

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. Cheaped 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 PFLAUM & 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