

NOT OVERLOADED!

This has been one of our most satisfactory seasons. Our stock of Summer Goods have seldom been lower. To completely close out all remnants, we are making great reductions. We have never been undersold on legitimate, standard merchandise, and continue to hold the foremost position with every day all around trade. You know the way sensational sale merchants have "gone broke" and disappeared. Net profits are so small that only those whose buying and selling are wisely managed, survive. When you wish any article do not purchase until you know our quality and price.

SCHOOL WEAR

Only a little over a month until school opens again. Mothers are already beginning to think of new Frocks, Aprons, etc. We have new gingham in choice fall colorings and designs. New Percaloes of the soft, satisfactory sort, 36 inches wide—really the best low priced fabric shown for common wear. Does not fade; does not shrink; is enduring under all circumstances and only 12½¢ per yard. New Calicoes in Blues, Reds, Pinks, Grays, Blacks at 4¢ and 5¢. New Shirting Prints at the old price 5¢. A lot of Summer Goods that have been 25¢ to 50¢, now offered to close at 10¢. Are well adapted for Fall School wear.

SUMMER GOODS AT 10 CENTS

As a final winding up of Summer Wash Goods, all the 25¢ to 50¢ fabrics that have been slow are put on our 10¢ table. First comers will get great bargains—do not delay, as the lengths do not, in most pieces, exceed one or two dress lengths.

DOTTED AND FANCY SWISSES

No fabric adapts itself so completely to the lady's summer comfort and decoration. Never has it been so popular. New Swisses have been coming in almost every week and we are now showing the daintiest designs of the season. For Chautauqua wear no costume will be more fitting and comfortable.

The prices, 18¢, 25¢, 30¢, 35¢ and 40¢, are within everybody's reach.

PARASOLS.

One-Third off on all Parasols.

SUMMER SHIRT-WAIST SUITS

About 20 Suits left in Percalé Chambray, Voile and Linen at

25 per cent Discount

FALL GOODS

Our buyer goes to the New York market next week to make purchases for Fall and Winter.

As in seasons past we will show the latest and most correct modes and give values that are superior throughout the Dry Goods list.

On Heavy Cotton Goods our buying has already been done previous to the late heavy advances on cotton and we have in stock now the most attractive display of Outings, Flannellettes and Fleece Cloths ever shown in Falls City.

GREAT BARGAINS IN LACE CURTAINS

21 Lots of Lace Curtains having 3 Pairs or less in a lot in Nottingham, Cable Net, Irish Point, Brussels Net and Arabian White and Ecru. Sold formerly at \$1.50 to \$8.00

Twenty-five per cent off our regular prices.

SHIRT WAISTS FOR 25c

White and Colored Shirt Waists,

sold formerly at 75¢ to \$2.00—Your Choice 25¢.

Any Sunbonnet in our store for 10¢. Many of them worth 35¢.

Any Straw Hat in our store for 25¢, some of them worth \$1.50.

GROCERY PRICES.

Good to August 5th.

19 lbs Granulated Sugar.....	\$1.00
1 lb Bulk Starch.....	.03
1-3 pound Can Standard Tomatoes.....	.07
1-2 pound Can Standard Corn.....	.06
1 package Egg-O-See.....	.08
1-2 pound package Oatmeal.....	.06
8 Bars Lenox Soap.....	.25

V. G. LYFORD.

Mary Watteyne, of Rulo, was in town Wednesday.

Mrs. T. R. Edwards, of Stella, is visiting her daughter, Mrs. John Oswald.

Kate McMahon, of Preston, is spending a few days this week at the street fair.

Ephriam Withee came down from Stella Wednesday to attend the street fair.

Henry Caverzagie came up from Rulo Wednesday to enjoy a few days at the street fair.

Misses Howel and Haver and the Misses Meyer, of Hiawatha, spent Saturday with the Misses Keeling.

Will Hearst, of Padonia, Kansas, and his brother, Edgar, of Las Vegas, N. M., were guests at the home of Ben Poteet this week.

The Nebraska Christian Missionary convention will be held at Bethany park, Bethany, Neb., August 1-6. There will be several members of the Christian church of this city attend.

E. Bourquin and wife, of Horton, Kansas, who have been visiting at the home of A. E. Jaquet and family returned home the first of the week. Their little daughter, Blanch, will visit her for several days.

Services at the Evangelical church Sunday morning at 9:30 a. m.; Sunday school at 10:30 a. m.; preaching service at 7:45 p. m., mission program, subject, "Mission work in Japan." You are invited to attend.—Rev. Manshardt, Pastor.

J. Cronenberger, minister of the Christian church, will attend the Inter-National convention of Christian churches at San Francisco, Cal., August 17-24. A number of the members of the church will attend also. It is expected that 25,000 delegates will attend.

Mrs. E. A. Harden, of Verdon, spent a few days with relatives here.

A. D. Larabee and wife came up from Preston Wednesday to attend the street fair.

T. R. Mason, of Chicago, left Wednesday after spending a few days with his wife in this city.

Will McCreery and wife, of Wetmore, Kan., spent the first of the week with his brother, in this city.

John Elsworth of Grand Island spent Tuesday of this week in our city, the guest of Freda Senner.

Capt. Grinstead and son, Virgil, of Salem, were in the city on Wednesday. They made this office a pleasant call.

Father McDonald, of Hastings, spent a part of this week in our city the guest of Father Bex. The former at one time had charge of this parish.

