

Raincoats & Mackintoshes One-Half Off



The season is almost here when Raincoats are a necessity. To close our stock all out, we offer every garment, except silk Coats at **Half Price**. Men's, Women's and Misses' Raincoats and Mackintoshes all go at the same cut. Among these are garments of high merit and similar to the very newest of modes.

Sheets and Pillow Cases

24x36 in. Sanitary Pillow Case	10c	45x36 Mohawk Hemstitched Pillow Case	22c
45x36 in. Keystone Pillow Case	12 1/2c	72x90 in. Sanitary Seamed Sheets	35c
42x36 in. Mohawk Pillow Case	15c	72x90 Mohawk Seamless Sheets	55c
45x36 in. Mohawk Pillow Case	17c	81x90 inch Mohawk Seamless Sheets	60c
42x36 Mohawk Hemstitched Pillow Case	20c	81x90 in. Mohawk hemstitched sheets	70c

Grass Bleached White Goods

This brand of White Goods has through a course of many years proven to be superior in every desirable quality. We are showing it in India Linens, Persian Lawns, French Lawns, Mercerized Mulls, Linen Lawns, Sheer Linens, Dimities, Swisses. White Goods having white ground combined with some delicate shade, are to be in excellent taste.



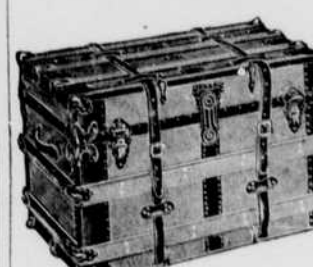
Spring Suits

Early in February we shall show new Wool Suits in the newest Fabrics and Styles.

Groceries

19 lbs. Granulated Sugar	\$1.00
10 lb. box Soda Crackers	65c
Can California Peaches	20c
Apricots and Pears	20c
Fruit Jams	10 and 20c
Cocktail Catsup, large	20c
10c Bottle Pickles	8c
Quart Jar Olives	25c
1 lb. Calumet Bk. Powder	18c
Gal. Maple Syrup	\$1.10
1-2 gal. Maple Syrup	60c
Quart Maple Syrup	35c
Dill Pickles, doz	10c
Large Bottle Club House Catsup	15c
Honey, per lb.	12c
Fairbank's Scouring Soap	5c
per cake	5c
Grape Nuts, pkg.	12c
Egg-O-See, per pkg.	7c
Can Succotash	10c
Can Spinach	10c
1 lb can Fall Salmon	10c
Box Herring	15c
15c size Condensed Milk	5c
Kk. Plug Chewing Tobacco	25c
Blue Grass Plug Tobacco	25c

Trunks and Valises



All Sizes and Shapes
Trunks of all kinds from \$2 to \$20
Suit Cases of all kinds from \$1.50 to \$12
Telescopes of all kinds \$50c to \$1.75
Traveling Bags, of all kinds from \$50c to \$9

Calicoes, Percaloes, Ginghams

200 Pieces, full standard, warranted perfect Calicoes, Blue, Red, Grey, Black... 5c
50 Pieces, Amoskeog Small Check Ginghams, best Apron Gingham made, worth 8c sale price... 6c
50 Pieces, A. F. C. Red Seal and Toile du Nord Dress Ginghams, all new and latest designs... 12 1/2c
20 Pieces Manchester Chambrays, the old reliable, last year 12 1/2c now... 10c
50 Pieces Manchester 36-inch Cambric, finest Percaloe made, last year 15 cents now... 12 1/2c
50 Pieces Percaloes, same grade, was 12 1/2 cents a year ago, now... 10c

Muslin Petticoats

Muslin Skirt, wide flounce, lace insertion, cluster tucks, good muslin, this sale 50c
Muslin Skirt, a better quality; wide flounce, two clusters of tucks... 60c
Cambric Skirt, with 20-inch flounce, having 3 clusters, half-inch hemstitched tucks. Strictly fine tailored skirt. Sale price... 89c
A fine Muslin Skirt, deer double ruffle, 5 hemstitched, tucks and wide embroidery flounce. Sale price... \$1.00



A most enticing range of Muslin Petticoats at \$1.25, \$1.50, \$1.75, \$2, \$2.50, \$3 and up to \$6.50

V. G. LYFORD

FALLS CITY, NEBRASKA

Tenth Annual

Housekeepers' Sale

From February 1 to 20



A MORE favorable condition in the market on domestic cottons enables us to present to our patrons considerably lower prices than a year ago. No pains have been spared to make this Sale more notable than any of its predecessors and we have no need to urge the importance of this opportunity to supply your needs for the season. Housekeepers of Falls City and vicinity have years ago learned that this Sale is by far the most important event of the year. We offer a larger variety and sell on a smaller margin than at any other period. We include no cotton fabric not well known and of high quality. You are invited to bring in this advertisement and call for the brands you find named therein.

