Childrens Coats at Less Than Half Price.

40 children's coats all sizes from 6 to 14, worth up to $7.50 at $2. Navy, red, brown, green, mixtures. These are serviceable and in view of the small change in style of children's coats from season to season, must interest parents needing coats.

Silk Petticoats at $2.98, in Colors and Black.

This special lot will be sold at the above low price until all gone. The shades included are all staple, Navy, Grey, Brown, Changeables.

Outing Gowns at One-fourth Off

Men's, Women's and Misses Outing Gowns, during this Sale at twenty-five per cent off. We wish the room they take. There is a complete assortment. Buy now for next fall.

Spring Silks Now In.

Foulards occupy a pe-eminent place in silks for spring. We are pleased to announce that we have a wide selection in this excellent wearing fabric, including navy, black, brown, gray, Copenhagen, rose and green at 50c and 75c and $1.00 in 24 inch widths. Also in 45 inch widths at higher prices but in exclusive designs.

250 Ladies Wool Skirts.

We are very anxious to reduce this line before our new styles come in. To accomplish this we offer a discount of 10 per cent and will make all alterations free. Among these are Voiles in most beautiful styles which are to be a leading vogue the coming spring

Room Rugs, All Kinds, Right Prices, Ten per ct Disc't.

Without doubt we have the most complete stock in southeastern Nebraska. Carrying as we do all the outside and odd sizes we are able to fit your room, when merchants carrying but two or three sizes cannot. Over 100 Room Size Rugs are now on our floor. We guarantee the prices to be as low as the lowest and lower than most stores make. During this Sale we have made it a custom to make a special discount of Ten Per Cent. This discount will not be repeated again this season. This means a saving of $2 on a $20 Rug, of $4 on a $40 Rug. Is it worth your while.

Linoleum at Old Prices.

You are well aware that there has been nearly a 100 per cent advance on Linseed Oil, one of the principal ingredients in Linoleum. We are paying a very considerable advance and must get more but to make a special for this sale we have decided to let you have a chance to buy at old prices 16-4 Linoleum 65c, 16-4 Inlaid Linoleum $1.25, 8-4 Linoleum Printed 55c, Inlaid 90c.

All Coloured and Fancy Ladies Coats at One-half Price

One Half Off means much to you in the price of a coat. If you need a coat now or will need one the coming fall, you can here make a great saving. All sizes, all colors, all mixtures. Prices from $5 to $30. Some of our best Wooltex styles are included.

All Black Goods at 1-4 Off.

An unusually complete range of sizes and styles remains. The styles are so staple and suitable for long wear, that you can feel assured that any of these coats will be in perfect good form next year. Sizes up to 46. A good black Coat will cost you now from $3.75 to $15.00.

Lace Curtains at ten per cent off.

To reduce our stock during this Sale we offer a discount of Ten per cent from regular prices. At from 50 cents to $12.50 in White, Ecru, Champaigne, in Nottingham Irish Point, Scrim, Muslin, Novelty, Cable Net is a variety that meets every call.

Flannellettce Wrappers at 89c and $1.10.

Our entire stock of Flannelette Wrappers are put in two lots to close at 89c and $1.10.

Worth up to $1.50.

INGRAIN CARPETS.

Ten Per Cent Off.

Ten Per Cent Discount from our regular prices on Ingrain Carpets. This will include all our All Wool, Cotton Chain, Union, Granintc.

Children's Muslin Underwear.

This line needs no description. You have been buying it for several years. Drawers in all sizes at 10 cents and up to 50. Waists Skirts, Gowns, at correspondingly low prices. Do not take the time to make these garments. Our prices are positively but little if any above the cost of the materials.

Muslin Skirts, Unusual Bargains for this Sale.

10 dozen excellent quality muslin, embroidery trimmed, Skirts, worth up to $1.50, at 89 cents. These will interest every lady who has needs of this kind for the coming season The price represents not over half the cost to you of the materials. Other styles at from 50 cents to $5.00.

Muslin Drawers - Plain and Trimmed

Our special for this sale is a plain, hemstitched and tucked ruffle Muslin Drawer, in open and closed, regular and extra sizes at 25c. We wish you to compare this garment with any you can find elsewhere at the same price. A complete showing at from 25c to $2.

Children's Dresses,—1-4 Off.

As a special inducement to you to buy during this sale we make a discount of 25 per cent on all Children's Dresses-Wool and Cotton.

Embroidery Remnants.

Bargain prices are made on short lengths and odd pieces to close. There is a distinct saving on these. The prices are but little over half the usual.

