

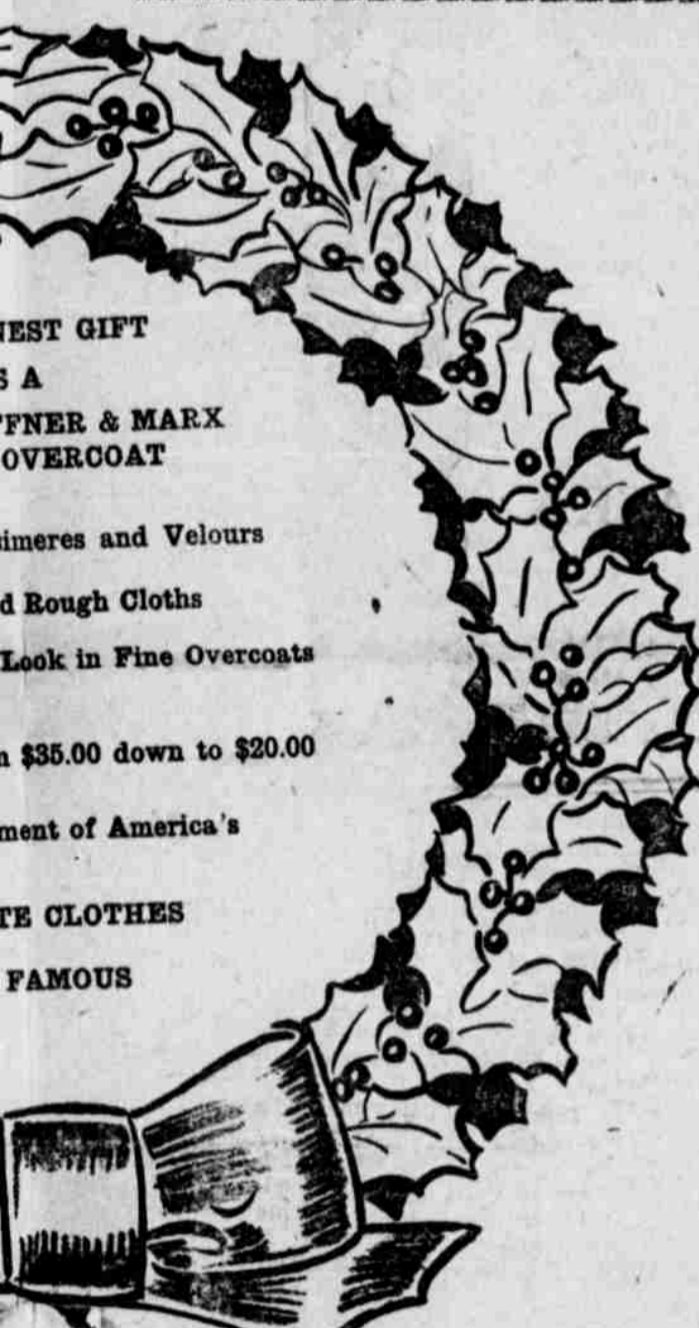
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Men Appreciate Presents When They Know They Are Bought in a Place With Reputation for Quality--Our Business is Specializing the Wants of Men--Our Lines Are the Highest Standards Yet Achieved in This Or Any Other Country.

Shop early
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Christmas
presents

BEST GIFT
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Look in Fine Overcoats
\$35.00 down to \$20.00
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FAMOUS



THE WONDERLINE
of MEN'S HAND MADE SUITS
Worsteds and Woolens
Values of \$18 and \$20 Suits
EXTRA SPECIAL
Including Blue Serges

\$16.50

At \$20
We are showing a Great Assortment of Real Heavy-weight, all-Wool, Worsted Suits. Hand Made
Heaviest Weights on the Market In Grays, light and Dark, Black and White Stripes, and Beautiful Shades of Brown
These are exceptional values—just received from New York

Only \$20.00
Sizes to 46—Only

A High Grade Gift Bath Robes

Beautifully Tailored in the New Persian Patterns
Satin Faced and Byron Collars
WONDERFUL VALUES
at \$10.00, \$7.50 and \$4.85
Others—\$3.85 and \$4.85

Gloves



We have an immense stock of
HIGH GRADE GLOVES
Lined and Unlined
Kids, Mochas and Silks
Fur Lined
Prices range from 25c to \$10.00

Mufflers



All the Latest Novelties in
MUFFLERS
Silks from India, Japan, China, France and Italy—and good old U. S. A.
Prices: 75c to \$5.00 each

Hosiery



Silks, Lises, Fibres and Cotton
HOLEPROOF, SHAW KNIT, ONYX,
INTERWOVEN
Men's two-toned Silks, 65c
Others, 10c to 75c per pair
Extra Special Silk Fibres, 25c
19c for Special Novelties

Handkerchiefs



In Silks, Linen and Cotton
Silks—35c, 50c, 75c and \$1.00
Linen—25c to \$1.00
Special Holiday Cotton—3 for 25c
Special Holiday Cotton—2 for 25c
Linen Initials—25c

Our Italian Borsalino
Our French De Moissant
Our American Stetsons
Are the Acme of
HATS

See the new Greens, Ivy, Spinach and Bronze
Priced at \$5.00



Quality among the men of Alliance. Gifts bearing our label are the mark of a connoisseur. More Nationally Advertised lines than any other. We guarantee against cheap, shoddy merchandise of unknown origin. Our preparations to care for the needs of the women who buy gifts are made possible to make your Christmas shopping easy for you.

