



Our Opening Display of Spring Goods

Commences Saturday. Everything in our stock is bright, new and desirable. We solicit your patronage and offer a stock that is strictly first-class. If you want to see the new things you must come where they are. Our stock is displayed and arranged ready for your inspection, and we respectfully invite you to join us in our GRAND SPRING OPENING.

Kid Gloves

Greatly reduced prices. The celebrated Max Mayer Gloves of New York, at present meet all competition, Chicago, Kansas City or Omaha.
 \$1.00 quality 69c.
 \$1.25 quality 98c.
 \$1.75 quality \$1.25.

Specials

from our Notion Dept.
 Pearl Buttons, 1c per package. Not over 5 packages to a customer. A snap.
 HANDKERCHIEFS, Plain white, hemmed, One Cent Each. Not over five to a customer.
 65c SHEETS 50c.
 17c Pillow Slips 10c.
 Special Prices on Bed Spreads.

Hair Turbans

Turbanettes and Hair-light Crowns. The leading styles at 25c, 35c and 50c.

Pocket Books

The new ideas in pocket books. A specialty line from New York. Lower prices for this occasion.
 25c to \$5.00

Ruching and Cords

Combination of Ruching and Cords. All the new colors.
 9c a Ruch

Collars and Jabots

New Plain Linen Collars 15c
 Fancy Linen Collars 2 for 25c
 Fancy Jabots 25 & 50c.

Handkerchiefs

Very pretty Fancy Handkerchiefs. Values up to 50c.
 Now 19c.

New Belts

Elastic Belts, new buckles, all colors. Good values at 25c and 50c.

Wrappers 89c

Regular \$1.25 Wrappers, all colors and sizes, special 89c.

Petticoats

Wash Petticoats, Madras and Gingham 49c.

Gauze Underwear

Union Suits, Vests, Pants, also Children's Gauze Underwear.

Best Quality

Best quality Men's Work Shirts 45c.
 Heavy Rockford Hose, per pair 71c.
 Suit Cases 98c and up.

Tablets 5c Pencils free

10c Envelopes 5c pkg.

Bankers' Ink 4c Bottle. Pencils, rubber inserted 9c per doz.

Spring Waists

Celebrated Ruth Waists Silk or Linen

All the new novelties as well as the staple styles for the spring of 1910. They are better made waists. That's the Ruth Waists. They claim the best workmanship and more stitches to the inch than any other make of Waists on the market. Investigate for yourself. It's true.

White Waists, Spring Opening Sale price..... **49c up** Silk Waists, Spring Opening Sale, for..... **\$3.00 up**

The Right Price Dress Skirts

Extraordinary values. Skirts with the overskirt effect seems to be most popular. Styles and prices to please you. All colors.

All-Wool Skirts, for Sale..... **\$3.50 up** Black Voiles, Spring Opening Sale..... **\$7.50 up**

Silk Petticoats \$3.50 and Up

Special Display Petticoats—Gloriana Taffeta Petticoats, Spring Opening Sale..... **98c up**

New Form Fitte, Adjustable Waist, Wash Petticoats, for Spring Opening Sale..... **49c up**

Spring Opening Suits

The styles are settled. And we are pleased to offer the new models for this spring. The suits are simple, yet very effective. The 32-inch Coat, with the long roll collar, seems to take the lead. The skirts are of the pleated effect. Our prices represent a saving in every instance.

\$12.50 to \$25.00

Stroller Capes \$6.50 and Up

Light weight spring styles in all the leading colors. Extra wide sweep.

Silk Rubberized Coats and Capes

The wrap that is most serviceable as well as very stylish. Moderately priced for this occasion.

Children's Wash Dresses

Ginghams, Repps, Percales and Linens. Clever new styles and pleasing patterns. Think of the convenience of buying these dresses already to put on and wear and prices scarcely more than the cost of the material.

Ages 1 to 6, 25 cents and up. Ages 7 to 14, 75 cents and up.

SPECIAL VALUES IN CHILDREN'S CAPES AND COATS

Muslin Underwear

Our display of Underwear is unsurpassed, not in quantity but in quality. The fit, finish and fabric of our ARESKO Garments cannot be duplicated elsewhere. Made under the most sanitary conditions, producing a snowy white, perfectly clean garment. The fullness of the garment and the sewing add greatly to the superior merits of ARESKO Underwear. Just one trial or even a look at the garments will convince you.