BEGINS SATURDAY JANUARY 28

TWELFTH ANNUAL Housekeeper's SALE

Again we present our Housekeeper's Sale with its buying opportunities which come but once a year. The values we offer are better than last year. Some of the important and popular items in muslins and sheetings are cheaper than a year ago. We have improved our variety and have received a much fuller shipment of our Wash Fabrics than usual. The Ladies of Falls City have long ago come to recognize this sale as of prime importance in their household economy and wait for it as an event that not only saves money but also is more than usually satisfactory in the assortment it furnishes. For months we have had This Sale in mind and assure you that we are better able to well serve you than ever before. The events of the past year certainly have served to confirm your confidence in our business methods and our merchandise. For your splendid patronage of 1910 we thank you. No effort will be spared in 1911 to more fully merit your business and friendship.

Notable Bargains During This Sale

We are desirous of closing out all odds and ends, and all lines of Winter Goods and Garments. You will do well to take note of the deep cuts we are offering in all these lines.

Any Wool Suit at Half Price.

45 Wool Suits, including Wooltex and other high grade makes and some as stylish suits as we have shown this season, Browns, Greens, Blacks, Tans, Reds, Navies in all sizes up to 49 at just half our early prices. The styles are so staple that these suits may be worn for several seasons. Please note that you get a $25 suit for $12.50, a $20 suit for $10. There is no string to this offer. Some merchants offer suits at the same price. In such case you must be the judge of which is the best for the money. We offer our whole stock at a regular discount.

Ginghams, Tissues, Chambreys

Imperial Chambreys - all shades 16 cents.

Manchester Chambreys - all shades 10 cents.

Egyptian Tissues, 50 patterns, no better cloth made for the money, 25 cents.

Toile du Nord Ginghams - splendid new designs 15 cents.

A.F.C. M.F.C. Red Seal Ginghams - great line patterns 12 1-2 cents.

25 Pieces Staple Check Ginghams - good cloth and fast colors, worth 8 cents, sale price 5 cents.

Shawls at 20 per cent Off.

Asusual we include these necessaries in this sale. This is the only opportunity of the year to buy a shawl at such a discount. The offering includes squares, longs, shoulders, and beavers, at from 50c to $8.50.

Muslin Underwear

This is one of our pet stocks and has had our careful attention in its selection. Having special facilities in buying we are able to give you unusual values in every kind of garment. We are putting out during this sale some odd lots at material reductions to close.

Thin Colored Wash Goods.

Most of our spring and summer goods of these lines are now in. Tissues, ginghams, voiles, lawns, batistes, crepes, half silk fancies, all are shown in bewildering variety.

Pillow Cases.

L. F. N. 42x36, Pillow cases, at	12½c
Sanitary 45x36 Pillow cases	12½c
Mohawk, 42x36, Pillow cases	15c
Mohawk, 45x36, Pillow cases	17c
Mohawk, 50x36, Pillow cases	19c
Mohawk, 42x36, Hemstitched	22c
Mohawk, 45x36, Hemstitched	24c

Sheets.

Iron Clad, 81x90, sheets	65c
Mohawk, 81x90, sheets	70c
Mohawk, 90x90, sheets	75c
Mohawk, 81x90 Hemstitched	85c
Mohawk, 90x90, Hemstitched	90c

Naimsooks, Long Cloths, Cambric	
Royal Long Cloths at	10 .12½ .15 .18 .20 .25c
Cameo 680 Cambric at	9c
Cameo 800 Cambric at	10c
Berkley 60 Nainsook at	11c
Lonsdale Nainsook at	12½c
Wamsutta Nainsook at	13c
Finer Nainsooks up to	40c

Bleached Muslins.

Eclipse, light weight at	6c
Canoe, medium weight at	6½c
Crystal Spray, better grade	7c
Admiral, Soft finish	7½c
Snow Cap, heavy good	8c
Hope Standard, well known	8c
Lonsdale, Extra Standard	8½c
Wamsutta, very heavy, at	14c

Unbleached Muslin.

Hazelton-fair weight	5½c
Bangor L. L. Standard	6½c
Big Stick, heavy weight	7c
Salisbury R, fine Good weight	7½c
Pepperell R, well known	8c
Indian Head, very heavy	9c

Sheetings.

