

# THE MERRY CHRISTMAS STORE

OF A MILLION GIFTS



## Alliance's Most Pleasant Store

### Do Your Shopping Early

Avoid the last day rush by coming to our store at once, or as soon as possible. We have an ample force of courteous and competent sales people, who can now give you that personal attention that is pleasing to you, and if you desire it will assist you in making your selections. Besides, you now have your choice of our immense stock of new goods.

### A Few Timely Hints

For which no charge is made, but which, if acted upon, will save you time, patience and money; besides affording you a satisfaction in your Holiday shopping that you would not otherwise have.

We are not saying much in this advertisement—just giving a few "hints" as an inducement to come and look thru our store and inspect our stock of goods for yourself.

### The Best Place to Trade

It takes only a few words to tell what kind of a store is "The Best Place to Trade." It is the store where the quality of the goods is of the first importance. Inferior goods are never satisfactory at any price. Dependable goods at right prices always give satisfaction. An important Xmas hint is that you please yourself by trading at "The Quality Store."

# THE QUALITY STORE

### TOO NUMEROUS TO MENTION

This full page ad is entirely too small to enumerate our stock of goods, so we will not try to do it. If you want to know how complete our stock is you will have to come and see for yourself. We have the goods you want and make the prices right. If it's anything in Dry Goods we have it; or Ladies' Furs, Suits, Coats, Dresses, Party Dresses, Corsets, Gloves, Fine Shoes, House Slippers, etc.

Beautiful lines of Handkerchiefs, Lace Collars and Head Bags, the biggest line that has ever been under one roof in Alliance.

We hesitate to mention the lines of goods that we carry, for the reason that we cannot do our large stock justice. Remember that what we say here is only a "hint" of the stock that has been placed on our shelves and counters for the season's trade.

When you want anything in the dry goods line you will find it here, a variety that will please you, quality that will suit you, and at prices that will satisfy you.

Too Numerous to Mention

### The Store With the Christmas Spirit

The appreciation with which a present is received depends upon the spirit in which it is given. It's much the same in making your selections when doing your Xmas shopping. It is easy to select appropriate presents for your friends when you have the right kind of stock to select from and in a store where the Christmas spirit prevails.

This is the "Store with the Christmas spirit" where you will find all kinds of useful Xmas presents.

It is a pleasure to show goods to our customers and we want all who call at our store to find just as much enjoyment in looking thru the store and examining the goods. You will feel that you are welcomed here.

Especially at this season do we wish to do our part towards making everybody happy. We sincerely wish you a Merry Christmas and Happy New Year.

THE STORE WITH THE CHRISTMAS SPIRIT

### DON'T FORGET THE CHILDREN

You can still be a member of the Society for the Prevention of Useless Giving when purchasing presents for the children as well as for the older people. You will find here many useful things for the children that will make the best kind of Xmas presents—and they will be delighted with them, too.

We have the Pearl Line of Infant's Wear. "Everything for the Baby." Mothers, come in and see these goods. Just what you want for the little one.

We didn't forget the children when we stocked up for big Holiday trade. We all want to give them a Merry Xmas. The man or woman who does not enjoy seeing the children happy doesn't deserve any enjoyment.

Toys for children are all right in their place, but there are other things that will please them and that are needed and by all means should not be forgotten at this time.

Don't Forget the Children

Be sure to come in and see our elegant line of Table Linens and Napkins to match

# GEO. A. MOLLRING