



# MERRY CHRISTMAS



## The Biggest Store in the World NORTON'S The Christmas Store NORTON'S

If you wish, all goods bought now will be held and delivered where you direct at any time

**BUY YOUR CHRISTMAS GIFTS AT THE BIG STORE WITH THE NEW FRONT**

Store Open Evenings Commencing Tuesday, Dec. 17th

### Christmas Handkerchiefs

Don't Delay—Buy here and positively save money.

- Women's one corner embroidered Handkerchiefs ..... **15c**
- Women's Hemstitch Embroidered Handkerchiefs, 20c, 25c, 30c and 50c.
- Men's Hemstitch Hdkfs., 5c, 10c, 15c, 25c.
- Men's Silk Handkerchiefs .... **25c**

### Christmas Silks

- 36 in. Black Silk ..... **\$1.00**
- 36 in. Blk. Chiffon Taffeta Silk ... **\$1.50** yard
- 24 in. Fancy Taffeta Silks for shirt waists and dresses, **\$1.00** and **\$1.25**.
- 20 in. Crepe DeChine, all colors-Blk. and White, yard ..... **\$1.00**
- 40 in. Satin Soleil, all colors, for Party Dresses, yard ..... **\$1.50**
- 27 in. Jap Silk, all colors, Blk. and White ..... **50c** yd.
- 10 Pieces fancy silk mulls for scarfs, all shades ..... **35c** yd.

Christmas Exhibition and Sale of art needle-work and art linens, all hand work. The most beautiful display ever shown in Alliance. Table Runners, Scarfs, Art Centers, Arts and Crafts Pillow Cases, Shirt Waist Pockets, everything in the line of art needlework. A fine opportunity to purchase these at one-half regular price for Christmas.

### Dress Goods Specials Worth While

- 54 in. Broadcloth, colors and black ..... **\$1.39** yd.
- 54 in. Navy, Black, Brown and Tan Storm Serge ..... **\$1.19** yd.
- 50 in. French whip cord Dun goodie Grey, Tan, Red and Brown **\$1.49**



**FITFORM**  
\$18.00, \$20.00 and \$25.00.  
Florsheim Shoes Gordon Hats  
Arrow Shirts Shawknit Hosiery

### Christmas Clothing

Give your looks a fair show. Whyspoil them with dubby clothes? You can just as easily wear clothes that fit and have style. You can be as stylish looking as the best dressed man you know. Take a good look at our styles. Take it today. Prices, \$15.00, \$18.00, \$20.00 and \$25.00.

### Christmas Gifts for Men

- Men's Kid Gloves, all sizes from 7 to 10. Priced at \$1.25, \$1.50, \$1.75, \$2.00 and ..... **\$2.50**
- Men's fancy fur lined Gloves from ..... **\$3.00** up
- Fine line of Mufflers, all colors, 50c, 75c, \$1.00, ... **\$1.50** and up
- Men's Silk Hose, 35c, 50c, 65c and ..... **75c** pr.
- Big line of men's fancy Vests at one-third off regular price.
- Traveling Bags, Suit Cases (very appropriate for Xmas gifts) also a big line of trunks.
- Men's Auto Gloves, **\$2.00** and up
- Extra fine line of Men's and Boys' Night Gowns and Pajamas.
- A new line of men's Slippers. Ask to see them.

### Sale of Xmas Ribbons

- All Silk Taffeta Ribbon 4 in. wide, all colors, black and white, **15c** yd.
- Fancy Holiday Ribbons for tying packages, bolt ..... **15c**
- No. 80 Fancy Ribbon for fancy work and bows, yard ..... **19c**
- 100 Bolts Bebe Ribbon, all colors, ..... **10c** bolt

### 50 Manufacturer Sample Bags

- Genuine Leather
- Genuine Leather Bags, Seal and Walrus grained, leather lined, with coin purse. Silver or gilt frames at **1.25, 1.50, 2, 3, up to 6.50**
- Ladies' Felt Slippers, fur tops, all colors, **1.25, 1.50, 1.75** pair
- Ladies' Pulman Slippers, **\$1.50** pr.
- Children's and Misses' Felt Slippers, red ..... **\$1.00, \$1.25**
- Ladies' Red Button Shoes ..... **\$4.50** pair.
- Ladies' Grey Suade Shoes ..... **\$4.50** pair

The Store With a Conscience

## NORTON'S

Where Quality Reigns Supreme

**P. S. Do not forget our Big Line of Overcoats**

### AT THE CHURCHES

**EPISCOPAL CHURCH**  
11:00 a. m. Preaching.  
22—The Raising of Lazarus.  
25—The Fulfillment—not the Destruction—of the Old.  
29—The Way of Life.  
GEO. G. WARE, Missionary.  
Phone 93.

