



Don't Buy a Dollar's Worth of Goods

until you visit RUMER'S STORE. You must see the goods to realize the prices we are making. We invite you, your family and friends to visit our store and get our prices.

Dry Goods

5,000 yards Prints, per yard at 3 1/2 to 50
2,000 yards Gingham at per yard, 50
Outing Flannels per yd 5 to 7 1/2
Percales ta per yd, 5 to 7 1/2
Novelty Dress Goods, worth 25c at per yard, 12 1/2
Black Mohair Dress Goods at per yard, 10 and 15c
Thousands of yards Dress Goods per yard, 20 to 50c
Hundreds of yards of Silks and Ribbons, Veilings, Velvets, Laces, Embroideries, Flannels, Table Linen, Bed Spreads, Muslins, Comforts, Blankets, Rugs, Hosiery, Fascinators, Corsets, Ladies' and Children's Underwear.

Cloaks

Furs

These goods we must dispose of regardless of cost. See what we offer:

One lot of 50 Ladies' all wool Kersey and Cheviot short jackets, worth \$5.00 to 8.00, sale price, \$2.00, 2.50 and 3.50.

One lot of Ladies' medium length jackets, regular price, \$8.50 to 15.00; sale price, \$4.50, 6.50 and 8.50.

One lot Ladies' long cloaks and tourist coats, regular price, \$12.00, 15.00 and 20.00; sale price, \$6.00, 8.00 and 12.00.

All our Ladies' Tailor Made suits must go with the cloaks. We make them up in two lots. All our \$10, \$12 and \$15 suits go at \$5, \$6 and \$7.

All our \$18, \$20 and \$22.50 suits go at \$10 and \$15.

We place on sale one lot of 50 Children's cloaks, regular price, \$1.00, 5.00 and 7.00; sale price, \$1.75, 3.00 and 4.50.

Shoes

Our entire line of Ladies', Children's and Men's Shoes and Overshoes all go on sale with other goods.

Our Ladies' \$2, 2.50 and 3.50 Shoes, we sell for \$1.50, 2.00 and 2.75

Our Men's \$2.00, 3.50 and 5.00 Shoes we sell for \$2.00, 2.50, 3.50

Our Men's Snow Excluder \$1.50

Overshoe we sell at \$1.10; our \$1.00 overshoe at 75c

Children's Snow Excluder Over-shoes, 35 and 45c

Clothing

For Men and Boys—The price will be lower than you have ever known for high grade, finely Tailored goods.

We place on sale 500 pairs of Men's pants, worth \$2.50, 3.50 and 5.00; sale price, \$1.50, 2.50 and 3.50.

300 Men's all wool, finely tailored and trimmed, Serges, Cheviot and Worsted suits, good values at \$10, \$12 and \$15; sale price, \$8, \$9 and \$11.

We offer 100 Men's Overcoats regular price, \$10, \$12.50, \$15 and \$20; sale price, \$7.50, \$11 and \$14.

Cheap Sateen and Cheviot Overcoats \$2.50, \$3.50 and \$5.

We have about 150 Boys' and Children's suits. The lines are badly broken. We place the entire lot on sale at 25 per cent less than cost to clean out.

We place on sale 200 pairs Men's blue denim overalls at 40c per pair.

Boys' Overalls 20c per pair. Boys' Fleece 35 and 50c Underwear, 25 and 35c. Men's 50 and 75c Underwear, 35 and 50c.

Engineers' and Firemen's \$1.50 long gauntlet Gloves, \$1.00.

Medium Gauntlets, 85c.

Cheap Gloves, 20, 35 and 50c. Men's \$2.50 and \$3, all wool blue and brown Flannel shirts at \$1.75.

Men's 75c work and dress shirts, 35 and 45c.

Boy's work and dress shirts, 15 and 35c.

Men's \$5 and \$7.50 Mackintoshes, \$3 to \$5.

Trunks

Our entire line of Trunks goes on sale at half regular price.

The Knife Goes Into Our Grocery Stock and Slashes Prices as in Other Departments. We Sell

Oatmeal, per lb. 3 c	Pumpkins, per can. 8 c	Rice, per lb. 5 c
Sardines, per can. 3 1/2 c	Raspberries, per can. 10 c	Raisins, per lb. 6 1/2 c
Pork and Beans, per can. 6 c	Lima Beans, per can. 10 c	Currants, per pkg. 7 1/2 c
Soup, per can. 6 c	Molasses, per can. 10 c	Evaporated Peaches. 10 c
Oysters, per can. 7 1/2 c	Soda, per pkg. 5 c	Evaporated Apples. 8 1/2 c
Potted Ham, per can. 7 1/2 c	Corn Starch, per pkg. 5 c	Evaporated Apricots. 12 1/2 c
Salmon, per can. 10 c	Glass Starch, per pkg. 5 c	Cups and Saucers per set. 25 c
Cream, per can. 10 c	Birdseed, per pkg. 5 c	Glass Butter Dish. 10 c
Tomatoes, per can. 8 c	Lamp Chimneys. 5 c	Glass Syrup Pitcher. 10 c
Corn, per can. 8 c	15c Baking Powder. 10 c	Fancy Decorated Cups & Sauc. 10 c
Strawberries, per can. 8 c	Quaker Oats. 10 c	Glass Celery Dish. 10 c

Every Man, Woman and Child will Profit by Attending This Sale

RUMER'S BIG DEPARTMENT STORE

ALLIANCE, NEBRASKA

The Delineator tells you the latest about dresses.

