

Would you pay cash for Merchandise provided you can save 25 to 35 per cent on every Dollars worth of goods you buy? If so watch Rumer's Fall Opening Sale. Our goods have been late in arriving. but they are here and the prices have got to sell them. It will pay you well to get our prices on Dress Goods, Ladies Tailor Made Suits, Cloaks, Skirts, Men's and Boys' Clothing, Shoes and Groceries. Read our Special Opening Sale .. .. .

DRY GOODS	SHOE DEPARTMENT	Clothing and Furnishings
Ladies Silk Shirt Waists in all colors and white, while they last, <b>One-half price.</b>	Men's \$5 Finest Dress Shoe, Patent Leather or Vici ..... \$3.50	Mens fine all wool winter weight serge suits, heavy padded shoulders, in blue and black, regular price \$15, now <b>\$12.50.</b>
Ladies Walking Skirt, extra heavy, and a good bargain at \$3.50, sale price <b>\$2.25.</b>	Men's \$4 Fine Enamel or Velour Calf Shoes ..... 3.00	Mens fine all wool suits in the new plaids and fancy mixed effects, \$16.50 and \$15.50 suits, <b>\$12.50.</b>
Ladies Tailor made suits in blue, black and brown, we can sell you them from <b>\$6 up to \$20.</b>	Men's \$3.50 Fine Vici Kid or Kangaroo Calf ..... 2.75	Mens good heavy all wool suits in single and double breasted coats, regular \$13.50 and \$12.50 suits, <b>\$10</b>
Ladies Jackets, we have them in all shades and styles and can save you money by buying at Rumer's. We can sell you a good, warm jacket for <b>\$3.50 up to \$25</b>	Men's \$3, good soled, work or medium dress shoe ..... 2.25	We have a few broken lots in good serviceable suits, while they last, <b>\$7.50.</b>
Our new fall dress grds are in and we are making a Special Sale in all this department and ask your early visit to see the bargains we can give you.	Men's \$2.50 good work Shoe ..... 1.75	Boys three piece suits, all wool and well made from <b>\$5 to \$8.</b>
Special sale on Blankets and Quilts. <b>10-4 cotton blanket, 60 cents. Extra large quilt for 98c.</b> and other bargains in all wool blankets.	Ladies \$4 fine Vici Kid hand turned dress shoe ..... 3.00	Boys two piece suits, ages 4 to 14 years, good values at regular prices, but broken lots 75c to \$2.75.
Outing Flannels, <b>5c per yd.</b>	Ladies \$3.50 trimmed patent or Kid Shoe ..... 2.75	We are showing the new styles in mens fine overcoats, the new loose fitting long coats and the three-quarter lengths in Oxford grays and blacks.
Ladies and Childrens Special Hose Sale, in this dept. Ladies fast black hose <b>8c pair</b> ; Infants fast black <b>5c</b>	Ladies \$3 Kid Shoes ..... 2.25	Mens heavy all wool ulster overcoats to close out. You've paid \$12.50 to \$15.00 for same; we're going to sell them at <b>\$6.50 and \$9.00.</b>
Our Linen dept. is also filled with bargains—Towels, Toweling, Bed Spreads, Table Linen and napkins, all new for this fall trade.	Ladies \$2.50 Shoes ..... 1.75	Our prices on hosiery and underwear are the lowest. A complete line of mens union made overalls and jackets.
Furs and Boas in very latest styles from <b>\$1.25 to \$40.</b> Fur Muffs, <b>\$1.25 up</b> —a large stock to select from.	Ladies \$2 Slippers ..... 2.25	
	Ladies \$3.00 Slippers ..... 2.00	
	Ladies \$2.50 Slippers ..... 1.75	
	Ladies \$2.00 Slippers ..... 1.35	
	Childrens Arties ..... 45c to 75c	
	Boys Arties ..... \$1.00	
	Mens Arties ..... \$1.25	
	<b>GROCERIES</b>	
	Special on groceries this week;	
	Corn per can ..... 8 1/2c	
	Tomatoes per can ..... 10	
	Pie peaches per can ..... 10	
	California Peaches ..... 15	
	California Appricots ..... 15	
	California Plums ..... 15	
	4 packages Corn Starch ..... 25	
	4 packages Gloss Starch ..... 25	
	4 packages Soda ..... 25	
	Sugar per Sack ..... \$5.75	
	Smoked Ham per lb ..... 15	
	7 bars White Russian soap ..... 52	
	3 packages yeast foam ..... 10	
	Best grade full patent flour, per sack ..... 1.00	
	Second grade ..... 90	

