

V. G. LYFORD'S Summer Clearing Sale!

From Saturday, June 27,
to July 11th, 1908

As has been our custom, we now offer the remainder of our Summer and Spring Stocks at Sacrifice Prices. You need not to be told that we are not offering the remnants of old stocks or inferior qualities but only goods that are standard, clean and in every way desirable. We have no hard luck yarn about getting these stocks at job lot sales nor of some merchant whose misfortunes forced him to sell at ruinous prices. We buy only new, choice, clean merchandise. Our facilities for owning this kind of goods at low cost are not equaled by any house in this vicinity. In view of these facts you readily understand that, as you have learned to know by past experience, this Clearing Sale means a genuine opportunity to save money on fresh useful merchandise. The very unusual weather of the last 30 days has left on hand an unusually complete stock of just such seasonable articles as you will require during July and August. The prices made are for the days above ONLY.

Lace Curtain Bargains

We carry the most complete assortment of Window Hangings in the city. For this sale to close out odd lots and reduce the stock we offer values that will interest every housekeeper.

- 2 1/2 yd Striped Muslin Ruffled Curtains, each **15c**
- 2 3-4 yard Plain Muslin, ruffled 3 tuck Curtains each **20c**
- 2 3-4 yard Plain Muslin Ruffled 3 Tucks, Lace Insertions, each **35c**

Great Values in Fine Curtains

- 6 pairs Irish Point Curtains, sold at \$5 and \$6.50 to close at per pair **\$3.50**
- 3 pairs Brussels Net Curtains sold at \$10.00, reduced to per pair **\$6.50**
- 9 pairs Brussels Net Curtains sold at \$5 and \$5.50 reduced to per pair **\$3.50**
- 17 pairs Brussels Net Curtains sold at \$6 to \$7.50 reduced to per pair **\$4.25**

Art Squares

13 9 by 12 foot Union (Wool and Cotton) Art Squares, in artistic designs, and most sought colorings, worth \$6.00 will be reduced in this sale to **\$4.50**

Room Size Rugs

15 per cent discount on all Room size Rugs.

39 room size Rugs in our Carpet Department, including Axminster, Velvet, Smyrna, Wilton, Body Brussels and Tapestry. All sizes from 6 by 9 to 12 by 15 feet, are now offered during this sale at FIFTEEN PER CENT OFF our regular prices. This is an opportunity, which will not be offered again this season.

Shirt Waists.

These Shirt Waists at Low Cost are the most approved styles of the season in a surprising variety of design in the make-up as well as embroidery and lace. Will be sold at **75c, \$1, \$1.25**

You will be pleased with the quality of the materials.

Men's Fine Shirts Cheap

- All Men's \$1 Dress Shirts reduced to **75c**
- All Men's 75c Dress Shirts reduced to **55c**
- All Boys' 60c Dress Shirts reduced to **45c**
- All Boys' 50c Dress Shirts reduced to **38c**

Ladies Suits at Half Price.

A few excellent Tailor Made Suits marked at \$9 to \$25, now go at HALF PRICE. This is the most meritorious offering of this sale. Alterations will be charged for on these suits.

Jackets.

- 17 Misses Spring and Summer Jackets, fancies and plains, 10 to 16 years **\$2.50 TO \$6.00**
- 22 Ladies' Spring Jacket & Silk and Cloth, Tans, Blues and Blacks **\$3.50 TO \$20.**

All of the above at ONE FOURTH OFF.

Linen Suitings

- 5 pieces Linen Suitings, Red, Blue, Brown, Green and Grey, worth 25c, now **15c**
- 9 pieces Linen Suiting, all colors, sold at 40, 45 and 50c reduced to **35c**

Wash Goods

- 12 pieces 30 inch Mercerized Chambrey reduced from 15 and 20c to **12 1/2c**
- 10 pieces Manchester Chambrey, reduced from **10c**
- 20 pieces Manchester Cambric, 36 inches wide, the finest, most attractive Percale made, reduced from 15c **12 1/2c**

At 5, 10, 12 1-2, 15 and 25c we have cut our entire stock of Thin Wash Goods, the reductions in many cases amount to cutting the prices in two. On our 10c table will be found fabrics that we have sold at 25c At 25c are many pieces formerly sold at 50c.

Wool Dress Goods Specials

- 6 pieces 36 to 42 inch Plaids and Stripes, reduced from 50c to **29c**
- 7 pieces 42 to 44 inch Plaids and Fancies, reduced from \$1 and \$1.25 to **59c**

Ginghams Much Reduced

- 25 pieces small check Ginghams, sold at 8 and 10c during this sale **6c**
- 15 pieces very choice imported Zephyr Ginghams, reduced to **18c**

- 25 pieces A. F. C. Toile du Nord and Red Seal Ginghams, reduced from 12 1-2c and 15c to **10c**

Linen Specials This Sale Only

- 1000 yards 18 inch All Linen Crash, worth 12 1-2c sale price **10c**
- 18 by 40 inch Turkish Towels, cheap at 15c sale price **10c**

- 1 piece Turkey Red Damask cut from 35c to **28c**

- 2 piece 72 inch Bleached all Linen Damask, reduced from \$1.00 to **75c**

- 2 pieces 72 inch Bleached all Linen Damask, reduced from \$1.25 to **95c**

- 1 piece 72 inch Unbleached all Linen Damask, reduced from 65c to **49c**

- 1 piece 72 inch Unbleached all Linen Damask, reduced from \$1 to **75c**

All Napkins at 10 per cent Discount.

