

COME TO ALLIANCE

WE PAY YOUR RAILROAD FARE FOR 100 MILES ON A PURCHASE OF \$25
Bring Receipt from Your Ticket Agent and we will refund your money.

THE MANUFACTURERS DEMAND THEIR MONEY And They Want It Quick

EVERY Lady Buying at Least \$5.00 Worth of Goods at Our Morning Sales will Receive FREE a Souvenir Dish

THE HORACE BOGUE STORE is forced to raise \$11,500.00 in 9 monstrous selling days, a transaction that will be the talk of the mercantile world. A comparatively new stock of clean, crisp merchandise. The newest styles in ready made goods and piece goods are here for you as well as our NEW HOLIDAY Goods. The entire stock is being assorted and arranged and re-marked for the Biggest Sale that Alliance has ever seen.

Sale Starts THURSDAY MORNING, DECEMBER 9

and continues for 9 days or until the required amount of money is raised. In the face of the rising market on all dry goods and shoes this sale will take the place as the greatest money saving event ever attempted by an Alliance firm. We cannot replace goods at the price that they will be sold but we have GOT to HAVE the money and our loss is your gain

Make Your Christmas Money Do Double Duty Our stock at this time is so largely composed of goods suitable for Xmas Gifts for every member of the family that it will be a timely and welcome event to all who avail themselves of the money saving opportunity.

ENTIRE \$30,000.00 STOCK At the Mercy of The Money Saving Public

Nothing Like it Ever Attempted Before in Alliance

A Sale that will be immediately accepted by the entire population of Alliance, Nebr., from the minute it is opened; You can't possibly get a full realization of its colossal significance and extraordinary import until you see the wonderful bargains stacked on our tables in every nook and corner. 30,000.00 Stock being liquidated at less than actual value. Everything must go—Dry Goods, Womens' Suits and Coats, Furs, Shoes, Millinery, Wash Goods, Domestic, Linens, Laces, Silks, Embroideries, Housefurnishings, Rugs, Curtains, and a thousand and one smaller items. IT'S WORTH COMING 100 MILES TO ATTEND.

Store Closed Tuesday and Wednesday. Invoicing and Marking Down Prices. Grand Opening Thursday.

Ladies, Misses Cloaks and Suits

One lot Ladies' and Misses' Cloaks, 52 inches long, semi-fitted coats, with trim, value up to \$19. Sale price... **6.75**
Misses' Coats, sizes 8 to 14, nicely trimmed, combination cloth and Rayon, a real bargain at \$5. Sale price... **3.25**
Misses' and Children's coats in fancy weaves, handsomely trimmed in braid and Soutache. Former \$2.75. Sale price... **1.85**
Child's Bearskin coats, regular price \$3.00. Sale price... **2.25**

We offer the famous **WOOLTEX** Line at prices below cost. This line carries an **ABSOLUTE GUARANTEE OF TWO SEASONS WEAR**. No matter what you pay the Guarantee goes with it.

85 Suits **300 Skirts**
\$30.00 Suits 22.50
\$25.00 Suits 16.75
\$20.00 Suits 13.75
Coats and Skirts in same proportion

Blankets **Silkolines**
7c cotton blanket 10-4 size at... **57c** Best quality 15c silk-line at... **11c**
\$5.50 all wool blanket at... **3.89** 35c value art serims at... **23c**
\$7.50 all wool blanket, guaranteed all wool warp, money raising sale... **5.49** Special 10c curtain serims at... **6c**

Waists
One lot white waists, tucked and tucked effects, value \$1.50. Sale price... **98c**
White Madras waists, pleated front and side pocket, value \$1.75. Sale price... **1.19**
Fine women shirt waists, in light colored effects, value \$1.50, pressed and tucked, trimmed with buttons, a good value at \$1.75. Sale price... **1.19**
Black satens, value 65c. Sale price... **48c**

Ladies' Shoes
I lot of ladies fine shoes all 2.50 value at... **2.69**
85 pairs of Misses shoes 2.25 and 2.50 value at... **1.59**
\$5.0 and 6.00 Crosssets Men's shoes at... **4.15**
Lot of 110 pairs of Ladies fine Aristo brand shoes 3.50 value... **2.73**
Dorothy Dodd fine shoes, patent vel, etc., new 1909 styles, 3.00, 2.50, 4.00 value. Free 2 pairs 25c hose with every pair of shoes.

Men's and Boys' Shoes
One special lot of men's shoes 2.50 and 3.00 value... **1.98**
Men's 3.50 and 3.75 dress shoes at... **2.77**
Boys' patent leather and box calf shoes mannish last, 2.50 and 3.00 at... **1.89**
bench made shoes. We have 4 special lots in boy's shoes.