Retrospective: 1908 much exceeded, in volume of sales, any previous year. We thank you for your favor and patronage. During 1909 there will be no lowering of our standard. No consideration will induce us to adopt any but worthy methods. Compare your purchases of last year and judge us. Our merchandise is bought at the lowest possible figure and sold upon a well defined system. You have tried us. We shall make our values more attractive than ever during 1909. (Remember the date—February 1 to 20, inclusive).

Muslin Underwear

The drudgery of stitch by stitch Underwear is one of the hard experiences for the housewife. Here is a saving of human energy and nerve force that the new way has brought to you.



Misses' and Children's Muslin Underwear

Child's Drawers, excellent material. Sizes 2 to 12. All sizes, this sale... 10c
Child's Drawers, sizes 0 to 8. Embroidery ruffle; better quality. All sizes, this sale... 25c
Child's Drawers, sizes 2 to 12. Dainty muslin ruffle, pin tucks, well made. Good muslin, all sizes... 15c
Child's Skirt, sizes 2, 3, 4, 5, good muslin, ruffle lace trimmed; all sizes... 25c



Muslin Corset Covers

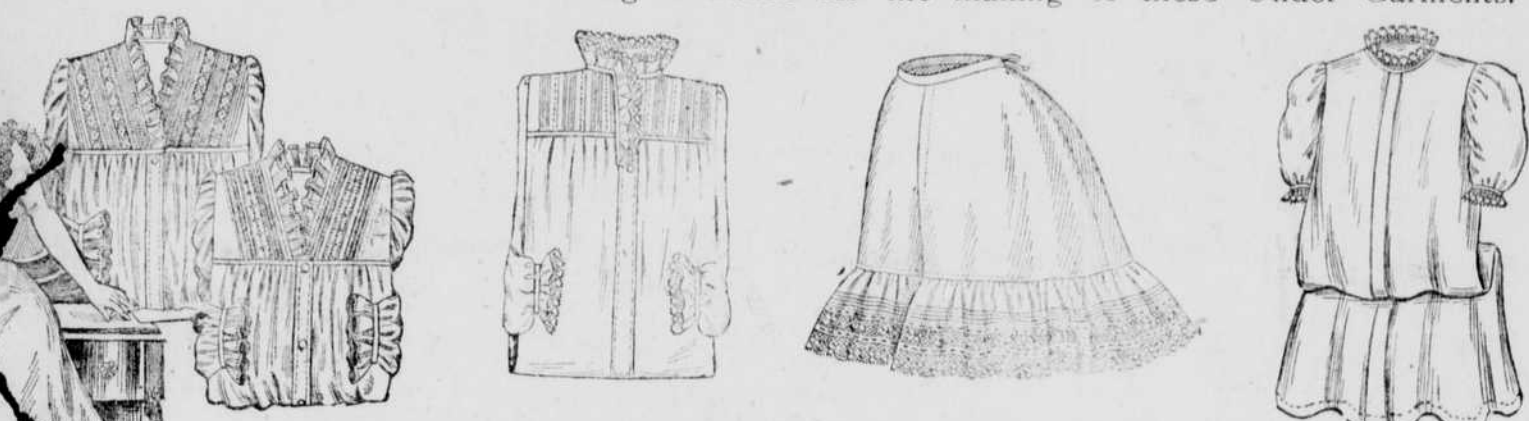
Cambric Muslin Corset Cover, four-inch Torchen insertion and edge... 25c
Fine Cambric Corset Cover, wide fine lace insertion and edge... 35c
Soft Finish Muslin Corset Cover, fine embroidery ruffle. A bargain... 29c
Nainsook, finest muslin, Corset Cover, embroidery insertion and edge... 39c
Fine Cambric Corset Cover, two rows embroidery heading, embroidery insertion and edge... 50c
Large assortment Corset Covers up to \$2.00.

