devoted booster of Kincaid-Kimball Clothes.

The prices are lower than you would expect for clothes of such quality.

**W. R. HARPER**

**SATURDAY SPECIAL**

**OCTOBER 15th**

FOR THE SAKE OF YOUR POCKET BOOK, SHOP AT THE CASH STORE SATURDAY  
TICKETS ON THE FORD CAR WITH EVERY \$1.00 PURCHASE

<p><b>STALWART OVERALLS</b> 2.20 weight, extra heavy <b>\$1.00</b> \$1.35 and \$1.50 values. Two pairs to a customer. <b>SATURDAY ONLY.</b> Think of this value and save money.</p>	<p><b>MUSLIN SALE</b> Unbleached and Bleached. <b>10c YARD</b> 15 to 25c values. 10 yds. to a customer. <b>10 Yards for \$1.00 SATURDAY ONLY.</b></p>	<p><b>BLANKET SALE</b> <b>COTTON BLANKETS SATURDAY ONLY</b> Otter Lake Mill. Single Blankets, 64x72, at— <b>75c EACH</b> 160 Blankets to select from. You can buy as many as you wish.</p>
<p><b>LADIES' KNIT SWEATERS</b> All new Colors <b>\$4.98</b> New stylish Sweaters. Astracan trimming, all sizes, \$7.50 values—Saturday Only.</p>	<p><b>OUTING FLANNEL</b> Light and dark patterns, extra heavy— <b>18c YARD</b> Regular 25c values, big selection to choose from.</p>	<p><b>Royal Worcester CORSETS</b> <b>\$1.50</b> Different styles in Elastic Tops. All sizes. Regular \$3.00 value. <b>SATURDAY ONLY</b></p>

**W. R. Harper Dept. Store**  
BIG STORE ALLIANCE, NEBR.



**Women Know the Economical Advantages of Good Hosiery**

It is in their choice of really good hosiery that thrifty women economize. Such women have learned by experience to shun the "bargain table" in search of hosiery values, unless such values can be identified by the maker's mark.

**Allen A Black Cat Hosiery**



The Maker's Mark of Identification on Cooper's-Bennington Spring Needle Underwear for Men and Boys and on Black Cat Hosiery for Men, Women and Children

is staple merchandise of known value and service. The grade and quality is uniformly good and serviceable. And, what is of equal importance, the maker's name and Quality Pledge appears on every pair.

For over thirty years Black Cat Hosiery for men, women and children has been the standard of hosiery value among women who buy the best and who know the folly of being tempted to buy anything but the best.

We always display complete assortments of ALLEN A hosiery; all styles, sizes and grades, in silk, lisle, cotton and wool.

**W. R. HARPER**