### ST. MATTHEW'S CHURCH—SUNDAY SCHOOL

The Christmas service for the children, followed by the Christmas tree, will be held on Christmas night at 7 o'clock. Following is the programme:  
Carol, A Shout of Mighty Triumph ..... Sunday School  
Prayer, Psalter—Magnificat  
Carol, Ring out the Bells .....  
Recitation, Why Do Bells for Christmas Ring? ..... Katherine Harris  
A Good Time Coming ..... Howard Cogswell  
Two Little Stockings ..... Isabel Flemming  
Christmas Song ..... Virginia Eubanks  
Christmas Night ..... Bernice Flemming  
Carol, The Flocks Were Scattered  
Grace Carlson, Margaret Harris, Helen Rice, Edith Reddish.  
Carol, O Virgin Unspotted ..... Raymond Lewis, Thaddeus Peckinpugh  
Carol, Silent Night, Sunday School  
Carol, In the Field with Their flocks solo ..... Howard Bennett  
Solo, The Virgins' Lullaby ..... Della Holsten  
Carol, Stars All Bright Are Beaming ..... Sunday School  
Benediction

### ST. MATTHEW'S CHURCH

Choral midnight service, Christmas Eve. Celebration of the Holy Communion.

#### Carols

Tell it once Again  
The Crowning Day  
One Midnight, Oh, So Long Ago  
The Saviour  
Zion's King Has Come to Reign  
The Saviour's Natal Day  
When the Sun Had Sunk to Rest, old English Noel—Henry Knight  
Kyrie Eleison; Gloria Tibi—Paxton  
Sanctus, Sarsum Corda—J. Camidge  
Gloria in Excelsis—Ouseley  
Recessional, It Came upon the Midnight Clear

### U. P. CHURCH

10:00 a. m. Sunday school, Graded Lessons.  
11:00 a. m. Preaching.  
7:30 p. m. Preaching.  
Prayer meeting, Wednesday evening, at 7:30.  
Phone 458.  
A. L. GODFREY, Pastor.

### SEVENTH DAY ADVENTIST

Sabbath school at the residence of Mrs. Pilkington every Saturday afternoon at 3 o'clock.  
MRS. JOHN PILKINGTON, Supt.

### CHRISTIAN CHURCH

10:00 a. m. Bible school rally.  
11:00 a. m. Preaching. Subject, "Jesus, the Man of Galilee."  
6:45 p. m. S. E. Mrs. Woten will lead.  
7:30 p. m. Preaching. Subject, "Jesus, the Prince of Peace."  
FRANK ALLAN WOTEN, Minister.  
Phone 752.

### CHRISTMAS PROGRAM AT CHRISTIAN CHURCH

Following is the program which will be given at the Christian church on Christmas eve:  
Processional.  
Song, "Sing the Praise of God."

Invocation.  
Responsive reading.  
Song, "The Merry Bells."  
Recitation, "Joy Bells are Ringing."  
Scripture lesson.  
Prayer.

Recitation, "Sing of the Star."  
Song by Primary department, "The Time of Christmas."  
Primary exercise, "Star of Love."  
Song, "Hail to the Child."  
Exercise, "Unseen Voices."  
Song, "One Blessed Holy Night."  
Recitation, "Love's Lesson."  
Singing and recitation, "The Mother's Song."  
Exercise, "What the Star Brings."  
Song, "The Children's Saviour."  
Short address.  
Song, "The Children of Light."  
Recitation, "A Christmas Tho'!"  
Song, "Christ, the Lord, is Born."  
Benediction.

### A. M. E. CHURCH

Services at the home of Mr. Richmond on Platte Avenue.  
Sunday school, 2 p. m.  
Preaching service at 7:30 p. m.

### BAPTIST CHURCH

10:00 a. m. Sunday school.  
11:00 a. m. Preaching. Subject, "Aggressive Christianity."  
6:30 p. m. B. Y. P. U.  
7:30 p. m. Services.  
Rev. Geo. A. Witte, Pastor  
Phone 113

### METHODIST EPISCOPAL CHURCH

10:00 a. m. Sunday School. Graded Bible Classes.  
11:00 a. m. Christmas sermon.  
Special music.  
6:30 p. m. Young people's Epworth League meeting. The leader will be Miss Nichols.  
7:30 p. m. Sacred Concert.  
Prayer, Bible study and social hour, Wednesday evening at 7:30.  
The doors of this church are open to all people at all services. A cordial and home welcome extended to all to worship with us, if you have no other church home in the city.  
Olin S. Baker, Pastor  
Phone 90

### CHRISTMAS SERVICES AT METHODIST CHURCH

A Christmas program will be rendered at the Methodist church on Christmas eve. The Sunday school children and their teachers have been making very careful and painstaking preparations for the program, which will be varied and interesting. A large crowd is expected.

