

Winter Price Cutting Event

JUSTIN'S CELEBRATED
COWBOY BOOTS IN STOCK.
If You Prefer, We Will Take
Special Orders.

A SALE THAT IS WELL WORTH COMING MILES TO ATTEND
THE BIGGEST MERCHANDISING EVENT
Of Recent Years In Western Nebraska

MEN'S WELL MADE SUITS
HERRINGBONE EFFECT
MADE TO WEAR
\$15.00

A few of the goods bought by the FAMOUS at the convention of the United National Clothiers and the Associated Retailers—1,100 merchants buying as one

PRICES THAT DEFY ANY KIND OF COMPETITION

MEN'S Overcoat Sale

We have hundreds of the finest Overcoats that Hart Schaffner and Marx, Society Brand, Patrick of Duluth and others have made for us. Every one has real style and wearing qualities.

Overcoats Priced at \$15.00

\$18.75, \$21.75 and then on up to the finest grades made—
SPECIAL AT \$35.00
These Are Wonder Coats



Hart Schaffner & Marx CLOTHING

America's Greatest
SUITS AND OVERCOATS

There are many cheap lines on the market—the world's best is only to be found here in Alliance. Hart Schaffner and Marx Suits and Overcoats at \$35, others up to \$50. When you can buy these fine goods at such low prices any one can tell you don't want the cheap imitations which cost almost as much.

Hart Schaffner & Marx Specials, \$35.00

Our Boys' Clothing Department

has never been in such good shape and we have never sold so many as this season. Boys' Suits with two pairs of pants at \$6.50 is one reason—Reason No. 2 is a big line of all wool suits, two pairs pants, extra heavy weight, new goods just in—

At the very low price of \$8.85.

Every Boy's Dubbelbilt Suit Guaranteed for Six Months' Actual Wear.

A Preponderance of Nationally Known Goods

Winter Specials

Boys' Mittens, Lamb top, this sale **25c**

Men's Heavy Fleeced Shirts and Drawers **69c**

Men's Wool Mixed Union Suits **\$1.95**

Big Sizes in \$2.50 Ribbed Union Suits **\$1.50**

Extra Heavy Moleskin Pants, for men **\$3.50**

2 Pairs Heavy Men's Mittens, for **25c**

6 Pairs Men's Sox, 6 months' wear **\$1.50**

Boys' Stout Shoes for this sale **\$2.50**

Boys' Flannel Shirts, sizes 12½ to 14 **\$1.50**

1 Lot of Men's \$1.25 Work Shirts, no small sizes, sale price **75c**

Men's Wool Mixed Sox, 2 pairs for **25c**

U. S. Army Sox, fine quality, 3 pairs for **\$1.00**

Boys' Waists, \$1.00 values; special at **69c**

Men's fine Russia Calf Dress Shoes, straight last, Swing toe, Bals and Blucher; a very fine shoe, for **\$5.00**

Two Big Values in SHEEP LINED COATS

\$10.50
worth \$18.

Fur Collar, worth \$25.

\$18.50

Fine 36-inch sheep lined to the edge.

Bradley and Spalding

SWEATERS AND JERSEYS

See the new special all wool Jerseys, at

\$2.50

MUNSINGWEAR UNION SUITS

\$1.75

\$2, \$2.50, \$3, \$3.50, \$4, \$4.50, \$5, \$6 and \$7.50

Same garments last year were \$1 to \$4 per garment higher.

FAULTLESS NIGHTWEAR

Finest made, as well as good lower priced night shirts.

See our two specials

\$1.25 AND \$1.50

PERRIN'S FINE GLOVES

as well as lower priced ones. Suede Mocha Lined Gloves.

\$1.50

Extra value in gray and Brown Suede, silk lined at

\$2.50

MALK OVER FINE SHOES FOR MEN

All the new lasts, calf, vici, kangaroo and gun metal. We start them at

\$7.50

MEN'S OVERCOATS

Sizes 36-44; a splendid coat of Union Melton, looks like \$25. Our Special Price.

\$15.00

LEATHER VESTS

Made by Gordon & Ferguson and McKibbin. Big line, great values

\$5.95

\$7.50, \$9.95, \$12.50. Save 1-3

\$18 Sheep Lined, Leather Sleeve

MOLESKIN VESTS

Special

\$9.95

COW BOY HATS

Fine Beavers; former price

\$15—Special

\$6.50

Men's All Wool Khaki

ARMY SHIRTS

\$3.50

MEN'S \$5 CORDUROY

PANTS—EXTRA

\$3.50

Extra Work Pants \$2.50

Heavy Blue

JACKETS AND OVERALLS

fast colors; all sizes

\$1.00

BOYS' ARMY HATS

Regular \$2 values, all sizes.

Our Special

\$1.00

Boys'

WINTER CAPS

with ear bands

59c, 69c, 79c

Winter Specials

Boys' Heavy Underwear, regular \$1.25 value **75c**

Men's Union Suits, for this sale **98c**

2 pairs Men's Fine Sox, for this sale, at **25c**

2 pairs Men's Mixed Sox, for this sale **50c**

Men's Heavy Mittens, priced for this sale at **50c**

Extra Heavy Union Suits, this sale **\$1.50**

Men's Wool Mixed Union, big value **\$1.95**

Men's Lined Leather Gloves, on sale at **75c**

Boys' Fine Mittens, 50c, 75c, \$1.00 and **\$1.25**

Men's \$3 values, Saranac Buck Gloves, at **\$1.50**

Men's Fine Dress Gloves \$1.50, \$2.00 and **\$2.50**

Men's Wool Shirts, on sale, at **\$2.50**

Boys' Work Shirts, for this sale, at **50c**

Boys' Regular \$25.00 Suits, very finest made; special at **\$12.50**

The best \$3.50 Work Shoe, made on U. S. Army last; all leather, made to wear, this sale at **\$3.50**

See our Men's Dress Shoes, Russia and Black Bluchers; all leather, well made, for this sale at **\$3.50**

Each Price is Based on the Utmost in Genuine Quality

\$6.50 buys that boy of yours a Fine Suit with 2 pairs of lined knickerbocker pants.

Famous Clothing House

Famous for High Standard of Merchandise, Big Stocks, Low Prices.

\$8.85 for heavy winter all wool Boys' Suits with 2 pairs of pants—worth \$12.50.