We will tell you that our store is the place to buy X-MAS PRESENTS AND WHY. Prices are right. Look here.

4 1/2-inch circle Medallion Pictures... brass bound edges only 5c	6-inch circle Medallion Pictures... brass bound edges only 15c	8-inch circle Medallion Pictures... with gilt metal ornaments only 20c	5x7 easel back Medallion Pictures with gilt metal ornaments 35c
6x8 Pictures in all gilt frames with easel backs Will surely go at 40c	4x8-inch Pictures in 2-inch oak veneer frames. <i>Can't Last Long.</i> At 35c	Cupids, Poets and Presidents in medallion form in genuine carbon prints, 3 pictures in combination 75c	Cupids, Poets and Presidents in medallion form in genuine carbon prints, 4 pictures in combination \$1.00
Six Musician Pictures under one glass in all gilt frame \$2.00	Popular Dutch Pictures three in a frame \$1.50	Pedestal 8-ft. Dining Table in quartered golden oak, polish finish, with patent locking device A Beauty \$30	Fancy Wood Seat Rockers in golden oak and genuine mahogany \$6., \$7.25, \$8.50 \$9.50, \$11.75
Upholstered Rockers in genuine leather \$10.50 \$11.75 19.00 and 23.00	Children's High Chairs and Rockers and Misses' Rockers All Prices	Library Bookcases and Combination Bookcases and Writing Desks at \$15 and up to \$35	Fancy Lamps with decorated bowls and globes at \$1.25, \$4.50 \$5.50 and \$6.25

National "Mission" Carpet Sweeper, \$5.00. Other National Roller Bearing Sweepers at prices as low as \$2.75

We have positively the biggest line of HOLIDAY GOODS in the city. See for yourself.

Geo. Darling, Housefurnisher.

The Winter Season

Is here.

So are We

With Special Prices on provisions of all kinds. Call in and see us before buying.

Lee Acheson

'Phone No. 4.

For Fine Boot and Shoe Repairing

CALL ON

I. D. NICHOLS

Also has in stock a new line of GENTS' SHOES of the best manufacture and at prices that will suit. Call and examine the stock before you buy and you will save money.

At R. Madsen's old stand, first door south of Cigar Factory.

J. Rowan

DEALER IN

FLOUR and FEED

WHOLESALE AND RETAIL

HANDLES THE

Celebrated Ravenna Flour

At Pilkington's old stand, phone No. 71.

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.

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.

For a Full Line of...

Staple AND Fancy Groceries

Best Coffees, Finest Teas, Superior Flours,

That Can't be Beat in Town....

Queensware, Tinware and Enameled ware

CALL ON Yours for Fair Dealing.

A. D. RODGERS.

Wm. James,

Exclusive Dealer in

COAL & WOOD

'Phone Alliance, No. 5. Nebraska.

FRED BRENNAN

Plumbing, Steam and hot water Heating.

Phone, No. 356. ALLIANCE, NEB.

Christmas Specials

Only a few days remain in which to do your Christmas shopping. Our store will be open until 8 o'clock, to give every one an opportunity to select their presentation goods, and see what a large assortment of beautiful and useful Xmas gifts we have in stock.

We purchased a salesman's sample line of all kinds of Handbags, Purses, Back Combs, Side Combs, Ornamental Pins, Buckles, Brooches, Waist Sets, Belts, Collars, Handkerchiefs, Toilet Sets, Boxes, etc., at a discount of 33 1/3 per cent, of which you will get the benefit.

We are also giving a discount of 33 1/3 per cent on all of our Ladies' and Children's Cloaks, Jackets, Suits, Skirts and Furs. This means that you pay only \$6.66 for a good \$10.00 garment and they make a present that is appreciated.

FOR AN EXTRA SPECIAL:

We have put in this sale two large lots of Men's Suits and Overcoats at \$6.66 each. This is a whirlwind offer not always to be had.

Shoes and Slippers make a nice Xmas gift, which can be exchanged if they do not fit.

Quite a number have already selected dress patterns and have laid them away until Christmas. This is something always sure to please and is useful.

Come and bring your friends and see the finest assortment ever shown in Alliance. Yours for bargains.

W. W. Norton.