### FIRST PRESBYTERIAN CHURCH

10:00 a. m. Sabbath School.  
11:00 a. m. Public worship. The morning sermon topic will be, "What Gifts would Jesus Give?"  
A mixed quartette composed of Mrs. Philip Nohe Jr., Miss Nettie Nation, and Messrs. Walter Root and J. B. Brown will sing "Glory be to God"—Davis. Mrs. Nohe will sing "The Palms", and will be accompanied by Miss Weller, who is visiting in the city.  
3 p. m. Junior and Intermediate C.E.  
6:30 p. m. Christian Endeavor.  
7:30 p. m. Public worship.

### CHRISTMAS AT FIRST PRESBYTERIAN CHURCH

The Christmas service at the First Presbyterian church will be of unusual interest this year. A children's choir of thirty or more voices will sing two Christmas anthems. The service will be held on Sunday evening, Dec. 22, and the program will be as follows:  
Anthem, "Holy Night," by Children's Choir.  
Invocation.  
Hymn, "Joy to the World".  
Scripture Lesson.  
Prayer.  
Song by Mrs. B. Ponath, "Changeless, the Love of the Saviour," by Titus.  
Notices.  
Offering.  
Anthem, "O Little Town of Bethlehem," by Children's Choir.  
CHRISTMAS SERMON.  
Hymn, "Angels Rejoiced and Sweetly Sung."  
Benediction.  
Rev. J. B. Brown, Pastor  
Phone 710

### IMMANUEL GERMAN EVANGELICAL LUTHERAN CHURCH

Corner Yellowstone Ave. and 7th St.

9:30 a. m. Sunday school.  
German and English services alternately Sunday evenings, upon announcement.  
German-English parochial school from September to June, five days of the week.  
TITUS LANG, Pastor.  
703 Niobrara Ave., phone 359.

### CHRISTMAS AT IMMANUEL'S GERMAN LUTHERAN CHURCH

The Christmas festival will be ushered in at Immanuel's Lutheran church by a special children's service on the eve before Christmas, Dec. 24, commencing at 7:30 p. m. with Christmas tree and Christmas carols. A program will be rendered in this service by the pupils of Immanuel's German-English Lutheran school, special features of which will be:  
Anthem by the choir, "Come all Ye Faithful" (German).  
"The Story of Our Saviour's Birth," a catechisation by the pastor with the pupils of the parochial school, interlarded with songs of praise and declamations by the children. (German).  
Singing. (English).  
German and English address by the pastor.  
We kindly ask all our friends both German and English to be with us on that evening and partake of our joy.  
On Christmas day, Dec. 25, there will be a regular festival service in German, with sermon by the pastor, beginning at 10:30 a. m. To this service also all German Lutherans of this city and community are cordially invited.  
On the Sunday after Christmas, Dec. 29, commencing at 10:30 a. m., there will be an English Lutheran Christmas service with sermon by Rev. O. L. Lang of Crawford, Neb. At the same time Rev. Titus Lang of this city will conduct an English-Lutheran Christmas service at Berea. An invitation to these services is hereby extended to all English-Lutherans of Alliance and vicinity.  
TITUS LANG.

### FINE EXHIBIT AT ACADEMY

The students of St. Agnes Academy gave an exhibition of fine art work, calendars, fancy work, pictures, etc., that was worth going miles to see last Sunday. Many Alliance people and the parents of many of the pupils visited the exhibit. Seldom has an exhibit of so much interest been shown here.

Mrs. Wayne Zediker will go to Lincoln December 25th to attend a meeting of the Teachers' Association of the State University. They will hold a two days session. Their subjects will be musical and pertaining to studio work. Two recitals will be given by the faculty and a big banquet on Friday.

Silas C. Soules fell from a step-ladder Wednesday night and dislocated his shoulder. We hope the accident is not a serious one and that he will soon recover.

Miss Ruth Conklin, employee of the Burlington, will spend the holiday vacation in Omaha, visiting relatives and friends.

Mrs. J. G. Beck and son Lawrence depart for Milo, Iowa, tomorrow for a short stay during the holidays at the home of Mrs. Beck's mother.

The annual Christmas social will be held Friday night at the social rooms in the First Presbyterian church.

The case of Helene A. Schmidt vs Ora E. Black was dismissed at this last term of court.

Dr. Allen C. Roberts of Great Falls, Mont., comes Saturday to visit with her brother, B. F. Gilman.

Irwin Mackin went to Bridgeport yesterday on business for the Nebraska Telephone Co., for whom he is collector.

Miss Eva Ross, who is studying music in Lincoln, will return to Alliance to spend the holidays with her mother, Mrs. Ida M. Ross.

IT PAYS TO ADVERTISE