

GET YOUR MONEY'S WORTH

Can you do it at a credit store where their goods are marked **HIGHER** to cover their losses? You have been wanting the lowest prices possible. **HERE THEY ARE.**

Grocery Department	Dry Goods Dep't	Clothing Department.	Shoe Department.
17 lbs. sugar for..... \$1 00 Canned Corn..... 9c 15c Tomatoes per can..... 11c 15c Cull'd corn 3 for..... 25c 15c Pumpkin 3 for..... 25c 25c Egg plant 3 for..... 50c 25c Strawberries per can..... 19c 20c Apricots per can..... 15c 15c Blackberries per can..... 10c 15c Raspberries per can..... 10c 12 1/2c Pears per can..... 8-10c 12 1/2c String Beans per can..... 9c Oil sardines..... 5c Mustard sardines..... 10c Salmon per can..... 13-15-20c 15 Sauer Kraut per can..... 10c 4 packages Soda..... 20c Search Light Matches 3 for..... 10c Quaker Oat Meal per package..... 10c 10c Gloss Starch 4 for..... 25c 10c Corn Starch 4 for..... 25c 15c Cold Water Starch..... 10c 5c Yeast Foam 3 for..... 10c 5c Pearlina 7 packages for..... 25c All Best laundry soap 7 for..... 25c 60c Jelly per pail..... 48c FLOUR..... Patent..... \$1 00 Straight Grade..... 90c	\$15.00 Ladies' tailor made suit \$10.50 \$12.00 Ladies' tailor made suit \$ 8.75 \$10.00 Ladies' tailor made suit \$ 7.50 \$ 3.00 Ladies' percale skirts \$ 1.90 \$ 5.00 Ladies' skirts \$ 3.75 \$ 7.50 Ladies' skirts \$ 5.00 \$10.00 Ladies' fine silk and et- amine shirts \$ 7.75 \$12.00 Ladies' fine silk, circu- lar flounce skirts \$ 7.75 \$15.00 Ladies' skirts, best silk, latest style \$11.00 75cent Ladies' shirt waists 39c 75cent Ladies' percale waists 39c \$ 1.25 Ladies' basket weave, duck and pique waists 85c \$ 2.50 Ladies' fine silk waists \$ 1.75 \$ 5.00 Ladies' fine silk waists elegantly turned \$ 3.75 35cent Lace lisle hose 19c 25cent Boys' leather stockings 15c Standard prints at 3 3/4 cents per yard, fancy prints 4 1/2 to 6 cents per yard. L. L. muslin 4 1/2 cents per yard, Bleached muslin 5 and 6 cents per yard, Hope muslin 7 cents per yard, Lonsdale 7 1/4 cents per yard, nine quarter unbleached sheeting 17 cents per yard, nine quarter bleached sheeting 20 cents per yard.	\$7.50 Cheviot and cassimere suit \$3.75 \$10.00 worsted, cheviot or trico \$6.75 \$12.00 all wool in any kind of fa- brics \$8.50 \$15.00 suits of all kinds \$11.00 \$18.00 suits, the finest made \$12.50 \$20 hand tailored, perfect fitting \$15.00 Towers Fish brand slicker \$2.90 \$4.00 Stetson hats \$3.20 \$5.00 Rtetson hats \$3.90 \$1.25 Black sateen shirts 90c \$1.25 Ideal, Lion brand and Ak- elson Bros. dress shirts \$1.00 15c Linen collars, all brands 10c 15c Black and brown sox, 19c 50c Overalls 39c 50c Jackets 39c \$1.00 Union made overall and jackets 75c \$1.50 Brotherhood gauntlet gloves \$1.10 \$1.25 Brotherhood medium gloves 90c \$1 Brotherhood short wrist gloves 75c \$1.50 Busby gloves 90c 10c Rochford sox 5c Boys' clothing, the largest line in the city. Enough said	Keith's Celebrated Patent Vici guaranteed not to crack..... 3 75 Men's Velour and Calf the regu- lar \$5.00 kind, our price..... 4 00 Men's extra heavy Calf worth \$4.00, our price..... 3 25 Men's Vici's and Colts in several different styles, regular credit price \$3.50, our price..... 2 75 Men's Box Calf welts for..... 2 25 A complete line of Ladies', Men's and Children's shoes at 25 to 35 per cent cheaper than any credit store can sell them. Ladies' Patent Leathers..... \$1 95 Ladies' Oxfords, new styles in endless val'rety at..... 1 25 Ladies' Undressed Kid Top, silk lined, made of selected stock..... \$2 25 Misses and Babies shoes and Oxford shoes a specilty.

Show us an article in our line that you bought at any credit store in Alliance
AND WE WILL SHOW YOU THE SAME THING FOR LESS MONEY.

You get your money's worth at **Swanholm Co's** Cash Dep't Store.

30 days is cash with us. You can save from 25 to 50 per cent. by buying of us during this sale.

WE ARE ON
THE 4TH WEEK

Next Saturday we are going to sell any-thing in the Queens-ware and Glassware line cheaper than dirt

Of the Great Battle that was inaugurated for the masses here
April 18, which winds up May 18 at midnight

It has proven the brightest event that ever occurred in this city. It was a wonderful undertaking on our part; but we are carrying it along and it is fast coming to a close. Every item in the house has that red mark which all the people by this time know what it means—

DESTRUCTION TO HIGH PRICES

The rug and carpet department looks like a cyclone had struck it. More rugs, couch covers, lace curtains and table cloths passed out into the hands of eager purchasers than ever before. And the way they bought glassware, queensware and tinware made us smile because it was Cash we were after and the ruinous prices we were making on goods was bringing it fast. Have you seen anybody break through the lines yet? We think not. They have tried but the attempt was about the slimeest thing you ever saw. The people know the difference between a bona fide sale and a sale that started because they feel a little sore.

With us it's cash we want and we part with the goods and give you more in return than you ever got in this house or any house within two hundred miles of here. The Bed Room Sets, Iron Bedsteads, Rockers, Dining chairs, Sofas, Couches, Mattresses—you know the kind we carry, and we will say to you, send word to your friends and neighbors that we will save them from \$2.00 to \$5.00 on each and every one purchased here. And many of them will save you a **BIG TEN DOLLAR BILL** if you want that kind. We are the furniture people of the city because we buy our furniture direct from manufacturers by the car. It does not pass through the middle men or the jobber, but it comes direct from the best manufacturers of furniture in the United States. If you have overlooked our shoe department we would like for you to study it up and come in and see if we cant sell you any item you want. Come be with us.

An excellent mat-
tress for \$2.39.
You can save from 25
to 50 per cent on Cook
Stoves and Ranges.

LOCKWOODS

P. S.—30 days
is cash with us.

Alliance, Neb.

Men's white hand-
kerchiefs for 6c, the
10c kind. A nice
Turkish towel for 6c
worth 10c.