

PRACTICAL GIFTS

THE FAMOUS The Home of HART SHAFFNER & MARX Fine Clothes

THE FAMOUS Daylight Store Daylight Methods is the Best Place to Buy Your Xmas Presents.

THE LADIES of Alliance should bear in mind that a STORE FOR MEN, such as **The Famous**, offers them a more varied opportunity for the proper selecting of practical gifts for men and boys. Our stocks in the different departments are complete and notwithstanding the low prices—quality is the paramount feature.

THE AMERICAN PEOPLE are essentially a practical people in all things excepting in their giving. Would it not be better to be more practical this year and give HIM something for a present that he can use during the entire year with glad thoughts of the giver? Shopping at the **Famous** will afford the giver and receiver real pleasure.

WE SUGGEST FOR PRESENTS

DRESS GLOVES LOUNGING ROBES
SMOKING JACKETS HOUSE COATS
BATH ROBES SILK HANDKERCHIEFS
MUFFLERS AUTO GLOVES
MITTENS FUR GLOVES
FINE NECKWEAR FINE SILK HOSE

DRESS SHIRTS SUSPENDERS
KNIT MUFFLERS HOLE PROOF HOSE
SWEATER COATS SILK UMBRELLAS
FUR CAPS PAJAMAS
NIGHT ROBES FINE STICK PINS
SUIT CASES TRAVELING BAGS

FUR COATS PLUSH LINED COATS
CRAVETTE RAIN COATS BOYS' SUITS
OVERCOATS HIGH TOP SHOES
CAPS FINE SHIRTS
SUSPENDERS AND TIES TO MATCH
BEAUTIFUL CUFF BUTTONS

SPECIALLY PRICED FINE CLOTHING FOR GIFTS

ONE LOT of 50 Men's Suits for men. Hart Schaffner & Marx make, and this as you know is the last word in clothing. Regular \$25 and \$30 values for 10 days **\$19.95**

A beautiful line of Fine Hand Tailored Men's Suits. Regular \$18.00 and \$20.00 values. During the next 10 days at **\$15**

OVERCOATS All wool and all right. Beautifully made with Muto, Automobile, Presto and Velvet Collars, a big line of \$18 and \$20 values now on sale at **\$15**

WATCH OUR WINDOWS

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BIG BARGAINS SUITABLE FOR PRESENTS Just at the Time You Expected to Pay More

600 Suits of MEN'S HEAVY FLEECE LINED UNDERWEAR Worth 65c a garment. Holiday Price **39c** Garment

BOYS' OVERCOATS \$2.50, \$3.00, \$3.50 and \$5.00
GREAT VALUES

Big line of Men's 4-in-hand NECK TIES All Colors **25c**

A Genuine MOCHA GLOVE Pure Silk Lining **\$1.50**

FINE SHIRTS Manhattan and Star \$1.75 and \$2.00 Grades, this week **\$1.39**

PRESIDENT SUSPENDERS HOLIDAY BOXES **39c**

BOYS' SWEATER COATS **50c**

THAT \$5 Bill of yours buys the best LEATHER SUIT CASE In Town AT THE PRICE

Just received a large line of J. B. Stetson's HATS **\$4.00**

Fine Linen HANDKERCHIEFS Imported from Ireland Worth 35c 10 for \$2.00 **25c** each

HOLE PROOF SOX All Colors XMAS BOXES 6 Pairs **\$1.50**

PARIS GARTERS HOLIDAY BOXES **25c**

150 Pairs BOYS' 7c KNICKER PANTS **39c**

All Wool brown ribbed UNDERWEAR For Men **98c** each

All of our MEN'S SLIPPERS At **20%** Reduction

Buy Them at THE FAMOUS One-Price Clothing House, Alliance, Neb.

Daylight Store

Daylight Methods

A Store for Men

Our Holiday Display

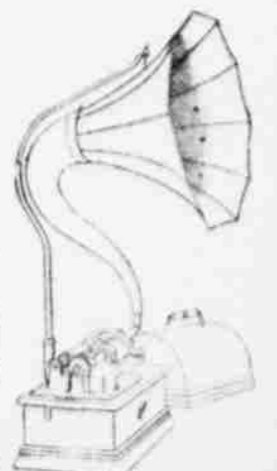


Let the Gift be Furniture and Let it be from Darling's

If you but stop to consider you will readily conclude that from our stock you can make selections of articles that are of higher *gift* value than from most other lines of merchandise. Who would not prize highly the gift of a comfortable Couch or Davenport, a fine easy Rocker, a handsome Mirror, an elegant Parlor or Bedroom Suite, a set of Haviland Dishes, a nobby Rug for a den or parlor, a beautiful Picture to adorn the wall of the home, a Buffett, a China Closet, a Dining Table, a Kitchen Cabinet, a Range, and many other useful pieces of nobby new

FURNITURE

An Edison Phonograph is most suitable for an Xmas Gift. Come in and let us demonstrate. We will store selected goods and deliver promptly when so ordered.



STORE OPEN EVENINGS

George D. Darling