

Cheapest Because They Wear the Best!

You can't wear words, but our words wear. When we tell you that



Sincerity Clothes

are what the label says—it means that the goods were made to make good.

A low price can't bring enough quality. Cheapened clothes are not cheap. The makers take the shrink out of Sincerity cloths before they put them into Sincerity Clothes.

That's why their shape is permanent—it wouldn't be if there was



the least possible chance of the fabric stretching after you wear the garments. The shape with which you start a Sincerity suit or overcoat stays there until you stop wearing it. Such good figures are built into the garments that you needn't worry about your own.

Christmas Suggestions for Men

Suit or Overcoat
Hat or Cap
Shirt
Fancy Vest
Underwear
Hose
Tie or Muffler
Fancy Suspenders
Gloves
Sweater Coat
Umbrella
Shoes
Overshoes
Club Bag
Suit Case



Quality and Originality

THE above illustration portrays one of our popular Young Men's Overcoat models, designed by "WEIL FLAUM & CO."

This particular style will be in great demand this Season. It is a very gracefully moulded garment—fits comfortably and the workmanship is unexcelled.

We are showing a large range of the Season's newest and most tasty effects.

A pattern to please every taste.

Step in and look them over.

Christmas Suggestions for Boys

Suit or Overcoat
Sweater Coat
Shirt
Underwear or Hose
Hat or Cap
Fur Mittens
Tie or Muffler
Fancy Suspenders
Cuff Buttons
Tie Pin
Hose Supporters
Arm Bands
Handkerchief
in white fancy
and Silk

We Keep Open 'Till 10 o'Clock

Holiday Headquarters for Men and Boys

WAHL & PARCHEN

Clothing of Quality

Falls City, Nebraska