

Harper's "The Santa Claus Store"

Earliest Buying Makes Happiest Giving

Christmas is always a joytime, except to those who wait and have all their gifts to buy when the rush is on—when they try to do in the last minute the selecting that could so easily and pleasantly be done a couple of weeks ahead.

What a treasure house this store is today! How full of new and beautiful things and useful and comfort-giving things.

How cheerful and comfortable it is before the holiday rush begins! The stocks are so complete; the service is so much better. Customers are not worried and salespeople are not tired out.

Delightful days, too, to come and look around and to bring the children to see things and make their hearts glad.

Exceptional Bargains in Xmas Hosiery



Women's Silk Stockings

Qualities you want for gifts in black, white and colors. Ordinarily they sell at \$1.98 but because of unusual purchases you can buy them at only **\$1.48**

WOMEN'S SILK STOCKINGS

Heavy, lustrous quality, pure silk from the top to the toe, in black and brown. They sell elsewhere regularly at \$3.50; sale price, pair **\$1.98**

Men's Furnishings For Xmas Gifts

Here are dependable qualities in the things he will most appreciate. Shirts, ties, hose, sweaters, etc., at savings we know Christmas shoppers will welcome.

MEN'S SILK SHIRTS—Crepes in white and colored satin stripes; full cut and well tailored Shirts usually selling at \$8 and \$10; priced at **\$4.98**

MEN'S SILK NECKWEAR—200 dozen of them in every desirable pattern; open end Four-in-Hand Ties actually worth \$1.50; sale price **\$1.00**

MEN'S GLOVES—Tan and brown Cape Gloves, embroidered back; splendid fitting gloves that sell regularly at \$3.98; sale price, pair **\$2.50**



MEN'S SILK TIES—Pure Cut-Silk Ties in new, narrow, open end styles; desirable designs in newest colorings; real \$2.50 values; sale price **\$1.50**

MEN'S UNION SUITS—Winter weight, fleece lined, ribbed garments; full cut and well made; natural color; real \$3 values; sale price, at **\$1.89**

MEN'S SILK HOSE—Pure silk, full fashioned Hose in black and colors; regular \$1.39 values; sale priced, at, pair **.98c**

New Gift Handbags

\$2.00 Handbags at 98c

Silk Bags, Velvet Bags, Fitted Vanity Boxes, Leather Swagger Bags in popular styles **\$1.98**

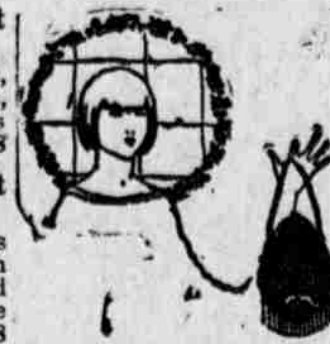
\$4.00 Handbags at \$2.48

Leather Swagger Bags and Vanity Boxes in black, brown, gray and fancy leather; choice at **\$4.98**

High-grade Chiffon and Velvet Bags, silk-lined, and fitted with mirror and purse, fancy metal and celluloid mountings; special at **\$2.98**

\$10.00 Handbags at \$4.98

Best quality and latest style Leather Bags and Vanities in plain and fancy leathers; newest colorings; choice at **\$4.98**



SALE SATURDAY

Womens' Silk and Wool Dresses

\$15.00

Increased social gayeties during the holidays demand new frocks. These of wool or silk, delightfully fashioned and trimmed, offer indescribable values, as they have been appreciably reduced, just in time for the gay season.



Big Offering of BOYS' SUITS

Saturday

\$7.98 \$9.85 \$9.98

Two-Trouser Suits in just the belted styles that boys always want, and of the fine quality materials that their mothers are looking for. Sure to wear well and keep that "fine look" even after playtime. Sizes 6 to 16. Splendid values.

Boys' All Wool O'Coats and Mackinaws

\$4.98 \$8.50

Splendid heavy overcoats in brown, blue and gray all-wool mixtures; belted; tailored in the finest fashion; 2 1/2 to 18 years.



Household Linens

The very qualities you want for personal use and gift purposes.