The following list includes brands very familiar to you, at prices much below those of 1908. No lower prices are likely to prevail during the year. Indeed the best posted buyers anticipate some advance:

Union Jack, 36-inch, Nainsook finish, Cambric muslin, yard...	10c	Admiral, 36-inch, good, serviceable bleached muslin...	7c	Martha's Choice, 36-inch Unbleached medium weight, serviceable muslin per yard...	4 1/2c	Aurora 8-4 Bleached Sheet, ing, per yard...	20c	Dwight Anchor 9-4 Bleached Sheet, ing, per yard...	28c	Pepperell 46-in, Bleached Pillow Case, per yard...	14c
Berkley, 30, 36-inch, Nainsook finish, Cambric muslin, yard...	10c	Hope, 36-inch, bleached muslin, you know quality, yard...	7 3/4c	Marietta, 36-inch Unbleached heavy weight muslin, per yard...	5 1/2c	Aurora 9-4 Bleached Sheet, ing, per yard...	22c	Dwight Anchor Unbleached Sheet, ing, per yard...	26c	Pepperell 8-4 Unbleached Sheet, ing, per yard...	18c
Lonsdale, 36-inch, Nainsook finish, Cambric muslin, yard...	11c	Snow Cap, 36-inch, heavier thread Hope bleached muslin, yard...	8c	Aurora 10-4 Bleached Sheet, ing, per yard...	24c	Aurora 10-4 Unbleached Sheet, ing, per yard...	18c	Androscoggin 36-in. Bleached Pillow Ticking, per yard...	13c	Pepperell 9-4 Unbleached Sheet, ing, per yard...	20c
Chapman, 36-inch, heavy weight, half bleached muslin, yard...	8 1/2c	Lonsdale, 36-inch, standard bleached muslin, yard...	8 3/4c	Aurora 8-4 Unbleached Sheet, ing, per yard...	18c	Aurora 10-4 Unbleached Sheet, ing, per yard...	22c	Androscoggin 42-in. Bleached Pillow Ticking, per yard...	14c	Pepperell 11-10-4 Unbleached Sheet, ing, per yard...	22c
Capot, 36-inch, substantial, half bleached muslin, yard...	8 1/2c	Big Stick, 36 inch Unbleached heavy weight fine thread muslin...	6 1/2c	Aurora 10-4 Unbleached Sheet, ing, per yard...	22c	Lockwood 9-4 Bleached Sheet, ing, per yard...	26c	Pepperell 45-in. Unbleached Pillow Case, per yard...	13c	Pepperell 6-4 Bleached Sheet, ing, per yard...	16c
Snow Cap, 36-inch, better grade, half bleached muslin, yard...	9c	Pepperell R. 36-inch unbleached, well known high grade muslin...	7c	Berkley 2000 Long Cloth, per yard...	18c	Lockwood 9-4 Unbleached Sheet, ing, per yard...	24c	Pepperell 42-in. Unbleached Pillow Case, per yard...	12c	Pepperell 8-4 Bleached Sheet, ing, per yard...	20c
American Girl, 36-inch, fair quality bleached muslin, yard...	5 1/2c	Buck's Head, 36 inch very heavy standard unbleached muslin, yard...	8 1/2c	Berkley 4000 Long Cloth, per yard...	22c	Lockwood 9-4 Unbleached Sheet, ing, per yard...	24c	Pepperell 45-in. Unbleached Pillow Case, per yard...	13c	Pepperell 9-4 Bleached Sheet, ing, per yard...	22c
Crystal Spray, 36-inch, better quality bleached muslin, yard...	6 1/2c	First Call, 36 inch bleached, low grade muslin, yard...	5c	Table Oil Cloth, 30 pcs 45-in, Table Oil Cloth...	5c	Lockwood 9-4 Unbleached Sheet, ing, per yard...	24c	Pepperell 42-year Bleached Pillow Case, per yard...	13c	Pepperell 10-4 Bleached Sheet, ing, per yard...	24c

Muslin Underwear

nothing is added for the making of these Under Garments.



Misses' and Children's Muslin Underwear

Child's Skirt, 4, 5, 6, 7 years, hemstitched muslin ruffle. You could not hem it for the price. All sizes... 15c
Baby's Slip, One size only. Price this sale... 15c
Child's Gown, Sizes 1 to 4. A bargain at the price. We quote them for this sale... 25c
Child's Waist, 1 to 5 years, all sizes, this sale... 10c



Muslin Drawers

Fine soft finish Muslin Drawers, 6 hemstitched pin tucks, very cheap at... 25c
Cambric Muslin Drawers, 6 pin tucks, embroidered edge, in this 10th annual Housekeepers sale... 39c
Fine Nainsook Muslin Drawers, 7 pin tucks, wide embroidery, in this 10th annual Housekeepers sale... 50c
Above are in both closed and open. Many finer numbers of Drawers equally cheap \$2.00

New Corsets Are In

Models for Spring in Warner Bros. Rust Proof and W. B. Corsets are now in. Our large increase in Corset sales during 1908 we attribute to the great measure of merit possessed by above makes. The new styles make corsets of six months ago out of date. You do not need to pay \$5 to \$15 to canvassing agents for corsets no better than our \$2 to \$3 numbers. At \$1 and \$1.50 are the very latest shapes.

