

Buy For Less--Give More

it's the Christmas spirit

For nearly a half century the CASH Store has been recognized as the "GIFT STORE" of Alliance. It was the Gift Store of your parents and grandparents—now it is YOUR Gift Store. What satisfaction that here is ONE STORE where you can do ALL your shopping—ONE STORE where you will find the exact gift that will give most pleasure to every person on your Christmas list—ONE STORE where you are sure PRICES ARE ALWAYS LOWEST because—

"Buying for CASH, We Buy for LESS—Selling for CASH, We Sell for LESS."
Save Time, Energy, Money—Shop at the Big Cash Store.



7 Big Days---Dec., 17 to 24

Gifts that Men Like

Visit the Harper's Men's Shop—and you'll find many splendid suggestions displayed for your selection. Useful, dependable things that men like:

Men's Wool Socks

Good-looking heather shades. Plain socks, .98c
With embroidered, Cooper's at pair -----\$1.25

Men's Silk Socks

Two reliable brands. Full fashioned or seamless.
Black Cat silk socks, .98c
Black Cat silk socks, \$1.25

Men's Flannel Shirts

Possibly he'd like one to wear during his winter outings—high-grade flannels, in khaki -----\$4.98
Another excellent flannel shirt, at -----\$5.50

Men's Sweaters

Just in—new sweaters—all wool. Slip-over. With and without collars. At -----\$8.50

Men's Bathrobes

Every man likes a good bathrobe to slip into—and blanket bathrobes are the good, warm kind for cold mornings, at -----\$9.98

Men's Shirts

Soft cuff styles, fine count percales, at -----\$2.98

Men's Silk Shirts

Good grade shirts—Soft cuff styles, at -----\$4.98

Give Slippers for Xmas

No Gift List Is Complete Unless It Includes Slippers—Here Are the Qualities You Want Greatly Underpriced.

Women's Felt Slippers—Ribbon trimmed felt Juliets with hand-tailored leather soles, low heels and ribbon and om-pom trimmed felt slippers with buhskin cushion soles and heels; colors include navy, royal blue, brown, maroon, oxford, light blue, sapphire, orchid, taupe, lavender, old rose, fawn and coral. All sizes. Actual \$3.50 values at, pair -----\$1.98



Men's House Slippers—Of brown and black kid, in Everett style, with leather soles and heels. Also felt slippers with Hyllo and Scotch plaid collars, cushion buhskin soles and heels. Colors are brown, gray and blue. All sizes. Actual \$3.50 and \$3.00 values, at pair -----\$1.98

Children's Felt Slippers—Everett, Cavalier and Juliet styles, with printed designs; leather and cushion soles and heels; actual \$3.50 values, at -----\$1.48

Handkerchiefs

Make Ideal Gifts

Because no one ever has too many Handkerchiefs. You will find it profitable to select from our extensive stocks at these remarkable savings.

Women's Embroidered and Sport; Men's Plain or Colored Border and Initialed Handkerchiefs, values to 35c, at -----25c

Men's Initial, Women's Initial, Bordered, Embroidered, Hemstitched and Fancy Handkerchiefs—values to 75c, at -----50c

Men's Pure Linen, Women's Linen, Initial, Silk and Novelty Handkerchiefs—values to 75c, at -----35c

1,000 Boxes Women's Handsomely Embroidered Handkerchiefs, at box -----\$1.25

1,000 Boxes Women's Beautifully Embroidered Handkerchiefs at, box -----98c

500 Boxes Women's Attractively Embroidered Handkerchiefs at, box -----\$1.25

500 Boxes Women's Exclusive Embroidered Handkerchiefs at, box -----\$1.25 and \$1.50

XMAS HOSIERY

You could not select a more practical gift. Choose from dependable qualities at ridiculously low prices.

Women's Silk Stockings
Qualities you'll be glad to give; in black and brown. You buy two pair for LESS than usual price of one in this sale, at -----\$1.25

Women's Silk Stockings
Heavy, lustrous, serviceable qualities in black and brown all sizes. They would be considered good values at the regular price, \$3.50. Our sale price, pair -----\$2.50

Women's Silk Stockings
Reliable quality, reinforced, splendid fitting and wearing; black, brown and some colors. Not a pair in the lot worth less than double our sale price, pair -----\$1.00

Boys' and Girls' Ribbed Stockings.
Qualities suitable for Xmas giving. Specially priced at, pair -----25c

Xmas Sale of Dresses

\$20, \$22.50, \$25 and \$30 Values, All at One Price

Canton
Crepes
Crepe de
Chines
Tricotines
Serges
Combinations

\$15

Beaded
Braided
Embroidered
Button, Belt
and Sash
Trimmed

Every woman and miss can have a distinctively styled Dress for the holiday season and save HALF or more, thanks to this timely sale. The styles are duplicates of the smartest models offered by New York specialty shops today. An opportunity to buy \$20 and \$30 dresses like these at \$15.00 is so rare that we sincerely urge every woman and miss who needs a fine silk or cloth dress to be here early tomorrow.

MEN! BE PRACTICAL SANTAS! GIVE HER A DRESS FOR CHRISTMAS.



XMAS HANDBAGS

Attractive Styles Greatly Underpriced.

\$3.50 Handbags, at \$1.98
Silk Bags, Velvet Bags, Fitted Vanity Boxes, Leather Swagger Bags, in Popular styles, at -----\$1.98

\$7.00 Handbags at \$4.98
Leather Swagger Bags and Vanity Boxes in black, brown, gray and fancy leather, at -----\$4.98

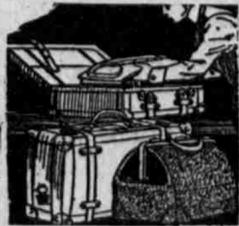
\$5.00 Leather Bags at \$2.98
High-grade Leather Bags, silk-lined and fitted with mirror and purse, fancy metal and celluloid mountings. Special at -----\$2.98

—For Saturday Women's Low Shoes,

\$7.95

High quality low shoes in strap or lace styles, low or Cuban heels, welt soles, in black or brown, values to \$12.50.

Extra Special, at \$7.95



The Luggage Store—

The entire luggage section invites you to a money saving Christmas treat in traveling goods.

Suit Cases -----\$1.50 to \$15.00
Traveling Bags -----\$5.50 to \$22.50
Standard Trunks -----\$14.00 to \$50.00
Steamer Trunks -----\$12.00 to \$40.00
Wardrobe Trunks -----\$26.50 to \$65.00

The Glove Store—

Here you find Hansen's and many other leading glove makers' finest productions in all wanted styles. Prices range—

\$1, \$1.50, \$2, \$2.50, \$3, \$3.50 to \$6



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