Corset Covers, shaped perfectly, for this sale only 19c to..... **98c**

Muslin Drawers, exceptionally large, this sale, 25c to..... **98c**

Muslin Gowns, cut full size, for this sale 45c to..... **\$1.50**

Underskirts, generous fullness, priced for this sale at 45c to..... **\$3.50**

SPLENDID SHOWING of Combination Garments, Princess Slips, Chemise, Brassieres and Slip-Overs.

SPECIALLY PRICED FOR THIS OCCASION—Muslin Underwear for the children.

GOWNS, WAISTS, SKIRTS AND DRAWERS Special Display.

Special Display Falls City (Maid) made Emb. Corset Covers.

Corsets Fashionable Figures

derive their beauty of contour—their gracefully flowing lines, their dignity of bearing—from the CORSET. The natural figure can, in most cases, be vastly improved by the use of a good, snug-fitting corset. The gown will always hang better, look better, feel better.

The basis of the remarkable success of G-D Justrite Corset lies in the design. It was conceived upon humane principles—that is, the beauty of form is only desirable in so far as it does not interfere with or impair the general health.

The G-D Justrite enables the wearer to breathe right, act right and feel right, and at the same time imparts to the figure a dignity, grace and bearing unequalled by any other corset.

A woman who buys a G-D Justrite once will never wear any other kind. That is why we handle this line exclusively. Once tried always used.

G-D Justrite Corsets

POPULAR PRICES

Corset Clasps, 5c and 10c. Century Corset Shields, 25c. Corset Laces, 6 for 5c.

Gents' Furnishings

This department is proving more popular every day. Men and young men are recognizing this department as the right place to buy. Our values are better. Men no longer shun Ready-to-wear Store Furnishings, for they know they can get correct styles at close prices. We invite the attention of our customers to an especially fine display. Prices right.

Men's Hose 5 Cents

Black and tan, considered good values at 10c. during our Spring Opening Sale, per pair..... **5c**

Extra good values 25c Extra good values 25c
 at 3 pair for..... at 2 pair for.....

Florenza Gauze Lisle, very finest mercerized, all colors, per pair..... **25c**

NECKTIES for 25c 50c WORK SHIRTS at 45c and..... **85c**

SUSPENDERS for 50c KID GLOVES, high grade Paragon..... **98c**

DRESS SHIRTS at 50c and..... **\$1.00** KID GLOVES, Herald Square **\$1.50**

5-Ply Collars, 2 for 25c. Wear 25 per cent better—hold their shape longer. Only 5-ply collar sold two for 25c.

SUIT CASES 98c AND UP

Ready to Use The Line that Delights the Housekeeper.

Ready to use means a saving of time, labor and money. No chance for an argument—it's all in our favor.

Bleached Sheets

65 cent Pioneer Sheets, full size, marked down for the Grand Spring Opening Sale to..... **55c**

90c Salem Bleached Sheets—without seam—for the Grand Spring Opening Sale..... **78c**

Pillow Slips

17c Pioneer Pillow Slips, 42x36, special..... **12½c**

25c Salem Pillow Slips 42x special..... **19c**

Napkins All Ready to Use

Union Linen Napkins, Grand Spring Opening Sale, each..... **10c**

German Mercerized Napkins, each..... **12½c**

Hosiery of Merit Knit to Fit and Fit to Wear.

Women's and Children's Better Values at Any Given Price

Children's Hose, all sizes, double knee, fast black, for this sale we quote, per pair..... **10c**

Children's Hose, fast black, fine Merit Rib, splendid value, for this sale, per pair..... **15c**

Yankee Boy Hosiery—Wear Better—double thread, Spring Opening price, per pair..... **15c**

Infants' Hose, Cotton and Wool.

Special lot of Women's Hose, Black or Tan, Spring Opening price, per pair..... **15c**

Positively the greatest showing of Hosiery of values at **12½ and 15c** per pair.....

Silk Lisle, French Lisle, and American Lady Flat Weave, the best Hose at per pair..... **25c**

FALLS CITY, NEB. **FRED H. SCHOCK** FALLS CITY, NEB.