

Next Thursday IS OUR BIRTHDAY

This store was started September 22, 1900, and we take this method of thanking the people of Alliance for the liberal and considerate patronage. It is needless to say that our four years have been marked by progress and the tone of the store has been constantly upward. These facts are of themselves apparent. It has been our constant aim to offer good goods at fair prices and when they are the newest.

While our method of rectifying all errors and making good unsatisfactory merchandise has oftentimes won for us the name of being "easy" it has made a "Bogue Guarantee" as good as gold. We have endeavored to win the confidence of our customers and hold hold it. Our advertising has paid because we not only had the goods but were anxious to sell them, and that a Bogue Bargain is a bargain is proven by the success of our Special Sales.

For this Fall we have open for inspection the largest and most complete stock of Dry Goods that it has been our pleasure to offer. We have the latest Novelties of the New York market, in Dress Goods, Trimmings and Fancy Goods, and are anxious to show them to you whether you are ready to buy or not.

The HORACE BOGUE STORE

DR. KREAMER, DENTIST

In Alliance 16-30 of every month.
Office over The Famous
Phone 391.

Business Local Column.

Advertisements in this column will be charged at the rate of 10 cents per line first insertion and 5 cents per line each subsequent insertion.

Advertisers should remember that THE HERALD'S circulation is much larger than any other Alliance paper and has the largest circulation in the city and county.

Co-Lon-Co.

Dr. Allen, dentist, opera house.

Dr. Koons, dentist, Office upstairs Norton block.

Forest Lumber Co. make a specialty of manufacturing dipping vats.

Picture framing, upholstering and furniture repairing—C. HUMPHRY. 7-10-11

We Order School Books

Get them for you
Any kind you want
Get them in a week

We carry a Full Line of School Supplies

Tablets, Pencils, Inks, Copy Books, Composition books, Book Keeping blanks, etc. Call at our store when you need them.

THIELE

Prescription Druggist
Successor to J. S. McInley.

OUR Sack Suits, designed according to requirements for Fall and Winter, are here. The accompanying drawing is a faithful illustration of three styles of particular cut and elegance made by Crouse & Danahoe. Notice the length of coat—the distinctive cut of the three-button Newport—also in our Normandy the same regard to detail of style and finish. We



Keep in mind the fact that a tall man cannot wear a suit that a short man should wear. This is the satisfactory feature on both the Newport and Normandy. They are absolutely correct in every and all requirements. But the man who is not over six feet tall is not overlooked; the same careful attention has been given him. The result is our Arvon, which also has much elegance of make and gives

the short man extra inches in appearance. We have these styles in the NEW BROWNS—in beautiful and choice materials, those new patterns of slight over-plaids almost indistinct. These cost what you would expect, \$10.00 to \$35.00.

W. W. NORTON.

The Burlington Suffers by Fire.

About 11:30 Wednesday morning our citizens were startled by the sounding of the fire alarm, and upon investigating it was learned that the Burlington ice house was in flames. In a very short space of time the firemen were at work with two or three streams of water playing on the doomed building, and on account of the high wind prevailing at the time, and the headway the flames had made it was a hard fight for the boys, and although they fought bravely it was impossible to save the building, however it was not until the middle of the afternoon that the department left the scene of the fire. The building contained considerable ice at the time which can possibly be saved but the building is a complete loss as nothing remained but the inside linings. The supposition prevails among the officials that the cause of the conflagration was set by a spark from an engine. A force of workmen are engaged in cleaning away the charred debris.

Marshal Brutally Murdered.

The night marshal at Sidney was murdered Saturday night. A large gang of hoboes boarded a Union Pacific train leaving Cheyenne and the train crew were unable to put them off till reaching Sidney when the services of the watchman were asked and during the melee he was knocked down and brutally kicked to death. Three men were arrested for the crime and a special to THE HERALD yesterday stated that they were given a trial and sentenced to the penitentiary.

