

SUMMER CLEARING SALE!

From July 5th to July 31st, 1907

During all this period we shall offer all Summer Goods at substantial money saving reductions. Every item of strictly seasonable merchandise must be closed if low prices will do it. These goods offered are not inferior lots bought for sale purposes, but are our regular lines, new and in every particular desirable. We thank you for your remarkable patronage this spring--the fact that we have had a large increase in the volume of sales, notwithstanding the unfavorable weather, speaks wonders to us of your confidence in our methods, qualities and assortments. Should you have any cause for complaint, come to us about it at once.

DRESS GOODS

All Strictly Summer Wool Dress Goods will be sold at very great reductions.

- 7 pieces 36 and 40 inches Fancy Suitings marked 50c, sale price.....**35c**
- 10 pieces 42 and 44 inch Fancy Suitings sold at \$1 and \$1.25, during this sale all go at.....**75c**

REMNANTS

A large number of short lengths in Plain and Novelty Dress Goods have accumulated during the season. All these are now offered at little more than half price. They include the most desirable cloths shown this spring and run from waist to skirt lengths.

Room Size Rugs

Having an overstock of certain makes of 9 by 12 foot Room Rugs, they are now offered at prices affording a saving that will be easily appreciated. All Rugs are advanced for Fall and we shall not offer this opportunity again this year. Early buyers will get as attractive colorings and designs as are made. Note the following reductions:

- 1 9 x 12 feet Kasimer Rug, regular price \$12.00, sale price...\$9.00
- 2 9 x 12 feet Brussels Rugs, regular price \$16.50, sale price...\$12.50
- 1 9 x 12 feet Smyrna Rug, regular price \$20.00, sale price...\$16.00
- 1 9 x 12 feet Smyrna Rug, regular price \$25.00, sale price...\$19.00
- 5 9 x 12 feet Velvet Rugs, regular price \$25.00, sale price...\$19.00
- 1 7-3 x 10-6 Smyrna Rug, regular price \$15.00, sale price...\$11.00
- 1 7-3 x 10-6 Smyrna Rug, regular price \$20.00, sale price...\$16.00

FANCY SILK SUITINGS

12 patterns Fancy Silk Suitings sold at 75c to \$1 per yard are offered during this sale at 25 per cent off. These are new this season and include the choicest novelties. Being mostly Checks, Blocks and Stripes they will be right in vogue during the coming season.

WHITE, BLACK AND TAN SILKS

Ladies wishing washable Silks will find our **25c, 50c, 75c, 85c, \$1 and \$1.25** values much better than those usually offered.

LACE CURTAINS

All lots having not more than three pairs will be sold at twenty-five per cent off. Among these will be some of the best values and styles we have shown this season.

Muslin Underwear



Not a Muslin garment in our stock that can be duplicated at our regular prices, but there are many odd pieces and broken lots which we put out close during this sale. The prices will not be over half their present value. Reductions will include Gowns, Skirts, Drawers and Corset Covers.

Lace Ends

As in Embroideries, so in Laces, there are many ends which we will close out at a great saving to the buyer. Valenciennes, Torchon, Orientals, Venises, Baby Irish are all included.

Ladies' Shirt Waists

We have too many Waists. The assortment is almost unbroken in variety and sizes. During this sale we offer:

- All Shirt Waists marked \$1.25 at.....85c
- All Shirt Waists marked \$1.50 at.....\$1.10
- All Shirt Waists marked \$2.00 at.....\$1.50
- All Shirt Waists marked \$2.50 at.....\$1.90
- All Shirt Waists marked \$3.00 at.....\$2.25
- All Shirt Waists marked \$3.50 at.....\$2.75
- All Shirt Waists marked \$5.00 at.....\$3.75
- All Shirt Waists marked \$6.00 at.....\$4.50
- 15 Embroidered Shirt Waist Patterns, formerly sold at \$1.25 to \$3.00, your choice for.....75c

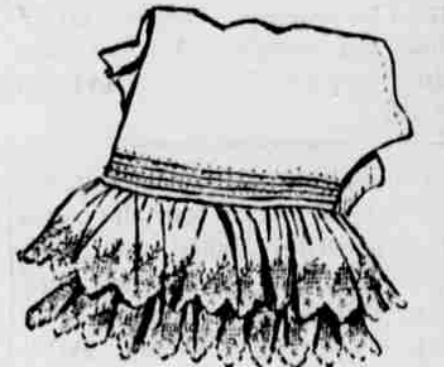
Dressing Sacques at Half Price

- All Dressing Sacques will be closed at half price.
- 50c Dressing Sacques, sale price.....25c
- 75c Dressing Sacques, sale price.....38c
- \$1.00 Dressing Sacques, sale price.....50c
- \$1.25 Dressing Sacques, sale price.....63c

