

HOT SHOT AND WRECKING OF PRICES!

FOR THE MONTH OF MAY

- 12c Boys' Underwear
- 19c Brownie Overalls
- 50c Men's bib Overalls
- 10c Buys 3 pr. socks
- 25c for Mens' Mule-skin Gloves
- 39c good Well Gloves
- 75c for Union male bib Overalls
- 19c Boys' knee pants, all sizes
- 95c Boys' suits
- \$1.75 for Men's \$2.50 shoes
- 7c Canton Flannel gloves
- 75c New Silk Stripe Shirts

A New Line of Boys' Clothing and Caps

FREE! FREE!

a Base Ball and Bat FREE with every Boy's Suit from \$2.00 up.

Clothing

for Men and Young Men. We are showing the handsomest line of Spring Suits we have ever shown you. Every new weave and cloth is in our stock.

All Wool Suits
\$6.50

Black Worsteds in New Styles and Cut, guaranteed colors and make

\$9.85

A line that we intended to sell at \$18.00, for

\$15.00

Hand-made.

These goods are unsurpassed for Style, Fit and Wearing Qualities. Your money back when we guarantee an article that proves faulty.

The FAMOUS Clothing House

307 Box Butte Ave. Two Doors South of Postoffice

This Is the Way They are Made.



"Sterling" Clothes are "Bench-Tailored."

AGENTS FOR THE FOLLOWING WELL KNOWN GOODS:

- | | | | |
|------------|---------------|------------|----------|
| Carhartt's | Earl & Wilson | Perfection | American |
| Douglass | Elgin | Hawes | Hosiery |
| Hanan | Lion | Morgan | Morley |
| Stetson | Tiger | Medicott | Sterling |

We have about 30 pairs California Cassimere Pants worth \$6.00 to close out at **\$3.85**

Men's hand-tailored Suits all fabrics, shape-retaining front, guarant'd. 40 styles, your choice at **\$12.50** for the Suit

- Silkote Sox 3 for 25c
- \$1.50 for Mens' Pants
- 25c Boys' Pants
- \$2.00 for \$2.50 Hats
- \$3.50 Douglas Shoes
- \$1.75 Marine Calf Shoes
- 69c Satine Shirts, fast colors
- 39c for work Shirts
- 39c for Fleece Underwear
- 50c for fast black Underwear
- 19c Boys' Work Shirts

- | | | | | | | | | | | |
|---------------------------------|--|-------------------------------------|--------------------------|---|---|------------------------|------------------------------------|-------------------------------|---------------------------------|-------------------|
| 19c Silk Embroidered Suspenders | 50c All wool double knee and seat pants for boys | 69c Men's fast colors Madras Shirts | 25c for new 50c neckties | \$3.50 Boys' Norfolk all wool blue serges | \$1.00 for 36-38-40 waists in Men's pants | \$1.00 Mens' fine hats | 25c Think of it, for a White Shirt | 25c for Silk stripe fancy sox | \$1.25 Boys' good wearing shoes | 25c for Boys Caps |
|---------------------------------|--|-------------------------------------|--------------------------|---|---|------------------------|------------------------------------|-------------------------------|---------------------------------|-------------------|

10-DAYS AT RUMER'S-10

SUMMER CLOTHING, SUMMER HATS, SUMMER SHIRTS, A GREAT BIG SALE!, SUMMER UNDERWEAR, SHOES, MACKINTOSHES, TRUNKS and VALISES

It will Pay You to See the Suits We are Selling for \$4.50, \$6.00 \$8.50 & \$10
These Suits are Worth to You \$7.50, \$10.00, \$12.00 and \$15.00

Our Entire Line of Men's \$1.25 and \$1.50 Silk and Percale Shirts go at... **\$1.00** All Our Men's 75c Dress and Work Shirts We Sell at 50 cents Men's 50, 7, \$1.00 and \$1.20 Underwear, Sale Prices, 35, 50, 75, \$10

We will You a \$5 Shoe for \$3.75, \$3.50 Shoe for \$2.75, 3.00 Shoe for 2.50

We want to sell all our Mackintoshes before the rainy season is over. You need them now and we sell a \$10 Mackintosh for \$6, a \$7.50 Mackintosh for \$5. Cheaper Goods, \$2.50 and \$3.50, but they are good, serviceable ones.

Speaking about TRUNKS. We have a lot of them we do not want. If you need one at all, we will make the price about half what they will ask you elsewhere. Special prices on Grips, Valises and Telescopes.

WE WANT YOUR PATRONAGE! Our Prices on Dry Goods, Clothing, Shoes and Groceries will please you..... **W. D. RUMER**

Contractor and Builder.
Turning and Scroll Work and all Kinds of Shop Work.....
Estimates Furnished
GEO. G. GADSBY,
Brick Shop West of Alliance National Bank, Alliance, Neb.
PHONE 400.

HUMPHRY ★
:: Undertaking and :: Embalming Company
Calls answered promptly day or night.
Claude Humphry, Undertaker.
Mrs. Humphry, Lady Assistant.
Residence phone 269.

ZBINDEN BROS.,
DEALERS IN
Flour AND Feed.
"Home Comfort" ★ Flour
Is Our Leader. Try It....
PHONE 105.
WEST SIDE MAIN STREET.

BARRY HOUSE
MISS MAGGIE BARRY, Proprietress
Good Table Board Comfortable Rooms
Opposite Depot, Alliance, Neb.

W. M. FOSKETT Auctioneer
Will Cry Sales in This and Adjoining Counties....
On COMMISSION, or BY THE DAY.
Satisfaction guaranteed. If you want to buy or sell ranch property, list it with me.....
HEMINGFORD, NEB.

Keith S. Pierce.
Fire Insurance.
HEMINGFORD, NEBRASKA.
Agent for the Caledonian, of Scotland, which insures town property only, and the Columbia, which insures town and farm property and live stock. Both are reliable old line companies.....
Notarial Work.

F. M. WALLACE DRAY LINE
Moving Household Furniture and Trunks a specialty
Phone No. 1-Young's grocery, Alliance.

FRED BRENNAN
Plumbing, Steam and hot water Heating.
Phone, No. 356. ALLIANCE, NEB.

Dr. J. R. Taggart, D.V.S.
Is prepared to treat any and all diseases known to the horse and cow. Special attention to dentistry. All work guaranteed
Barn North of Palace Livery. Pho 101

SEE Jos. Carey & Co.
For house moving, well boring making and cleaning cesspools moving box cars, etc.
ALLIANCE, NEBRASKA.

Harry Dunning O. L. Gilbert
Dunning & Gilbert
Violin and Guitar Solos, Duets, Mimics, etc. Music furnished for Parties, Receptions, and other social gatherings. Alliance, Neb.

A. D. NEW, AUCTIONEER.
Sole agent in this and adjoining counties by the day or commission. Sixteen years experience. Satisfaction guaranteed. Contracts can be made at THE HERALD office where references to Alliance citizens will also be given.