Mrs. G. H. Clayton Injured in Runaway

Thomas Rubottom came in from his ranch twelve miles northwest yesterday to summon a doctor for Mrs. G. H. Clayton of Liberty precinct who sustained injuries in a runaway accident near his ranch. Mrs. Clayton was on her way home from Alliance when her team ran away, throwing her out of the buggy and bruising her quite badly. Mr. Rubottom did not know whether she sustained internal injuries.

H. N. Clifford Passes Away.

H. N. Clifford died in the hospital at Grand Island Monday after his foot had been amputated the second time. Mr. Clifford's friends had despaired of his life before he left Alliance and were not surprised when the end came. He was an old settler in the county and a good citizen.

Will Raise Allala.

The indications are that Alliance will lose some of her best citizens. At any rate four of them have taken homesteads and it will be necessary at least that their families shall reside on the new possessions. We refer to Sam Smyser W. A. Manchester, I. B. Gray and G. D. Woods who filed to-day on homesteads eight miles from Scottsbluff, under the survey of the new government ditch which will be the biggest in the world. The Denver News of yesterday says that the government will commence work on this canal next March and there will be sufficient water to irrigate 500,000 acres. The canal will terminate at Bridgeport. There has been a great scramble lately for land under the survey of the proposed ditch and THE HERALD believes that our citizens have lands which inside of three or four years will be worth \$75 per acre.

Broke His Leg.

The twelve-year-old son of James McLain living north of Alliance had his leg broken Tuesday night. The boy was trying to stop a horse from eating a corral when the animal ran over him with the result stated.

Ancient Stock Inspection.

The editor of our Hemingford department scores the government stock inspector this week for alleged discrimination in passing on stock offered for shipment at that point and says "the way it is managed at the present time is so notoriously inefficient and childish that the people have cause to think that the inspection, as now conducted, is to give a few men fat jobs." The writer would not like to make such an assertion. However, we do believe that if the stockmen were subjected to as many inconveniences under a democratic administration as they have experienced under the present one, a howl would have gone up from some of our republican brethren that would have jarred the earth. The rules by which the inspectors are governed appear in another column.

Al Wiker is among those attending the Gering reunion this week.

The roller skating rink will open for the season Saturday night. Everybody invited.

Postmaster Tash went to Gering Wednesday to spend a couple of days at the reunion.

The next regular meeting of the board of county commissioners will be held October 4.

Mrs. Thos. Regan and daughter, Miss Mid, returned to Alliance last Sunday from Chicago, where they spent several days buying new millinery goods.

C. E. McFall and daughter, Miss Mina, and Miss Mastrud, are up from Lakeside today. Miss Mina will soon begin a term of school and come here for teachers examination.

W. D. Rumer and son, Bud, left for the west Monday. They will meet a couple of friends at Edgemont, and to gather they will go to the Indian reservations in Montana for a few days hunt.

Elsewhere in this issue of THE HERALD will be found a program of the exercises of the county Sunday school convention which will convene in the M. E. church, at Alliance on Friday and Saturday September 24 and 25.

Stanley Krajicek, who has been spending his vacation out at the Lotspeich ranch returned to Alliance the first of the week. Stanley expects to resume his studies in civil engineering at Lincoln before the week has passed.

Mrs. C. A. Newberry, Mrs. Iohn O'Keefe and Miss Mary went to Hot Springs last Saturday remaining till Tuesday night. They spent their time there at the sisters hospital. Mr. Newberry accompanied them up, returning here Sunday night.

R. C. Knox, who has been employed at Alliance as a machinist, for several years, and during the past year as air-brake man, resigned his position last Friday and on Saturday left for Livingston, Mont., where he has accepted a better position with the Northern Pacific. Mrs. Knox will join him soon.

A pleasant party was given at the home of Mrs. E. A. Hall Saturday evening in honor of Miss Pearl Sheriff, of Elwood, Kansas, who departed Monday morning for Pueblo, Colo., for a visit before returning to her home. Miss Sheriff has made many friends among the young people of Alliance during her visit here.

