

We have the Tourist Coats

FROM
\$7.50
TO
\$20.00

and all other styles at all other prices. We would like to show them to you.

The HORACE BOGUE STORE
TRADE WINNER.

ANOTHER ONE

of those trade-winning bargain offers, for which this store has become renowned.

Men's Fleece-Lined UNDERWEAR

The kind you pay 65c for at other stores, in this sale at

50c

In another department we are also showing some Children's Underwear at the extremely low price of

10c

Call early before the stock is broken and sizes sold out.

W. W. NORTON

LOCAL HAPPENINGS

General and Personal News of Alliance and Vicinity.

Judge Westover passed through Alliance Wednesday enroute home from Hyannis where he spent a few days with relatives.

Miss Kate Bogue left this week for a visit at the World's fair, after which she will proceed to New York City to study art for some time.

Richard Waters, of the Dierks Lumber company, is suffering with an attack of appendicitis and for a time his condition was acute. Mr. Waters' friends will be pleased to learn that he is now convalescing.

Attorney E. L. Grantham of Custer, S. D., spent yesterday in Alliance on business for the mining company which is being organized for the development of property near Mystic. Mr. Grantham went from here to Pierre, S. D.

We are pleased to note that after a few weeks' absence at Wymore, Mr. and Mrs. W. H. Zehring have returned to Alliance to reside permanently. The health of Mrs. Z. has improved noticeably and no doubt with the satisfaction of being home again all will be well.

While delivering washing Wednesday night at a residence in the west part of town, a colored woman was the victim of sneak thieves who stole the remainder of the washing packed in a large basket and sitting on the sidewalk. She had three or four family washings and the thief made way with all.

Jules Zbinden returned last Sunday from his trip to Omaha and St. Louis, having cut his visit short on account of physical indisposition. While in St. Louis Jules and his brother partook of some article of diet during their meal that put them out of the sight-seeing business for several days. Aside from this, the brothers enjoyed their jaunt exceedingly.

A business transfer took place last Monday whereby C. A. Gleason came in possession of the confectionary and cigar establishment conducted by L. A. Spruce. Mr. Gleason was for some time a trusty and popular engineer of the B. & M. and his many friends will be pleased to call on him at his place of business. Mr. Spruce will rest on his oars for a while before deciding on his future investments.

The election ballott this year will be a stem winder. It will be at least 4 1/2 feet long and a majority of the rural counties will have to have them printed away from home, where larger press facilities can be secured. The tall man will have a decided advantage over his short brother when it comes to voting, for the latter will have to stand on an elevation to read the ticket from head to foot.

The Misses Inice McCorkle and Gertrude Warren entertained a number of their friends at a "photograph" party last Friday evening. Eighteen gentlemen were present to enjoy the pleasure of the occasion. A five-course dinner was served, the delicious viands being a source of gratification to the inner man. Amid the artistic decorations of the dining room the lighted wax candles added a most pleasing effect. In the game contest Mr. McLennan succeeded in winning first prize, which consisted of a white silk hand-painted sofa pillow.

The organization of a Young Women's Christian Association Circle was completed last Sunday afternoon at a meeting held for the consideration of such a movement. A careful explanation of the work was given by Miss Gold Corwin, state organizer, setting forth the possibilities for good work by such an organization in Alliance. The women present were earnest and enthusiastic, giving their support in word and action as those realizing that the time to act is when opportunity presents itself and when a helping, encouraging hand may be extended to all who so often feel the need of it, and at the same time improving and uplifting all toward higher standards of life. May the women and girls of Alliance give their help in what ever way they feel it possible to do so. Business meeting at 7:30 Monday evening, in the prayer meeting room at the M. E. church. A hearty welcome to all interested in the work.

W. D. RUMER — Dry Goods, Shoes, Clothing and Groceries!

Don't forget, we sell Dry Goods, Clothing, Shoes and Groceries.

Rumer's Special This Week
Ladies' and Children's Cloaks
Buy Early, Don't Wait, We Sell

Ladies' all-wool jackets, \$2.50, 3.50, 4.00
Ladies' Capes, 3.50, 5.00
Ladies' Melton and Beaver jackets in Tan, Blue and Black - 5.00, 6.50, 7.50
Ladies' three-quarter length Coats in Black, Tan and Brown - 7.50, 10.00, 12.00
Ladies' long tourist coats - 10.00, 12.00, 15.00
In Children's Cloaks we are showing a very large line in all colors and styles at - 2.50, 3.50, 5.00, 7.50

Our Dress Goods and Silk stock is more than complete. We are showing all the new Styles, the new Weaves and new Shades to be found in the Eastern Markets.

Our Line of Domestic and Flannels is very large and the prices surprisingly low.