R. E. Grinstead, of Salem, was in town Wednesday. In the afternoon he and his brother, George, went to Auburn to attend the chautauqua.

Mrs. W. R. McFarland and little girl, who were visiting at the home of her sister, Mrs. R. P. Roberts, returned to her home in Omaha the first of the week.

Mrs. John Gilligan received a letter from her sister, Mrs. Minnie Grinstead Himes, stating that she and her husband, who are now located at Spokane, Wash., are the proud parents of a baby boy, Philip Grinstead Himes.

Prof. P. A. Carr of Shubert was in town Monday. Prof. Carr is principal of the schools at that place and will be a candidate for county clerk subject to the will of the republican county convention. Prof. Carr will doubtless develop great strength and his influence will be felt in the convention.

Ed Fisher left Tuesday morning for Leavenworth.

Born, to W. H. Maddox and wife on Monday, a baby girl.

Neal Mulligan came up from Paola, Kansas, Tuesday evening.

Harry Morrow is home for a few days to visit his wife and baby.

Anna and Lillie Pyle, of Preston, were up to the street fair on Tuesday.

E. D. Boyle, of Pawnee City, was a business visitor here on Tuesday.

Gurney Griffiths, of Preston, came up Tuesday to attend the street fair.

John Wicks, wife and baby, of Danbury are visiting his mother in this city.

Mrs. Meliza and daughter, Katie, of Verdon, were in town the first of the week.

Mrs. C. E. Haskins, of Fairview, Kansas, is visiting her mother, Mrs. Senner, in this city.

Mrs. Hayden Prater came up from St. Joe Tuesday evening and will spend some time with relatives.

Mabel Poteet and Bessie Curran returned Sunday from a visit to their aunt, Mrs. Will Hurst, at Padonia.

Allie Poteet returned the latter part of last week from Hopkins, where she spent some time visiting relatives.

The subject of the sermon at the Presbyterian church Sabbath morning will be, "Definite purpose in the Christian life and the correct attitude of the church and Christian people towards so-called worldly amusements." Evening subject, "Some thoughts for people who think." Everybody cordially invited.—S. W. Griffin, pastor.

Ed Glines is a Falls City visitor this week.

W. W. Arnold, of Verdon, was in town Wednesday.

Alf Page and Will Fenton of Dawson were among yesterday's visitors.

Andrew Sippley and wife came down from Dawson yesterday on business.

Maggie O'Grady and Melva Ockard, of Dawson, were in town yesterday.

Esther Daeschner and Etura Wonder of Hiawatha are guests at the home of W. H. Maddox.

Mrs. V. E. Emerson and daughter, Marie, came down from Dawson yesterday morning to attend the street fair.

Mrs. Arthur Harris returned home on Wednesday from a visit at Grand Junction, Colorado. Her little daughter Gladys is very ill with typhoid fever.

Regular service at the M. E. church next Sunday. In the morning the subject will be "On Lincoln Day." In the evening "The Guiding Principle." All are invited.

A great deal of cement walk is being laid in all parts of the city. Al Cook, the superintendent of the county farm, owns considerable property in the north part of town and has laid several hundred feet of fine walk. Joe Pritchard has improved his block of residences on North Chase street by putting in natural stone curbing.

Dan Sargent left Tuesday for Abilene, Kansas, where he will make his home in the future. Mrs. Sargent and son, Allen will join him there in a few days. They made this their home for a number of years and we regret very much to lose them but wish them great success in their new home. Mr. Sargent ordered the Tribune sent to his address.

WHITAKER BROS. LAND EXCURSION

We will leave over the M. P. on Tuesday, August 1st, to Butler, Dickinson, Ottawa and Lincoln counties, Kansas. You remember that we told you last fall and spring that if you would go with us and buy land in one of the above counties, that you would not only make money in the advance of the price of land, but that you would make from 15 to 20 per cent on your investment. Every word that we told you about these lands has been demonstrated by those who have taken advantage of the bargains we offered them. We could give you the names and addresses of many of our best farmers and business men who have made good money by going with us to the above counties and buying, but it is useless at this time, as we have published many of the names of those who have bought of us. Chris Horn and Fred Brecht are now down taking care of their big wheat crop. Martin Zook and M. Beachy have just returned from looking after their wheat crop. Mr. Beachy says that the crops of all kinds are as fine as he ever saw in Richardson county. What more could we say of this country? What better snap do you want than to buy land for \$25.00 per acre that will produce as fine crops as old Richardson? This is no advertising scheme. Some of the parties that we have sold will make 20 per cent off their crops this year. Now don't wait until the great corn and other crops are harvested and the land jumps from \$5 to \$10, but come with us on August 1st, and we will show you the finest country and the best land that you can buy for the money of any place you can go. If you have a high priced farm or a small farm that you want to exchange for more land, we can exchange with you. It will not cost you much to investigate these lands as the R. R. fare is only \$9 for the round trip, good 21 days in which to return. Now is the time to buy land in these counties as it is sure to go higher this fall. Call us over phones No. 168 or 216 at our expense and let us make arrangements for your tickets to go with us on this trip. You can't make a mistake in buying this land. Remember the date, August 1st.

We also have three good farms in Richardson county, owned by non-residents, all pretty well improved that we can sell you awful cheap. We also have fine, clean grass that will make from 2 to 3 tons of fine hay per acre that we will sell cheap.

Whitaker Bros.