

RUMER'S Ten Day Special Sale

Ladies Tailor made suits, Jackets,
Skirts and Waists. Men's Suits,
Overcoats and Underwear . . .

YOU WONDER HOW WE
MAKE THE LOW PRICES?

CASH DOES IT

Call and be Convinced that

RUMER sells for LESS

THE FAMOUS

Boys Striped Sweaters, Red
and Black

39c

REAL BARGAINS

NO EXAGGERATION. NO BROKEN PROMISES

THE FAMOUS

Splendid Hose in Black and
Tans, 3 pairs for

10c



Exaggeration is bad for business. It may stimulate a dead business for a litted while, but it is always a sign of weakness. This store promises nothing that cannot be made good. That rule has been laid down and the faith of the house is pledged to make good every promise. In connection with two large Denver firms we were let in on the ground floor for spot cash for these goods at less than the price. Come early while the stock is complete in sizes and variety



WE DEFY COMPETITION IN OUR LINES

50 Dozen Men's Yaeger Fleeced Underwear, 39c
Regular 50c Value, some stores get 75c, our price

Boys all Wool Sweaters, \$1.25 kind, 79c

CLOTHING

Corduroy Coats, blanket lined,
4 inch storm collar **\$3.50**
Jack Rabbit, Union made, non-
ripping corduroy pants, only **\$1.75**
Imported English Corduroy
Trousers, only **\$3.00**
An all wool, brown mixed, Cheviot suit,
well lined, regular \$9 value for **\$5.00**
Coat, pants and vest to match.
Just think of it!
Black clay worsteds, best linings, hair
cloth front, heavy padded shoulders,
guaranteed Alzarwine dyed, ab-
solutely fadeless, per suit **\$8.85**

Fine Scotch mixtures and
fancy cheviots hand tailored **\$12.50**
See the goods.

All of our \$20, \$22, \$25 im-
ported, hand tailored suits,
for 15 days at **\$18.00**

Furnishing Goods

Black and Tan Sox, 3 pairs for **10c**
Wool mixed sox, 2 pairs for **25c**
Hand embroidered sox, 3 pairs **\$1.**
Carhartts horse hide glove **\$1.**
Goatskin gloves **25c**

\$1.00 line President shirts **75c**
Heavy black work shirts **50c**
Men's heavy sweaters **50c**
Good fleece underwear **39c**
Boys fleeced underwear **25c**
Men's double breasted wool fleeced
shirts and drawers **75c**
Gray derby ribbed union suits,
good weight **\$1.50**
Dr. Wrights silk fleeced, non-irri-
tating underwear **\$1.**
Outing flannel night shirts **50c**

Cooper ribbed balbriggan Union suits,
winter weight, best garment **\$2.50**
on the market

Norfolk and New Brunswick, Morgan
Medlicott, New Britain and Wright's
underwear in stock.

HATS and SHOES

A good stiff hat **\$1.39**
No. 1 Tiger hats **\$3.00**
Hawes celebrated hats **\$3.00**
A fine Imp. fur crusher **\$1.25**
Caps for men and boys in all styles.

SHOES SHOES SHOES

Douglas shoe, factory prices, 3.50 line
Hanan's shoes **\$5.00**
The best on earth is a Hanan.
Regent shoes in the new Russi calf,
double usio, ized soles for win-
ter wear **\$3.50**
A splendid Goodyear welt calf shoe,
made on Wankenfast last, anvil
oak soles, only **\$2.50**
A heavy Blucher work shoe, just in,
anvil oak soles, a guaranteed shoe in
every respect, regular \$3 value,
our price **\$2.50**
Boys knee pants **19c**
Big reduction on 2-piece suits for boys.

† † No Questionable merchandise has place in this store. THE WORLD'S BEST IS HERE. Agents for the following well known brands † †

ADLER'S Suits and Overcoats,
Sterling
Schloss Bros.

Hanan's Shoes,
Douglas Shoes,
Regent Shoes,

Tiger Hats,
Hawes Hats,
Stetson Hats.

CARHARTT'S

Work Clothes and Gloves.

Ask for your Tickets for the
\$50.00 Cash Prize.

The Famous Clothing House

Two Doors South of Postoffice

307 Box Butte Ave., Alliance, Neb.