Nodland 9-4, Unbleached	20c
Nodland, 10-4, Unbleached	22c
Nodland, 9-4, Bleached	22c
Nodland, 10-4, Bleached	34c
Pepperell 6-4, Bleached	21c
Pepperell, 8-4, Bleached	23c
Pepperell, 9-4, Bleached	25c
Pepperell, 10-4, Bleached	27c
Pepperell, 8-4, Unbleached	22c
Pepperell, 9-4, Unbleached	23c
Pepperell, 10-4, Unbleached	25c
Pepperell, 9-4 half bleached	25c
Androscoggin, 9-4, Unbleached	25c
Androscoggin-10-4 Unbleached	27c
Androscoggin, 9-4 Bleached	27c
Androscoggin-10-4 Bleached	29c
DwightAnchor-9-4 Bleached	30c
Androscoggin, 42 inch Bleached	18c
Androscoggin, 45 inch Bleached	19c

Pillow Casing and Tubings.

Pepperell 42 inch, Unbleached	13c
Pepperell, 45 inch, Unbleached	14c
Androscoggin 36 inch Bleached	17c
Androscoggin, 42 inch Bleached	18c
Androscoggin, 45 inch Bleached	19c

V. G. LYFORD

Falls City, - - - Nebraska

ENDS SATURDAY FEBRUARY 18

Muslin Combination.

The use of these garments is rapidly increasing. We include an improved and enlarged stock in both drawer and corset cover and skirt and corset cover combinations at 75c to $2.00.

Muslin Gowns.

Ladies will find all the cuts represented in good variety at from 50c to $5. Slip gowns at 75c, $1, $1.25 and $1.50 are special values. Large women will find some suitable styles in extra sizes. Muslins, Cambrics, Nainsooks in Lace and Embroidery trimmed are all shown.

Furs at One-third Off.

Everything in stock is now offered at one-third off, this includes Coats, Shawls, Scarfs, Muffs. The assortments of Shawls is excellent including many kinds of furs at many prices.

Wool and Silk Dresses at 1-3 Off.

23 dresses, nearly all new this season, and well adapted to the coming spring season's wear regular prices up to $22.50 now go to close at One-third off. Sizes up to 40.

Flannelettes at 7 Cents.

All our Flannelettes worth up to 12 1-2 cents, go during this sale at 7 cents. What better fabric for Comforters. Almost as cheap as calico.

Muslin Goods.

Ladies will find all the cuts represented in good variety at from 50c to $5. Slip gowns at 75c, $1, $1.25 and $1.50 are special values. Large women will find some suitable styles in extra sizes. Muslins, Cambrics, Nainsooks in Lace and Embroidery trimmed are all shown.

Laces Are A Specialty With Us.

Our inventory, just taken reveals that we have in stock over $1200 worth of laces and only part of our spring purchases are in. This will reveal to some the extent to which we go to make our assortment complete. At this time we call your attention to the well wearing heavy linen laces at 5c to 15c, so suitable for muslin ware. These having much superior wearing features. Also to American made laces of finer quality which are attracting much use by their excellent adaption to muslin wear.

Wash Goods Department; Calicoes, Percales, Galateas.

Only the best makes of Calicoes are offered, all colors at 6 cents. Percales—36 inches wide—no better fabrics of this kind are made a very large assortment just in only 21 1-2 and 15 cents Galateas were introduced to our trade last spring. They have come to be a regular item and we offer a larger assortment of patterns than last season. The price remains the same, which is two cents less than most merchants get, only 16 cents.

Wool Dress Fabrics.

So pronounced is our leadership in the department that we know you will be glad to inspect the new fabrics which are now on display. The weaves are new and the shades especially adapted to the modes for spring. As usual the values both in width and weight are in our favor. Tans, greys, blues and mixtures are the favorite colors. Prices range from 50c to $2.00.

Embroideries Very Fashionable in 1911.

All centers of fashion agree that this is to be White season in a much larger measure than last summer. For decorating purposes Embroideries are to be supreme. We have anticipated the unusual demand and have now in a most gorgeous showing. This includes Flouncings, up to 45 inch widths, Galloons, Insertions, Edgings, etc. in wide variety.

We are also showing more than ever the cheaper muslin embroideries in narrow and wide, always in demand for Muslin Wear. Some remarkable values at from 5c to 15c.

YOU CAN'T AFFORD TO MISS THIS BIG SALE

Warner's Rust Proof and W. B. Corsets.

Warner's Rust Proof and W. B. Corsets have no equal. We recommend them to you as possessing all the best features that can be put into Corsets. We show new models each season so you may rest assured that we can fit you in garments adapted to the prevailing styles of dress.

Corset Covers and Corset Cover Materials.

At any price from 15c to $2, is satisfying and full of excellent choice. Good fitters, well wearing, daintily trimmed. Our showing of Corset Cover Embroideries is extensive, ranging from 29c to $1.50 per yard.

V. G. LYFORD

Falls City, - - - Nebraska