

HOLIDAY AND CLEARING SALE

Two Weeks of Real Bargain Giving by V. G. Lyford's

OUR store is full of high grade merchandise---too full for this time in the season. The extremely warm weather in October and early November cut the sale of heavy winter goods and we wish now to close out the surplus. Until Christmas we will make reductions that will be very interesting to all who have not bought their cold weather clothing. The offerings we now make are our regular lines of reliable, useful, medium priced wear such as you always buy. The prices are for this sale strictly and are not good beyond Christmas.

Christmas Greetings: 1910 has been not only a successful but a satisfactory year. It has brought multiplied evidences of your confidence and good will. It has most thoroughly confirmed our claim that it is not cheap goods you wish but good goods at right prices. We thank you for your patronage. We wish you most sincerely "A Merry Christmas."

Ladies Suits Half Price

All our Ladies' Wool Suits, except stouts, are now offered to close at One-Half Price. Among these are fifteen suits in the newest cuts and cloths, several of them of Wooltex make, blacks, navys, browns, greens, fancies, all sizes up to 44.

All stouts including Suits from 39 to 49 a discount of twenty-five per cent will be given.

Winter Coats at only a fraction of cost

48 Childrens Coats—reds, browns, greens, tans, mixtures, worth up to \$7.00, sizes 6 to 14 years. These are all long coats and attractive styles. We wish to close them out, choice..... **\$2.00**

13 Infants' Coats, 1 to 3 years, worth up to \$2; to close out..... **50c**

Only a few of these coats, come early if you can use one.

19 Ladies' and Misses' Coats, sizes up to 38, browns, reds, greens, navys, fancies, worth up to \$12; your choice..... **\$3.00**

63 Colored and Fancy Coats, representing the latest of this season's styles, worth up to \$30. These include all left of this season's novelties in colors and mixtures. One-third off from regular prices.

54 Black Coats, 48 new this season, prices \$5.00 to \$30.00. One-fifth off. Among these are all sizes from 14 years to 46. Most of them are of the famous Wooltex make.

10 Fur Coats, 24 to 50 inch lengths, 34 to 40 sizes, worth \$25.00 to \$75.00. These coats should have been sold a month ago. It was too warm. They go during this sale at One-Fourth Off.

10 Short Plush and Caracul Coats, formerly sold up to \$25, mostly small sizes, now your choice for..... **\$3.00**

9 Long Plush and Caracul coats, sizes up to 42, worth up to \$25. A very desirable grade at 12.50. Now 20 per cent off.

37 Childrens' coats, newest styles, best colors and stylishly trimmed, worth 6.00 to 10.00; all sizes from 6 to 14, now 25 per cent off.

Silk & Wool Dresses 20% Off

34 Silk and Wool Dresset, all sizes up to 42, very attractive and strictly the latest in cut and decoration, priced at from 10.00 to 22.50; navy, green, brown, black, tan, grey. Among these are five Silk Black Grenadine over draped that have been in but a few days, having been delayed in arrival. On all of these costumes a discount of 20 per cent will be given.

Wool Skirts 10% Off

A very late delivery has left us with more Skirts on hand than we wish to carry over. You know how satisfactory have been our fits, cloths, and styles. No offering ever made by us has had more merit than this.

Shawls Long & Square Wool & Beaver 10% Off

A complete assortment, all prices from 60c to 8.00. During the days before Christmas we will 10 per cent off.

Blankets 10% Off

Our overstock consists of the better grades. Never have we offered as splendid values at 1.75 to 3.00 in cotton, and up to 7.00 in Wool. Right at the opening of the real winter weather, you make supply yourself with high class bedding at a distinct saving. Beautiful robes, so well adapted to bath robes, marked 1.75 to 3.00. Infants' crib blankets—all go in at the discount.

Wool Batts, \$1.35 value, \$1.10

Wool Batts in one large sheet just the size of a comforter. They are much lighter in weight and warmer than cotton. You will be glad you bought them.

Underwear Underpriced

12 dozen Men's Heavy Wool Fleece Shirts and Drawers, our regular 50c quality, sale price..... **39c**
6 dozen Misses' Cream Heavy Union Suits, regular 50c. Sale price..... **35c**

Odd Ladies' and Childrens' Vests and Pants at less than half price.

Remnant lots Ladies' Union Suits, formerly sold up to \$2.00, mostly small sizes, closing out prices **35c** and **50c**.

35 dozen Misses' Heavy Fleece Vests and Pants, all sizes, regular prices up to 40c, now all sizes at..... **25c**

Lace Curtains at a Discount

Before Inventory in January we wish to reduce this stock. The stock is quite complete from 75c to 12.50. Ten per cent will be allowed until Christmas.

Dress Goods Remnants

On our remnant table we have the largest and most attractive lot of Wool Goods Remnants we have ever put out. We are trying to clean up every short length in the store. You will find lengths suitable for any Garment.

Knit Headwear—Long and Square Shawls in large variety, 25c to \$1.50. All these are now offered at 25 per cent off.

Handkerchiefs and Linens

These Linens have been specialties with us. Our lines are full and rich in splendid values. Drawn and Lace Trimmed Linens in all the wanted sizes and styles. Fine Handmade Embroidered and Lace Handkerchiefs up to \$2.00. Initials at 5c, 10c, 15c, 25c.

Men's and Women's Silk Hose

Silk Hosiery promises to be a very popular gift this year. We have provided a much wider variety than last season. Ladies' Silk Hose at 50c, \$1.00, \$1.25, \$1.50, \$1.75, \$2.00, \$2.25, \$2.50. Men's Hose at 50c and \$1.00. Blacks and colors.

Two extra fine "Onyx" Ladies' Hose in handsome boxes, three pairs in a box at \$1.25 and \$1.50.

What Do We Have for Santa Claus?

Some Toys, some Fancy Articles, and thousands of useful, every day articles which your friends are always glad to receive. What are more acceptable than Furs, Coats, Suits, Skirts, Waists, Dress Goods, Silks, Hosiery, Gloves, Handkerchiefs, Blankets, Rugs, Curtains?

Candies, Nuts, Trees, Fruits

While not going into high priced Candies, we have the best low priced makes made in America. Churches and Sunday Schools will find us able to make them very low figures.

Christmas Shopping Early

True there are over two weeks before Christmas but shopping done now is to your advantage. Now you get first choice, in two weeks you get what is left. No matter what article you wish the selection is better now than it will be later. Now there is no great rush, later you find difficulty in getting waited on satisfactorily.

V. G. LYFORD

FALLS CITY, NEB.