

# Dominating the Clothing Business

---in Alliance has not been brought about by the mere wish to occupy this enviable position

We lead because the majority will it and they continue to accord us this solely on the merit of the goods we sell and the methods used in selling them.

This store has grown to be the largest exclusive men's and boys' store in Western Nebraska, because we have consistently assembled, throughout recent years, all of the best of the Nationally known lines for Men and Boys, such as

**Hart Schaffner & Marx**  
Clothes for Men

**The Society Brand**  
Clothes for Men

Edwin Clapp and Walk-Over Shoes, Bradley and Spalding Knitted Wear, Perrin Gloves, Holeproof Hosiery, Stetson Hats, Borsalino Hats, Priestly Caps, Munsing, Cooper and Hatch one-button Underwear.

## Hart Schaffner & Marx Suits

All kinds of materials—Worsteds, Tweeds, Cheviots and Cassimeres.

--- Priced ---

**\$35, \$40, \$45, \$50**

Single and Double Breasted Models.

### MEN WHO BOUGHT

## Hart Schaffner & Marx Suits

Four and five years ago are just now coming back for more.

Such service can mean but one thing:

**BUYING GOOD CLOTHES  
MEANS ECONOMY**

## Society Brand Suits

Some very snappy models; made for young men.

--- Price Range ---

**\$35, \$40, \$45, \$50**

## This Week We Offer Some Very Low Prices in All Departments

<b>MEN'S HOSE</b> Wilson, 2 for.....25¢ 6 pair guaranteed...\$1.25 Silk Hose, 3 for...\$1.00	<b>MEN'S FINE SHOES</b>  <b>\$3.50</b>	<b>WALK-OVER SHOES</b> Tans, \$15 grade <b>\$7.50</b>	<b>MEN'S FINE DRESS SHIRTS</b> New Patterns <b>\$1.00</b> \$1.25, \$1.50 and \$2.00	Men's 220 Heavy BLUE DENIM OVERALLS <b>\$1.25</b>
<b>SPECIAL LINE</b> Men's Hand Made Suits \$50.00 value <b>\$35.00</b>	Stetson Fine Dress HATS \$12.50 values <b>\$9.50</b>	<b>50c</b> MEN'S WORK SHIRTS That sold for \$1.50	Three Pairs COTTON FLANNEL GLOVES <b>25c</b>	See Our WORK SHIRTS <b>\$1.00</b>
\$1.50 Imported SILK TIES for Men <b>75c</b>	Men's Leather GLOVES <b>50c</b> 75¢, \$1, \$1.25 and \$1.50	Best Quality Boys' HOSE <b>40c</b> 45¢ and 50¢	BOYS' FINE Dubbel Bilt SUITS At Big Discounts	MEN'S UNION SUITS <b>75c</b> 95¢, \$1, \$1.25, \$1.50, \$2

# The Famous Clothing House.

Famous for Style, the Quality of Merchandise and for the Large Number of Nationally Known Lines Sold