

THE FAMOUS

Where the New Styles come from

A SALE OF SUITS

THE FAMOUS

The Leaders in Men's Wear....

A SNAP!

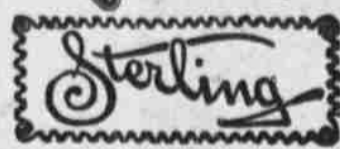
We bought 75 SAMPLE SUITS of the Sterling People at nearly

1-2 Price

You can buy \$7.50 Suits for **\$3.85**

You can buy a \$20 Suit for **10.00**

There are all sizes in this lot. If you want your dollars to do double duty, see these Suits...



\$3.50 SHOES

There is a lot of talk about the best \$3.50 Shoe.

W. L. Douglas of Brockton, Mass., has a standing offer of \$25,000 to any one who will disprove that he makes and sells more than any other manufacturer.

This shows who sells the most \$3.50 Shoes.

We have a complete line of

Douglas Shoe



Boys' Suit Special

From Walcoff, Goodman & Co. 632 and 634 Broadway, New York, come 100 Boys' Suits, bought by our New York agent, Mr. I. Butler, at GREATLY REDUCED PRICES.

\$5.00 Suits for **\$3.50**

4.00 Suits for **2.00**
SIZES, 9 TO 14

3.50 Suits for **1.75**

2.50 Suits for **1.75**

These are elegantly made

Free! Free! A Base Ball and Bat free with each Suit from the \$2.00 grade up.

TRUNKS, VALISES AND SUIT CASES

We know Alliance is not a seaport, but we have the finest line of Steamer Trunks in this section.

Low Prices on All Kinds of Traveling Furniture

BLACK SATIN SHIRTS

The well known GIANT BRAND always sell for 75 cents. We offer them now

at 50 cents

A New Crop of Boys'

Shirts at..... **25c**

A New Bunch of Boys'

Knee Pants at... **25c**

NEW SILK NECKTIES JUST IN NEW SHIRTS JUST RECEIVED

HATS—HATS

in endless profusion, in all the new Styles and Colors Moderately priced.

No monkey-on-a-stick business here. Just straight business. That's all.

The FAMOUS CLOTHING HOUSE

One price and that price always **the Lowest**

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 Gri s, Valises and Telesco es.*

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.

**F. M. WALLACE
DRAY LINE**

Moving Household Furniture and Trunks a specialty

Phone No. 1-Young's grocery, Alliance.

HUMPHRY ★

:: Undertaking and
:: Embalming Company

Calls answered promptly day or night.

Claude Humphry,
Undertaker.

Mrs. Humphry,
Lady Assistant.

Residence phone 269.

FRED BRENNAN

Plumbing, Steam and hot water Heating.

Phone No. 356. ALLIANCE, NEB.

ZBINDEN BROS.,

DEALERS IN

Flour & Feed.

"Home Comfort" ★
★ Flour

Is Our Leader. Try It.....

PHONE 105.

WEST SIDE MAIN STREET.

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

BARRY HOUSE

MISS MAGGIE BARRY, Proprietress

**Good Table Board
Comfortable Rooms**

Opposite Depot, Alliance, Neb.

SEE Jos. Carey & Co.

For house moving, well boring making and cleaning cesspools moving box cars, etc. . . .

ALLIANCE, NEBRASKA.

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.

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.

Keith S. Pierce.

Fire Insurance.

HEMINGFORD, NEBRASKA.

Agent for the Caledonian, of Scotland, which insures town and farm property and live stock. Both are reliable old line companies.

Notarial Work.

A. D. NEW,

AUCTIONEER.

Sales cried 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.