Cravenette Rain Coats.

20 Cravenette Rain Coats in Tan, Oxford, Olive. All sizes. The most serviceable garment for women. Reduced during this sale ONE FOURTH. \$10 coats for **\$7.50**

- \$12 coats for **\$9.00**
- \$16 coats for **\$12**

India Linons

- 8c India Linons reduced to **6c**
- 10c India Linons reduced to **8c**
- 15c India Linons reduced to **11c**
- 20c India Linons reduced to **15c**
- 25c India Linons reduced to **19c**
- 30c India Linons reduced to **22c**

Silk Petticoats

It is our policy to carry over no Silk Garments, and in pursuance of this policy all Silk Petticoats are reduced.

- \$5 Petticoats reduced to **\$4.00**
- \$6 Petticoats reduced to **\$4.50**
- \$7.50 Petticoats reduced to **\$6.00**
- \$8.50 Petticoats reduced to **\$6.75**
- \$10.00 Petticoats reduced to **\$7.50**

Fancy Silks of all Kinds

Every yard of Fancy Silks of all kinds, Foulards, Printed Japs., Stripes, Checks, Plaids, Jacquards, are reduced for this sale as follows:

- 50c Silks reduced to **35c**
- 60c Silks reduced to **40c**
- 75c Silks reduced to **50c**
- \$1.00 Silks reduced to **75c**
- \$1.25 Silks reduced to **95c**
- \$1.50 Silks reduced to **\$1.10**

15% off on all Ladies' Dress Skirts.

Over 200 Dress Skirts all in new stylish designs marked at **\$1.50 TO \$15.**

Fancies, Blacks, Browns, Blues, Greys, Reds—all are offered at 15 per cent discount. We will make all alterations free during this sale.

Muslin Gowns and Petticoats

Finding that we have an overstock in Muslin Skirts and Gowns a great cut is made on these particular items. On our center table will be found Bargains such as we have never offered in Muslin Wear before. This stock is sure to cut down to the point we wish it to be as quickly as the ladies learn the values offered.

20% off on all Embroideries

This is another line that is too heavy. To cut it down we offer a discount such as we have never made before. Muslin, Swiss and Jaconet Embroideries in all widths of Edgings, Flouncings and Insertions are splendidly represented. Do not forget that this discount is for this sale only.

25 to 50% off on all Sorts of Headwear

Men's Hats, Boys' Hats, Misses Hats, Fur, Wool, Straw, Muslin, Lace, in short, every sort of Headwear goes into the Slaughter. Among these are some especially attractive values on Men's Fur Hats, any of which you can buy for **75c**

Parasols 10% off.

Fancies and Plains in all colors and combinations. Plain, with Fancy or Jacquard borders are very popular, also Ponge with fancy colored border. White embroidered Linen Parasols will be quite as much in favor as last year. Prices range from **\$1.00 TO \$5.00**

Four Yard Linoleum

- 5 good patterns in 16 foot Linoleums of one of the best makes, sq yd **60c**
- 6 foot Linoleum at per square yard **55c**
- 6 foot Linoleum at per square yard **50c**

Umbrellas 10% Discount

Three distinct Grades of plain colored Silk, fancy borders, in Black, Blue, Red, Green and Brown at **\$1.85, \$2.00 and \$2.75**, there are lower grade colored Umbrellas on the market. These we can recommend to you. Very special values in black 26 inch and 28 inch Umbrellas at **50c, 75c, 85c, \$1, \$1.25, \$1.50, \$1.75, \$2.00 and \$2.50.**

White Goods

In fancy goods, including Swisses, Jaconets, Nainsooks, Dimities, Stripes, Checks, Plaids, Dots. All are materially reduced for this sale.

Groceries at a Sacrifice

- 16 lbs largest Raisins, sold formerly at 15c **\$1.90**
- 3 lbs California dried peaches sold formerly at 20c **25c**
- 2 1-2 lbs very best California peaches sold formerly at 25c per lb **25c**
- 3 lbs largest prunes **25c**
- 4 12 oz pkg currants **25c**
- 4 12 oz pkg seeded raisins **25c**
- 2 pkgs Korn Kinks **5c**
- 1 pkg Corn Flakes **7c**
- 1 lb Laytons Baking Powder with Tumbler **10c**
- 1 lb Calumet Baking Powder **15c**
- 1 Can Lavaline used same as Dutch Cleaner **5c**
- 1-2 box best Soda Crackers **75c**
- 1 quart bottle Mexican Bluing 20c sizes **10c**
- 1 Bottle Club House 55c Catsup **15c**
- 8 bars White Naptha Soap **25c**
- 1 can Salmon, 15c kind **10c**
- 1 lb Blue Grass Plug Tobacco **35c**

V. G. LYFORD

FALLS CITY,

NEBRASKA