

ONE MINUTE STORE TALK

"Talk about personal service. I would rather help myself, if I had to do it, in a store like this, where every man can find what he wants, than waste my time and temper in the so-called custom shops where three times the price doesn't buy the satisfaction I get here," said a customer.

GREATER HARPER'S SERVICE IS YOURS TO ENJOY, TOO. WHY BE SATISFIED WITH LESS?



© Kincaid & Kimball, Inc.

HARPER'S

Intelligent Men

Are Demanding Quality Clothes at the New Lower Prices

We have discontinued Style-Plus Clothes—We now handle only Hand-Tailored Clothes.

Quality is never thrown overboard here for the sake of featuring price. **But Greater Harper's Undersells All in the Selling of Known Quality Clothes** Harper's is your safe clothes store—your time and money saving store—**COMPARE.**

The World's Best FALL SUITS AND OVERCOATS

A SCORE OF FAMOUS MAKERS OF QUALITY CLOTHES ARE REPRESENTED IN OUR VAST SHOWING OF HAND-TAILORED MASTERPIECES, at

\$40 to \$45

Last Year You Paid \$50 to \$75.

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



The FLORSHEIM SHOE

FLORSHEIM builds good shoes that have style. No shoe as good can give you so much style and also give you comfort. Florsheim knows how to give you both. Try a pair and you'll know how comfortable good-looking shoes can be.

Ten and Twelve Dollars

W. R. Harper



ONE MINUTE STORE TALK

"The first purchase I ever made in your store was in your shoe section. The fine treatment I received there encouraged me to go further. Then I started buying my boy's clothes here—until today every member of our family and our friends are steadfast Harper's customers," said a clever shopper.

ARE YOU ENJOYING GREATER HARPER'S VALUES AND SERVICE?

HARPER'S

Prepared for the Season's Greatest

Coat Day SATURDAY

This Greater Store announces special purchases aggregating hundreds of beautiful fur trimmed and embroidered coats that will make Saturday a day of opportunities in coat buying.



\$24.50 and \$34.50

Several large manufacturers are represented in these great special purchase groups, enabling us to offer wider selections at prices that will startle all who attend.

All full silk lined. Coats for dressy occasions and good warm coats for serviceable winter wear. Fur trimmed or self trimmed.

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

Saturday Specials

Oct. 29 One Day Only

TURKISH TOWELS

48c EACH

Large size. Extra quality. 65c grade. Saturday only.

Toile Du Nord DRESS GINGHAMS

18½c YARD

This is a regular 25c value. Saturday only. 20 yards to a customer.

Royal Worcester CORSETS

\$1.50

These are regular \$3.00 values in pink. All sizes. Saturday only.

J & P COATS SPOOL COTTON

For Machine and hand—

5c SPOOL

10 spools to a customer. Saturday only.

ROLL OF COTTON

10c EACH

This is a 15c and 20c value. Cotton is going higher.

Cotton TOWELING

1 inches wide.

10c YARD

Regular 15c quality. This is a wonderful value.

Ladies' SILK HOSE

\$1.98 values

\$1.00

These are Black Cat make. Saturday only bargain.

Ladies' SWEATERS

In different shades.

\$4.98

These are \$6.00 and \$7.00 values. Saturday only.

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We Have Installed New Fixtures

IN OUR READY-TO-WEAR AND MILLINERY DEPARTMENTS

These are the same class fixtures used in Marshall-Field & Co. Store in Chicago.

We invite you Saturday to inspect this department.

W. R. HARPER

Featuring America's Best Five Dollar Hat

FOR MEN

Men, you'll be glad to see the wonderfully good hats featured here at this low price.

Made of fine quality hatters fur, finely felted, richly silk lined. Newest of new Fall shapes and colorings. The best hat shown in America at—

\$5.00

KINGSBURY HATS—Are Here \$5 and \$6
And the best hats shown in years at the low prices of \$3.50 and \$4.00

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