

# Why Do You Give Christmas Gifts?

Answer the question to your own satisfaction—but we are going to presume you intend to make a lasting impression on the mind of the recipient.

We then ask you to not pass up such articles as may be found in our well selected stock of goods.

The assortment is full—we have not allowed our lines to dwindle to tail ends, in fact new goods are arriving almost daily to provide for the Christmas shopper's choice.

Some especially attractive bargains are being shown for the benefit of the season's buyers, and you owe it to yourself to look over our wares at an early date.

Don't wait until someone has "Beaten you to it" and secured "Just what I wanted."

Can you buy a \$7.50 Rocker at any store in town for \$4.50? YES! RIGHT HERE!  
They were bought right, and you can buy 'em right.

Some more bargains are—

\$22.50 Boston Leather Upholstered Sleepy Hollow Rocker .....	at \$14.50
\$16.50 Boston Leather Upholstered Large Arm Rocker .....	at 10.00
\$10.00 Boston Leather Upholstered Rocker .....	at 6.50
\$27.50 Genuine No. 1 Leather Weathered Finish Rocker .....	at 18.50
\$26.00 Golden Oak Buffet .....	at 18.00
\$28.00 Golden Oak China Closet .....	at 19.00
\$30.00 Golden Oak Combination Bookcase and Desk .....	at 21.00
\$25.00 Fancy Upholstered Couch .....	at 16.75
\$16.50 Golden Oak Library Table .....	at 11.50
\$36.00 Genuine No. 1 Leather Morris Chair .....	at 26.00

## GEO. D. DARLING

115-117 West Third St., Alliance, Nebr.

STORE OPEN EVENINGS FROM NOW UNTIL AFTER CHRISTMAS

## THE CO-OPERATIVE STORE

Less than a year ago the Co-Operative store opened for business in Alliance. The phenomenal success of this enterprise and the growth of the business have produced a sensation among consumers of groceries as well as among dealers. The public was not long in recognizing the merits of the system under which this establishment was started out and is still being conducted. The best quality of groceries and provisions, fresh stock always on hand, lowest prices, courteous treatment and strict attention to the wishes of customers have brought a trade to this store unprecedented in the history of mercantile establishments in western Nebraska. We are constantly adding new customers and wish at this season of the year to extend a special invitation to all who have not as yet traded with us to give us a trial. You will find here just what you want for your holiday feasts and for your every day meals.

With our wishes for a Merry Christmas for all

### The Co-Operative

304 Box Butte Ave.

Phone 80