County Surveyor Hazard received a telegram Tuesday from a man at Lexington, Kentucky, asking if there were two sections of government land left upon which himself and a friend could file, and if so to hold the land for him. Mr. Hazard wired the gentleman that there was still government land here and the answer came that he would start for Alliance on first train.

Dr. G. W. Mitchell, after an absence from Alliance covering a period of nine months returned here last Saturday, and has decided that the climatic conditions of Box Butte county are much more favorable for his health than the low altitude of Pennsylvania, so he will make this his future place of residence, desiring to be near his sons, here and in Denver. He was accompanied on his return to Alliance by his two daughters, Misses Mary and Bessie. They are now at the home of William Mitchell. The Doctor will again open an office in this city for practice, and will have rooms up-stairs in the Hart block, south of the postoffice. Dr. Mitchell's friends are pleased to have him return here to become a permanent resident.

Mrs. Hoskins entertained the R. of R. T. at the home of Mrs. Grothe Tuesday evening, it being the occasion of the regular bi-monthly social a goodly number of the membership were present. Progressive high five was the order of the evening's entertainment. Mrs. Hoskins won the ladies' prize and May Reed secured the ladies' booby prize. Messrs Tom Harris and Charlie Moats cut for the gentleman's prize—the former being the luck one. Mr. Grothe won the gents' booby prize. The evening's entertainment concluded with a big water-melon feast and the swiftness with which the melons disappeared was a caution. At a late hour all betook themselves homeward feeling that they had spent a very pleasant evening.

When they are
New they are here.

The

An up-to-date Store
for Men and Boys.

Famous CLOTHING HOUSE

**YOUR FALL SUIT
is now ready**

There is only one word we know of that fully expresses our Fall and Winter line of Men's Ready to Wear Clothing and that is **MAGNIFICENT**. The Choicest productions of New York, Chicago and Cincinnati Markets are on our tables. Every new Fabric and Style is here—When its new its here—

Our New York agent, Mr. Butler, made another **CLOTHING SCOOP** having bought 85 Suits of the Justly Celebrated Leicester Worsteds way down below the Price. These goods are nice genteel patterns—Hard finished Worsteds—made substantially—Full of Snap and Style—Square Cuts and Round—Hard made and Sewed Collars

\$12.50 and \$15.00.

These are better values than the so called made to measure clothing and fit better at half the price of the other kind.



Sterling

20 Doz. Men's Overalls Blue Denim at the ridiculously low price of **39c**

NEW SUITS NEW UNDERWEAR
NEW PANTS NEW OVERCOATS
NEW SHIRTS NEW NECKWEAR
NEW HATS NEW FURNISHINGS
SEE the NEW CAPS—HAT and CAP in ONE
For Men and Boys— **50c and 75c**

SHOE EXTRA.

50 Pairs of Hanan's \$5.50 and \$6.00 Shoes in Vici Kid, Patent Leather, Russia Calf, all styles go for **\$4.50** during this sale. The Denver and Omaha Agents get \$5.50 and \$6.00 a pair for these fine goods—**49c**
Men's 75c Summer Shirts

CARHARTTS OVERALLS IN STOCK
all sizes AT ALL TIMES

**BOY'S Seasonable Wearing
Apparel at CUT PRICES.**



A fine line of Boy's Suits
All boy's suits from \$2.50
up we will give an **Extra
Pair** of all WOOL
TROUSERS.

Boy's Shirts attached Collars made of Percale and Madras cloth at **11c.**

Boy's Silver Gray Derby Ribbed Fall and Winter Underwear—Shirts and Drawers, silk trimmed each **19c**

Boy's Cowboy Hats trimmed with leather worth 75c now **39c**

A splendid M. D. Wells Shoe for boys worth \$1.50 now **\$1.10**

AGENTS for Douglas Shoes \$3.50

**A FINE LINE OF STETSON HATS
JUST RECEIVED**

Get Your tickets with EACH one Dollar purchase on that **\$75.00** in Gold that we are giving away.