WASH GOODS

25 pieces 28-inch Batiste, a good lawn, in dots and small neat figures, worth on the market today 9c, during this sale.....6c

- All our 12 1/2c Wash Goods, 9c
- All our 15c Wash Goods, 11c
- All our 20c Wash Goods, 13c
- All our 25c Wash Goods, 15c
- All our 35c Wash Goods, 22 1/2c
- All our 50c Wash Goods, 30c



A lot of large design dainty fabrics, very choice for dress wear, sold at from 25c to 40c, sale price.....15c

20 pieces fine Ginghams, too late arrivals for Spring trade but just the thing for early school wear regular price 12 1/2c, during this sale only.....10c

Ladies Wool Skirts

All Silk Voile and Light Fancy Cloth Skirts will be sold during this sale at 20 percent off. This includes a large number of the most elegant and desirable garments we have ever shown, ranging in cost from \$5 to \$17.

Ten per cent discount on all other skirts during this sale. We make no alterations except at customers cost during this sale.

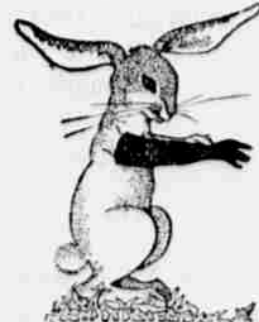
Ladies Hosiery

- All 50c Lace and Embroidery Hose.....39c
- All 75c Lace and Embroidery Hose.....59c
- All \$1.00 Lace and Embroidery Hose.....75c
- All \$1.50 Lace and Embroidery Hose.....\$1.00
- Our 10c 12 1/2c and 15c values in plain hose, are much superior to those generally offered.

One-Third off on all Parasols

25 La Parasols in plain and fancy Silks, white Muslin and Linen, a good choice left. To close same out entirely one-third discount will be given.

Ladies Fabric Gloves



- 5 dozen pure silk, double tipped, short gloves in white, tan and gray, worth 75c, sale price.....39c
- 3 dozen lisle short gloves, white only, regular price 25c, sale price.....19c
- 4 dozen lisle short gloves, white and black, regular price 50c, sale price...39c
- Lot defective long silk gloves in black, and white, regular price \$1.25 to \$1.75, sale price.....75c

Embroidery—Short Ends

A large number of Short Ends of all grades and widths of Embroidery have accumulated which will be put out at ridiculously low figures. We propose to cut out all odds and ends during this sale.

Straw Matting

Eight Rolls Japan Straw Matting, reduced to close during this Sale from 26c and 30c to 15c.

Ten per cent discount on all other matting during this sale.

Portierers Reduced 20 per cent

From the prices on all Portierers, of which we have a splendid assortment, twenty per cent discount will be given. These were all bought before the late advance and are cheap at our regular prices.

Men's Shirts at 39c and 80c

A Clearing Sale of Men's Shirts will be made—all short lines of our best \$1 Shirts for 80c; all odd lots of our 50c and 60c Shirts go at 39c.

Ladies' Wash Suits—Half Price

Twenty wash suits in Percales, Chambrays, Linens and Lawns, marked from \$2 to \$10, all go at half price.

Rain Coats—20 per cent off

An extensive line of Ladies' Rain Coats—including Tan, Olive and Oxford mixtures—new designs and high values, marked from \$3.50 to \$15. During this sale all are offered at 20 per cent off.

Closing Out Mens' Hats

Any Man's Hat in our stock at 75c. Worth from \$1.25 to \$2. All colors and many shapes that are staple and worn by men all the time.

Ladies' Tailor Made Suits

At Half Price.

- 1 Ladies Suit, light stripe, short sleeves, trimmed with buttons, braid and folds, size 36, marked \$14, now.....\$7.00
- 1 Ladies Suit, medium grey check, short sleeve, latest design, size 36, marked \$14, now.....\$7.00
- 1 Ladies Suit, Coral Panama, beautifully made size 34, marked \$15, now.....\$7.50
- 1 Ladies Suit, Lavender Panama, Moire silk, button and braid trimmed, size 34, marked \$15, now.....\$7.50



- 1 Ladies Suit, Black Panama, Pony jacket, long sleeve, size 36, marked \$17, now.....\$8.50
- 1 Ladies Suit, Black Panama, long sleeve, size 38, marked \$15, now.....\$7.50
- 1 Ladies Suit, Black Panama, long sleeve, excellently designed and made, size 34, marked \$15, now.....\$7.50

Turkish Towels Specials

25 dozen 18 x 34 inch Bleached Bath Towels, heavy weight, cheap at 15c, sale price.....10c

V. G. LYFORD

FALLS CITY,

NEBRASKA