Great Sacrifice on Cloaks

Over one hundred Ladies' Cloaks, in Cloth, Plush, Imitation Fur and Fur, which we propose to close during the month of February. You can have just such a coat as you would choose in November at half the cost. **During this Sale all Cloth, Plush and Imitation Fur Coats will be sold at half their former price. All Fur Coats are offered at one-fourth off our early prices.** Among above coats are all colors, all sizes. Prices \$6.50 to \$40. You get any, except Furs, at half these figures.

Lining Satins

New 36-inch Fancy Satins for linings, \$1.25. Very attractive and durable.

Silks, Silks

At all times we show a wide range of Plain and Fancy Silks, new and attractive Waistings and Suitings are coming often

Blankets Cheap

Only 30 pairs Cotton Blankets on hand. To close out these entirely, we offer twenty per cent discount. That is:
\$1 Blankets... 80c
\$1.25 Blankets... \$1.00
\$1.50 Blankets... \$1.20
\$2.00 Blankets... \$1.60
\$2.50 Blankets... \$2.00
All Wool Blankets at the same discount

Room-Sized Rugs

We are showing the most complete stock of large Rugs to be found in this part of Nebraska. Quite a number have just come in, including odd sizes such as 10 ft. 6 in. by 12 ft. and 12 ft. and 9 ft. by 11 feet. We are prepared to supply any size rug you wish in all the sorts that are made.

New Mattings SPECIAL

Spring stock is now in. Prices from 20c to 35c. All our last season's patterns at much reduced prices. As a Special during this Sale we offer 10 High Grade Velvet, Smyrna, Axminster and Brussels Rugs, worth every one of them \$20, for the low price of \$25.

Fur Scarfs and Muffs 1/3 Off

Muffs in the new pillow and rug shapes, marked from \$2 to \$15, now go at \$1.35 to \$10. Fine Scarfs from \$1 to \$15, now go at 65c to \$10. Most of the winter is ahead of us. Furs will have their day yet before Spring.

Shirt Waists 25% Off

On all Winter Waists, also including Net and Silk Waists, a discount of 25 per cent will be given. Among these are most excellent designs in plain Tailored Lawns, Linens, Poplins and Silks. We have a positive promise from one of the best manufacturers in New York, that a large shipment will be made February 10th on our spring order, which will comprise the best country can produce for \$1.00 to \$3.00.

New Spring Suitings

are in. Their novelty is found mostly in the new and beautiful shades at 75c, \$1, \$1.25 and \$1.50. Are new Leather Brown, Wisteria, Purple, Stone Greens, Old Rose, all new and Spring like. We have on hand many short lengths, in high grade Suitings. These go during this sale at 25 to 50 per cent off the regular prices.

50 Dress Skirts at Half Price

To quickly reduce our stock of Dress Skirts, we have placed on a rack down stairs, 50 choice Skirts worth from \$5 to \$10, at half price. Alterations will be charged for on these skirts. 150 other Skirts in the newest models, beautifully finished and priced lower than you can make them for.

Children's Cloaks, One-Third Off

For \$1.75 to \$8 for children 6 to 14 years you get the choice of our stock. This is the time to buy for your children. The saving is so great that you cannot afford to pass this opportunity to save so largely on a household necessity.

Muslin Gowns

Cambric Gown, yoke of solid hemstitched tucks, hemstitched ruffle at neck and sleeves. Sale price... 65c
Soft Cambric Gown, yoke of embroidery and hemstitched tucks, dainty embroidery ruffles at neck and sleeves. Sale price... 89c
Heavy Muslin Gown, yoke of tucks and 6 rows embroidery insertion, high neck. Our sale price... \$1.00
Nainsook Gown, V neck, yoke of clusters of tucks, 2 wide and 4 narrow, embroidery insertion, embroidery ruffle at neck and sleeves... \$1.25
A magnificent showing of high-grade gowns at \$1.50, \$2.00, \$2.50, \$3.00 and up to \$5.00



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