Men's Store, Just As He Would Do

FAMOUS

The Store
For Men

A baby boy was born to Mr. and Mrs. Tom O'Keefe Friday afternoon.

The A. J. Dunbar family will now make their home at Antioch. They recently came to this city from Chicago.

Mrs. Gregory Zurn left for Brookport, Ill., Sunday for a visit with relatives, to last until after the holidays.

Mrs. Calvin Waterman is here from Hay Springs, a guest at the home of her brother, Herbert Woods.

Kraut in No. 2 cans, ten cents. Two cans for fifteen cents.—L. H. Highland.

William LaMon and Norman McCorkle were over Sunday visitors at Lakeside with friends.

John Elmore is here this week from Wasach, Utah, visiting old friends.

John Wilson of Lakeside was a business visitor in the city the first of the week.

Mr. and Mrs. H. C. Redinbaugh and daughter left for a week's business visit at Omaha, Sunday.

Mr. and Mrs. Clyde Bullock have been guests at the H. M. Bullock home here for several days the past week.

Calling cards for the ladies are printed promptly and neatly at The Herald office. The prices are reasonable. Phone 340 for samples and prices, or call at the office.

A. T. Lee is engaged in a subscription contest for the Nebraska Farmer in which the first prize is an Oregon automobile and the second prize a Maxwell auto. His friends in this section are assisting him by subscribing for this leading farm paper. Two dollars pays for five years. This offer is good only until January first.

Strained Honey in Mason Fruit Jars. Thirty cents a pint, fifty cents a quart.—L. H. Highland.

According to Dr. Cantwell, the disease among cattle known as "stomatitis" spreads rapidly. The disease is not considered really dangerous but cattle affected are unable to eat, and lose weight. The mouth is affected by the disease.

Joe Kelly and Fred Brown were both up before Police Judge Roberts again last week and plead guilty to being intoxicated. They drew fines of \$15 and costs which they could not pay, so were put to work for the city.

E. M. Banks was in from the Kilpatrick ranch Monday.

No. 2 1/2 can Peaches in syrup, twenty cents.—L. H. Highland.

Mr. and Mrs. E. P. Sweeney returned from Moorecroft, Mont., Saturday, after spending a couple of weeks at the home of their daughter, Mrs. Lee McGee.

Carrie B. Canfield of Van Tassel, Wyo., was a visitor here this week. She came down from Hemingford Sunday, having been a guest of Mr. and Mrs. I. R. Walker at Hemingford.

Mrs. Charles Brott of Hemingford came to Alliance Sunday to meet her husband, who returned from Kansas City. Mr. and Mrs. Brott visited here until Monday noon when they returned to their home.

Mr. Olog and Miss Vorpohl of Ellsworth visited here from Friday until Sunday.

Red Cross Christmas seals are on sale at the various business houses in Alliance. They are one cent each and make dandy sticker decorations for Christmas packages and letters, and also help in the work of fighting the awful, blague, tuberculosis. Get your supply today.

W. E. Lotspeich celebrated the fifty-first anniversary of his birth, Monday, December 11. The Lotspeich family were guests at the home of Mr. Lotspeich's niece, Mrs. T. G. Waddell, that evening. Mr. and Mrs. Waddell served a sumptuous dinner in honor of the event. The birthday cake was an exceptional one, there being fifty-one candles on the top.

Services will be conducted as follows at St. Matthew's church, Sunday, December 17: Holy communion at 8 a. m.; Sunday school at 10 a. m.; morning prayer and sermon, 11 a. m.; evening prayer at 7:30 p. m. William Carson Shaw, Dean.

PERU NORMAL NOTES

The holiday vacation will be observed from December 23 to January 2, inclusive.

President Hayes attended a meeting of the State Board of Education in Lincoln, Monday.

The Men's Glee Club is giving a series of concerts this week, singing in several of the larger towns in this part of the state. Paul Thomas and Charles Spacht are members of this club.

Professors Beck and Gregg have been asked to speak before the Brock Civic League in the near future.

The Y. W. C. A. at their Kensington Friday afternoon dressed a number of dolls which will be sent to an orphan's home.

Professor Brown is arranging a bulletin on the Rural Life Conference held in Peru last summer. It will contain the best parts of the lectures given at that time and will be ready for distribution January 1.

Professor Gregg will give an address before the County Teachers' Association at Wayne, December 18. On the same date President Hayes will speak to the teachers and patrons of Humboldt.