58-INCH PLAIN TABLE DAMASK—Mercerized Damask; easily worth \$1.50, at yard **75c**

58-INCH TABLE DAMASK—In floral designs; cheap at \$1.75; sale price, yard **59c**

13x23 FANCY TURKISH TOWELS—In blue, pink and gold; regular \$1.75 values; at **75c**

80x90 SATIN FINISH BEDSPREADS—These are exceptional \$10.00 values; sale price at **\$7.50**

70-INCH ALL-LINEN TABLE DAMASK—A rare bargain at \$5.00; sale price, a yard **\$3.75**

19 1/2 x 19 1/2 ALL-LINEN NAPKINS—Good quality; easily worth \$15.00; sale price, dozen **\$9.98**

YARD-WIDE MUSLIN—A desirable quality, full yard wide Bleached Muslin; of good 25c grade value; sale priced, at yard **15c**

3 Strap Patent Pumps---New Lower Price \$9.98

Every line throughout our greater shoe section brings to light the fact that here are the new lower prices—not war-time prices marked down—but present day prices actually underpriced.

Before Buying Shoes—Compare Values—the Most for Your Money Here

NEW—Women's Brown Calf Brogue toe oxfords. You'll know why they're the hit of the season when you see them, at only **\$6.00**

NEW—Womn's black and brown one-strap satin pumps. High Louis and Baby

HEADQUARTERS FOR COMFY HOUSE SLIPPERS

Women's Ribbon Trimmed Comfys **\$1.75**
"Hilo" Cuff style Comfys **\$3.48**

Boys' Hi Cut Shoes **\$3.50 to \$4.98**

French heels. Turn soles, at **\$9.98**

NEW—Women's brown and black kid oxfords. Also two-strap style. Another fine special, at the new lower price **\$5.00**

NEW—Tan calf oxfords. High grade footwear, at the new lower price **\$7.00**

Men's Comfys **\$2.25**
Men's "Hilo" Comfys **\$3.48**

Boys' Sturdy School Shoes **\$3.45 to \$5.00**

The Most Sensational Bargains in Years! MEN'S AND YOUNG MEN'S—\$35.00 and \$40.00

Suits and Overcoats

Clothing Values That None Can Equal at Savings That Will Astound Alliance Men, at—

\$23.85

THE SUITS

Up-to-the-minute styles most popular with men and young men. The materials, the patterns, the styles—in fact, everything about these suits are just as you would want it. Prices are much lower than you expected to pay for these qualities.

There isn't a possible chance for you to overestimate the importance of this great sale. It's an event that men have looked for, but have given up hope of ever seeing. It's an opportunity to buy clothing of quality—the very garments men want—at prices they want to pay.

THE OVERCOATS

Handsome, big, warm coats, finely tailored of popular materials in newest colorings. Plain and semi-belted models with convertible collars. You'll find the very coat you want in this sale at a worth-while saving.

All-Wool Sweaters

AT \$4.95

Regular Prices \$6.95 and \$8.95

The attractiveness of these Sweaters is the particular thing about them that will interest women and misses most.

Plain and fancy weaves.

Some with Angora collars—tuxedo effects—in fact there are 10 different styles.

This is one of the outstanding features of our Christmas sale of Sweaters.

Children's Hose for Winter Wear

COTTON HOSE.

In good medium weight in black, 3 for **\$1.00**

BOYS' HOSE

A good heavy black stocking with triple knee, all sizes, 6 pairs for **\$2.45** 50c pair, Black Cat 65c values.

Handkerchiefs

Women's and Children's Handkerchiefs.

Plain hemstitched, embroidered and other varieties; values in the lot to 15c, choice at **10c**

Men's and Women's Handkerchiefs

Women's embroidered, hemstitched, bordered and sport Handkerchiefs; men's white, blue and red Handkerchiefs; values to 25c, at each **15c**

Men's and Women's Handkerchiefs

Embroidered in white and colors; initialed, colored borders; solid colors and sport Handkerchiefs in rich colorings. Hundreds of unprecedented values included in this colossal assortment at about half price **25c**

We Sell for CASH
We Sell for LESS

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

We Sell for CASH
We Sell for LESS