Read, Realize and Reap the Profits

12 1/2 Percales—New Shirting and dress percales in both light and dark colors, all good patterns, cut from the piece. They all go in this sale for... 8 1/2c	15c pillow slips—Made of good bleached muslin, 40x40 in size, with a wide hem. These pillow slips are going to be sold in this big sale for... 11c	HANDKERCHIEFS—Women's white lawn plain, matched handkerchiefs, with 1/4 and 1/2 inch hems. Are in the great sale marked with the pink tickets at... 4c	10c LACES—Valencien laces in good widths and new patterns, the regular 10c grade, marked with pink tickets for the sale... 5c
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Don't Skip an Item

BOYS' UNDERWEAR—Heavy fleeced undershirts and drawers that sell for 35c garment. In this sale at... 23c	15c LONSDALE CAMBRIC—One of the bargain surprises of this great sale will be a soft finish, cut from the piece and sold at only... 11c	15c HOSE—Women's Real Maco Cotton Black Seamless Stockings will go fast at this big reduction in price at the sale... 8c	HALF HOSE—Men's light weight cotton sock, in fast dye, black or tan. One of the biggest bargains in sale, to be sold at... 8c
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Get the Money Quick

12 1/2 Outing Flannel, Goes at... 8 1/2c	8 1/2c outing, 8 1/2 Outing Flannel, 7c	COLGATE'S Talcum Powder sale price... 15c	Men's 75c sweater, Sale price... 48c
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That's Our Order

GLOVES—Men's Canvas Gloves or Mittens, with or without knit wrist. Sale price... 5c	Table Linen, 72 inches wide, 75c value, for this sale... 53c	75c Cotton Blankets, full 10-4 size, Price... 49c	Men's 65c and 75c Heavy Ribbed and Fleece Lined underwear, sale price... 43c
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Nothing Reserved! Everything Goes!

Table Linens, bleached full, 64 inches wide, 65c value, now, per yard... 39c	\$1.50 Blanket, full 11-4 size, Sale price... 89c	Men's all wool underwear, sold everywhere \$1.25 to \$1.75 per garment. Sale price... 89c	Ladies' KM Gloves, black and Several Imported colors, sale price... 89c
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Thousands of Other Bargains Too Numerous to Mention

Paper Pins, Sale price... 1c	Men's Bandana Hdkts, 10c klad, Sale price... 6c	Men's Heavy Work Shirts, Sale price... 39c	Ladies' 25c Hose, Sale price... 19c
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Seeing Is Believing

Ladies' Hose Supporters, 4 garters attached, Sale... 19c	One lot men's hats 1/2 price	Boys' and Girls' Heavy Ribbed Hose, Sale price... 11c	Miles and Miles of Ribbons, in all the latest colors. AT YOUR OWN PRICE
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Act Quick. Don't Delay

Notice! Every Special Value quoted is a Genuine Price Reduction Satisfaction or Your Money Back

Petticoats

Featherilk petticoat, full flounced and shirred bottom, rustles like silk, embroidered, tucked bottom, soft silk that don't crack, value \$7.00. Sale price... **1.69**
Black Taffeta petticoat, full flounced and shirred bottom, rustles like silk, embroidered, tucked bottom, soft silk that don't crack, value \$7.00. Sale price... **4.35**

Millinery Dep't

All trimmed hats at 1/2 price.
10in Willow plums, black, white, colors at... **7.65**
12in black Ostrich plum at... **1.98**
Size 18in Willow plums all colors, money raising price... **8.35**
1-3 off on all fancy feathers.

Rugs and Draperies

Perdilla rug draperies, \$12.50 value, money raising price... **8.38**
Heavy mercerized artiom draperies, Size 9x12 Cashmere rug... **5.69**
Heavy Bedford cord draperies, 6.50 value, money raising price... **3.89**
Size 30x60 Symra rug, 1.50 value, money raising price... **1.05**
Size 9x11 special Brussels rug... **11.98**
Heavy Bedford cord draperies, 6.50 value, money raising price... **14.98**
Bissell's carpet sweepers... **2.29**
Size 6x9 Fibre rug at... **7.98**

Mens Furnishings

\$1.25 flannellette night shirt... **93c**
75c dress shirt... **49c**
Men's 65c work shirts, full size... **39c**
Men's 65c dress shirts, full size... **39c**
Men's 65c dress shirts, full size... **39c**
1.50 silk moose gloves at... **1.19**
1.50 dress shirt... **1.19**
15c hose at... **9c**
1.50 flannel shirts at... **89c**
Men's 15c all linen hdkts at... **11c**

Specials

\$1.50 LADIES' UMBRELLAS—Very handsome handles and parasol frame, in this money raising sale price... **1.07**
A beautiful assortment of ladies' corset covers, 50c value at... **23c**
100 dozen lot of fine towels 50 and 75 cents value at... **29c**
75c ladies fancy collars at... **39c**
75c Celluloid case whist brooms at... **39c**
1 special lot 28in suiting in black, blue, green, at... **15c yd**
Beautiful Scotch plaids in children's suitings 25c yd at... **16c**
50c Challie at... **35c**
Colgates Perfumes and Soaps Special
Colgate's 25c Talcum Powder at... **15c**
Colgate's 25c tooth powder at... **15**
Colgate's 25c tooth paste at... **19c**
Colgate's 75c toilet waters at... **49c**
Colgate's 15c toilet soaps, 3 bars for... **25c**
10c soaps at... **5c**

Our Ads are business sermons, through them we preach the principals of practical economy. Money economically spent is money satisfactorily spent. As example is better than precept, so is practice better than preaching. Read what this store preaches and profit by what it practices. Expend your money in this gigan'ic slaughtering sale, where it will do its utmost.

Don't forget We pay your Railroad Fare

THE HORACE BOGUE STORE
Next To Post Office

Look For The Big Red Front