# RUMER'S Cash Dept. Store

## ALLIANCE, NEBRASKA.

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# ADVERTISING!

Our Advertising has Always Paid Us for the Simple Reason that  
**WE ALWAYS "DELIVER THE GOODS"**

We never ask you to take "something else, just as good." Our goods are good, they are new and they are underpriced. Some stores prefer old gooes. We have no old shelfworn goods at any price. We will continue to sell the new up-to-the-minute kind at less money than others get for the other kind. \$ \$ \$ \$ \$ \$ \$ \$

Every Bargain is on the  Here

Twenty styles of fine Worsted Suits, non breakable fronts, padded shoulders, fine fitters, \$15.00 ..... <b>\$12.50</b>	<b>THE TIGER HAT, In New Styles.... \$3.00</b>	Extra Heavy Black Shirts, for Men. (good for Railroad and Shopmen) ... <b>50c</b>	Union made Corduroy Pants, the "don't rip" kind, per pair ..... <b>\$1.75</b>
Our Imported heavy Beaver Overcoats, well made, substantially trimmed, are worth \$15.00, now on sale at <b>\$12.50</b>	Fifty dozen Men's Fine Black, Brown and Tan Sox to be sold at 3 pairs for <b>25c</b>	<b>Hawes Celebrated Hats \$3.00</b>	Boy's All Wool 3-piece Suits, Bargains at ..... <b>\$3.50</b>
<b>Men's Warm Ulsters \$4.95</b> Made of Union Melton	We bought 100 fine Umbrellas bargains at <b>\$1</b> Each	The Famous Douglas Shoe at Factory price ..... <b>\$3.50</b>	Men's Army Blue Double Front and Back Flannel Shirts worth \$2.00 ..... <b>\$1.25</b>
Boy's Overcoats, nicely made and durable, with capes ..... <b>\$2.50</b>	<b>At \$9.85</b> A Fine Black Dress Suit, Color, Make, Style and Durability guaranteed.	<b>25 PER CENT DISCOUNT On Boys Fine Norfolk Suits</b>	<b>Stetson Hats from \$2.85 Up</b>
Heavy Fleece Men's Shirts and Drawers ..... <b>39c.</b>	Boy's Heavy Fleece Lined Shirts and drawers ..... <b>25c</b>	Hand made, ready-to-wear, in large variety of the patterns, such goods as tailors ask \$30 for—OUR PRICE... <b>\$18.00</b>	Dr. Wright's Famous Health Underwear at, per garment ..... <b>\$1.00</b>
	Boy's Knee Pants, Heavy Goods at <b>25c</b>	A good, substantial Oxford Gray Melton Suit, greatly underpriced at ..... <b>\$5.00</b>	Blanket Lined Black Duck coats.... <b>98c</b>
	Little Fellow's Bib Overalls, Blue <b>19c</b>		

Good advertising means genius. But the best advertiser in the world cannot turn 10-year-old clothing into this Fall's Style. Our business has made wonderful gains over last year. This means something—it means that

**"We are Making Good Our Bargain Announcement"**  
 It means further that we are selling Dependable Merchandise at the Right Prices. It means more yet—it means that we are holding the trade and making new customers.

**The Famous Clothing House**  
 Two Doors South of Postoffice  
 307 Box Butte Ave., Alliance, Neb.

**Our Guarantee is Broad**  
 It is a "Money Back" Proposition  
 No Old Goods or Rusty Prices Here + + +  
 Get your tickets on the \$50 in Gold

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