

CLEVELAND'S GREAT HOLIDAY SALE

Starts Friday, Dec. 18th

And Continues Until January 1st, 1908

Cleveland's Holiday Gifts Excel in Points of Elegance and Durability. Xmas, the greatest holiday of the year, only a few weeks off. We, young and old alike, appreciate this great gift event. The thoughts of Santa Claus are always pleasant; his generosity clings to us forever. Preparations for this holiday should commence at once. Some of our suggestions and offerings may help to fill up the Santa Claus sack.

Read this Page for Suitable Gifts for Christmas

Ladies' Coats



One-half off on samples of the newest designs in the fall models of 1908 and 1909. We purchased the entire stock of samples of a prominent eastern manufacturer at just half price. The reason is plain to see why we can offer coat values at half price. We are making our same per cent—you derive the same benefit of makers' sacrifice.

Ladies' Waists

Perfection in making and the fit is without fault. Advance styles are all represented in this new showing of Ladies' Waists.

Ruth Waists

The prices will be a trifle lower, yet the styles are so much richer.

Surprise your wife with a gift of a charming Ruth Waist. Prices

\$1.98, \$2.98, \$3.98, \$4.98

Silk Waist Patterns

25 Silk Waist Patterns, in 3½ and 4 yard lengths, formerly sold at \$1 per yard, our Christmas price, \$2.98 per pattern.

15% Off on Furs 15%

We have an elegant new line of Furs, comprising everything in the latest in Neckpieces, Muffs and Matched Sets. Just when these articles are most needed we offer them at 15 per cent off. What would make a more acceptable present?

Ribbons! Ribbons!

Our stock of ribbons is larger than ever before. We have added the great Sensation Ribbon. The prices are a sensation as well as the quality. Children are always pleased with ribbons. Better tell Santa Claus.

\$18 Model Black Coats \$9

The wholesale price is \$11, yet we offer you this coat at \$9; our profit is the same as regular stock. It is not necessary to wait or make your old coat last another year. Prices like these don't occur every day. Now is your time to save by spending.



\$15 Coats, all colors, snappy styles, at..... **\$7.50**

\$10 Coats, excellent material, perfect workmanship..... **\$5.00**

A Serviceable and Acceptable Gift

Children's Coats

We find ourselves overstocked. Too many coats for this time of the year. We make a price to move the goods rather than carry over the coats. New goods every season is our delight. You better investigate and get our prices. A new coat for Xmas will certainly please the children.

Prices **\$1.88, \$2.98, \$3.98, \$4.98**

Santa Claus makes us headquarters for children's Bear Skin Coats. More service, more style, more beauty than all other coats combined. Washing Bear Skin Coats enhances their beauty. Prices \$2.98 and **\$4.98**

Dolls for the Children

The little girl. What is Xmas without a doll. We have secured a very pleasing assortment at a reduction in price. We will offer these at radical cut prices. We have the doll to please you little girl. A few toys, but this is our last season for toys. Prices sacrificed.

Make the little one happy with a Doll

Jewelry! Jewelry!

Floersheim's Plated Jewelry—Not the Highest Priced

They give good satisfaction, although they are not the best. We are showing very good values in Necklaces, Beauty Pins, Brooches, Hat Pins. Jewelry makes an acceptable present.

The Peters Shoe For Style and Service



Remember Peters' Shoes in your round of Christmas buying.

Service and style represented in a pair of Peters Shoes. Buy a Peters Classic, Par Excellence, Diamond Special, 18 Carat or a Black Diamond, and you will always get your money's worth.

Blankets

50c 10-4 Cotton Blankets..... **39c**
65c 10-4 Cotton Blankets..... **45c**
75c 11-4 Cotton Blankets..... **62c**
\$1.00 11-4 Cotton Blankets..... **79c**
\$1.25 12-4 Cotton Blankets..... **98c**
\$1.75 12-4 Cotton Blankets, our price..... **\$1.19**

Your choice of our Wool Blankets, worth \$5 and \$6 per pair at..... **\$2.98**

Big Discount on Comforters and Cotton Bats

For Men

Men's fine Madras Shirts, formerly sold at \$1.25, in this sale for..... **79c**
Men's high grade Overalls for..... **65c & 75c**
Shirts worth \$1.00 go in this sale for..... **69c**
Shirts worth 75c go in this sale at..... **48c**
Dress Shirts, worth 50c, during this sale will go at..... **39c**
Men's Duck Coats will be sold during this sale at..... **15% Off**

Sample Collars

All different, just one of a kind, worth up to 50c, now..... **5 and 10c**

Ladies' Fancy Collars

Put up in boxes—special for Xmas gifts. Styles have changed. Very pretty and inexpensive presents. Prices for this sale, only..... **25 and 50c**

Buy Your Wife A Dress Skirt for a Present

Popular Black Voile Skirts, with bands of black silk ribbon; six styles to select from, every one a model. Price, as well as style, just right. 32-gored Taffeta Wool Skirt, hangs with the desired full flare; the skirt that is making the hit right now; a skirt for style as well as service. Worth \$10; selling for..... **\$7.50**



Fancy Wool Novelty Skirts in all the leading styles—browns, blues, reds, greys and blacks—Batistes, Panama, Taffeta, Mohairs and Voiles, \$3.98 and up to..... **\$15.00**

All at Greatly Reduced Prices

Muslins

8½c Unbleached muslin for..... **5½c**
Cross-country L. L. muslin unbleached, for..... **5½c**
12½c Fruit of the loom muslin for..... **9½c**
10c bleached muslin for..... **7½c**

Candles

Standard Candles, 24s 36s and 48s, at..... **10c**

Handkerchiefs

100 pretty patterns, new designs, at 5c, 10c, 12½c 15c, 25c

Groceries

Here is where you save your money. During this sale we will sell:

20 pounds best granulated Sugar..... **\$1**
4 cans best Corn, during this sale, for..... **25c**
2 packages of good, fresh Yeast Foam for..... **5c**
Best home-grown Potatoes, per bushel only..... **60c**
We handle a complete line of Christmas Candies.

10c and 12½c Outing Flannels at 7½c per yard
Best Standard Calicoes at 4½c per yard

F. W. Cleveland & Son

Highest Price Paid for Produce

(We Keep Open Every Evening During the Holidays)

Falls City, Nebraska