We are selling Prints at - 5, 6 and 7c
Outing Flannels at - 5, 7 and 10c
Bleached and unbleached muslin at - 5, 1-2c
Cotton Toweling at - 4c
Stevens Linen Cash at - 7c
Heavy twill Canton flannel at - 6c
Heavy twill flannel in pink and blue suitable for Ladies' and Children's skirts - 10c
We have a large line of bleached and unbleached table Linen at per yard - 25, 35, 50, 75, 1.00, 1.25
We have worlds of Hosiery—Underwear—Flannels—Blankets—Comforts—Bed Spreads—Lace Curtains—Portiers—Yarns—Table and Floor Oil Cloths.

Men's and Boy's Clothing
Read the Prices

Men's Cotton mixed Cheviot Suits \$4.50 and 5.00
Men's all-wool Cheviot Suits, fully tailored and trimmed - 6.50, 8.50, 10.00
Men's Corduroy Suits, in Tan, Brown and Grey - 7.50, 10.00, 12.00
Men's all-wool worsted Suits in Grey, Black, Blue, Plaids and Stripe - 7.50, 10.00, 12.00
Men's cheap Overcoats - 2.50 and 3.50
Men's medium length Dress Overcoats - 4.50, 5.50, 7.00
Men's high grade Melton and Beaver Overcoats, well made and trimmed - 7.50, 10.00, 12.00
Men's long Ulster Overcoats, - 5.00, 6.00, 7.50
Men's all-wool, very heavy Irish Frieze Overcoats, the best on earth for warmth and wear - 8.50 and 10.00
We have a large line of Children's Suits at - 1.50, 2.50, 3.50
Boy's Suits at - 2.50, 3.50, 5.00

We Want to Call Your Especial Attention

To our Ladies' \$1.50, 2.00 and 2.50 Shoes
And our Men's \$2.00, 2.50 and 3.00 Shoes

These shoes are all extra values. We want you to see them. It means you will be our customer—we also want to show you our Children's shoes, our Ladies' 3.00 and 3.50 shoes, our Men's 3.50 and 5.00 shoes, our Ladies' Children's and Men's Overshoes.

Groceries and Meats

Sugar, 17 lb. \$1.00
Coffee, per lb. 12 1/2c
15 bars White Russian or Diamond "C" soap.....50c
Oat Meal per lb. .3 1/2
Cups and Saucers per set.....25c

Fresh Meats

Boiling meat 3 and 6c
Shoulder Steak.....8c
Round Steak.....10c
Sirloin Steak.....12 1/2c
Porthouse Steak,12 1/2 and 15c

RUMER'S TREMENDOUS STOCK OF GENERAL MERCHANDISE

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.
Battenberg patterns and stamped linens at Regan's.
New styles in childrens cloaks and dresses at Regan's.
Forest Lumber Co. make a specialty of manufacturing dipping vats.
Dr. Koons, dentist, Office upstairs Norton block.
See Humphrey for picture framing, upholstery and furniture repairing.
Picture framing, upholstery and furniture repairing—C. HUMPHREY. 7-10-1f
For Sale—75 Cords of dry hard wood—W. H. Smiley, Crawford, Nebraska.
Fall line of ladies waists and wrappers just received at Regan's.
For Sale—Carriage and phaeton, for cash or on time. J. C. WILSON & Bro.
Harold B. Miller, M. D., physician and surgeon, office and residence 321 south Seventeenth street, Lincoln, Neb.
Hand rubbed, polish finish oak stoves at Darling's, same price others are getting for plain finish.
Children's School Shoes.
Over 300 pairs of good shoes to be sold from 50 cents to \$1.45 a pair.
Fred MOLLING, Manager.

A Millinery Opening.
Pattern and Dress Hats, Street and Tailored Hats. Largest and most elegant line ever brought to Alliance now on display at REGAN'S.

For Sale.
Cattle Ranch, 11 quarter sections all deeded land, good title. First class improvements. Inquire at this office.

Bromos Grass Seed.
I have a quantity of choice bromos grass seed for sale at my place 5 1/2 miles south of Hemingford, at 10 cents a pound. Bromos is the ideal grass for western Nebraska. L. SAMPY.

Big Cloak and Jacket Sale.
Misses' and children's jackets and coats, Jackets from \$1.25 to \$3.50.
Coats from \$2.50 to \$7.00.
FRED MOLLING, Manager.

Watch Found.
Found in Alliance, a watch. The owner can have same by calling on Judge Berry, proving property and paying for this notice.

Nearly all the ailments of the human race in these days are caused by the Blood, Stomach and Kidneys being out of order. There is not a case on record than Co-Lon-Co hasn't cured. Ask your druggist.

Geo. G. Gadsby will take down screen doors and windows and store them till spring when they will be repaired, painted and put up again. He will also make and put up storm doors and windows. Phone 400. o-16 f

Go to the Alliance National Bank to deposit your money. Oct. 7-1f.
Old papers for sale at this office.