

NINTH ANNIVERSARY SALE

APRIL 4th to APRIL 18th, 1908

In celebration of our Ninth Anniversary in Falls City trade we shall, during above days make some very special prices in every department. We have reason for making a thank offering to our patrons from every town and every farm within many miles of Falls City, and wish now to acknowledge our obligation, not only for their trade, but for their good will. There will be many Specials not quoted in this ad during these days.

Embroideries

We are safe in saying that we are showing the largest and most attractive assortment of medium and high priced Swiss and Nainsook Embroideries ever shown in Falls City. The display is especially rich in narrow and medium widths, Edgings, Insertions and Flouncings with bands to match. The newest effects are shown in matched sets and no French Lawn or Organdy is so sheer and delicate that it cannot be suitably matched.



Embroidery Remnants
All sorts and widths in lengths from 1 to 6 yards at a very great saving from regular prices.

Childrens' Headwear

Babies and Little Girls' Bonnets and Hats of Embroidery, made so they can be as easily laundered as any garment, in a bunching variety. Womens' and Misses' Sun Bonnets, a new and better make than heretofore carried, all colors, 25c to 50c.

Childrens' Straw Hats—in new shapes neatly trimmed, 25c to \$1.75.

Tan Hosiery

Cotton, Mercerized, Lisle in Plain and Lace, in the best shades, Womens' and Childrens'

15c, 25c, 35c, 40c, 50c, 75c and \$1.00



BLACK CAT BRAND
Chicago Rockford Hosiery Co.
KENOSHA, WIS.

250 Yards Fancy Silks at 50c

To close out all short ends, ranging from 4 to 20 yards in lengths, and worth 65c to \$1, we put them all in one lot at 50c. These are all suitable for waists, skirts, suits, childrens' wear, etc. Among them are Stripes, Checks, Plaids, Dots, in the popular combinations.

Shirt Waists

Our Shirt Waists have been delayed, but we are now showing at 89c, \$1.00, \$1.50 and up to \$10.00 a full variety. Our styles come direct from New York City, where modes for the United States originate. As to value in material, distinctive fit, we will be pleased to have our waists directly compared with other lines.

10% Discount Ladies Suits 10%

23 Suits, every one a hummer, Blacks, Blues, Browns, Fancies, 32 to 40 sizes, \$12.00 to \$25.00 all during this sale at 10 per cent discount. Take notice that the number is small and first comers will get best choice.

Silk Suitings!

"Shah" Silk—a 27 inch, rough weave at \$1.00, in Champagne, Golden Brown, Copenhagen, Reseda.

Foulard Silk—23 and 27 inch widths in Dots and Fancies, Navy, Royal, Champagne, Reseda, Rose, Brown, Tan, at 60c and \$1.00.

Fancy Stripe and Dot—19 inch Silk in Tan, Brown, Copenhagen, Champagne, Navy at \$1.00.

Fancy Hair Line, Two Tone Satin Finish—19 inch Silk \$1.15, in Tan, Brown, Navy, Purple, Reseda, a rare and rich fabric, especially suitable for special occasion wear.

Plain Taffeta, Peau de Soie, Habuti—in all shades and widths at 50c to \$2 per yard.

Silk Suitings!

Muslin Underwear

So exceedingly wide the range of attractive designs, that your preferences can be exactly gratified. Buying Childrens' wear, Womens' drawers, gowns, skirts, corset covers, each line, of Specialists we secure a measure of value and style, not possible to obtain where the entire stock comes from a single manufacturer, one or two garments of each kind might be singled out and great value claimed for these. You will find that not alone have our gowns, at 50c, \$1.00 and \$1.50, exceptional value, but that the gowns at 65c, 75c, 85c, \$1, 1.25, 1.50, \$2, 2.25, 2.50, \$3, 3.50, \$4, 4.50 and \$5 are every one remarkable for novelty, beauty and value. The same is true of Skirts, Drawers, Corset-covers, Chemises.



Silk, Voile, Panama, Serge Skirts

After many seasons of highly successful selling of Womens' wear, with more confidence than ever before we invite shoppers to visit our up-stairs section and inspect our Dress Skirts. Starting the prices at \$2, there is not a purse that cannot be suited up to \$20. The creations in Silk, Voile and Panama, costing from \$8.50 to \$20, have made a sensation among those who have seen them. While making no claim to be offering these garments at cost, we assert that all features taken into account, we are fully 20 per cent below the going prices. Upon all Skirts costing \$5 or more we make all alterations FREE.

Linen Suitings

White and Colored Linens are having an unprecedented sale. Possessing rare wash and wear qualities, they are doubly desirable for comfortable summer dresses, skirts and waists. We are showing White, Champagne, Brown, Golden Brown, Navy, Copenhagen, Light Blue, Reseda, Nile and Pink at 35c, 40c and 45c and Embroidered and Check effects at 50c.

Dress Doods Specials

7 pieces Hairline, Checks and Plaids 38 to 42 inches wide, reduced from 50c to 33c.

9 pieces Broken Checks, Stripes, Plaids and Two Tones, fine attractive novelties, reduced from \$1 and \$1.25

Sale Price 59c

80 -- Room Rugs in Stock -- 80

80 Room Size Rugs are now in our Carpet Section, all sizes, from 6 by 9 feet to 12 by 15 feet.—Prices from \$6 to \$50. In 9 by 12 feet, the most popular size, you will find rugs in Ingrains, Brussels, Velvet, Axminster, Smyrna, Wilton, at any price you wish from \$6 to \$40. Small size rugs to match our large sizes.

25 Smyrna Rugs 30x60 inches for this sale at... 98c

This rug is worth \$1.50 and is in a wide variety of colorings and designs

White Goods

Dimities in stripes, checks, plaids, 10c to 30c
Swisses, domestic and imported, dots, plaids, fancies, 15c to \$1.00
Mercerized Fancies, 20c to 50c
Madras, 15c, 20c, 25c and 30c
Poplins, 25c, 35c, 40c
Persian Lawns, 20c to 50c
French Lawn, 35c to 75c
India Linens, 8c to 35c
Batistes, 20c and 25c

Household Necessities BARGAIN PRICES

36-inch Bleached Muslin, goods as we sold 90 days ago at 10c. Sale Price 7c
Apron Check Gingham, former price 8c. Sale price 6 1-2c
Best Standard Calicoes, cheap at 7c. Sale price 6c
Good size and weight Bleached Bath Towel, regular 15c quality. Sale price 10c
Heavy weight, fast black, Woman's Hose, full 15c value. Sale pr. 10c



New Portieres

An entirely new and novel assortment of Tapestry Portieres and Couch Covers have just arrived. Your floor coverings and wall hangings can be exactly suited.

Mattings

All our Mattings will go into this sale at 10 per cent discount. There are 25 rolls of fresh stock in delightful designs, including Japan and China Mattings at 20c, 22 1-2c, 25c, 30c and 35c

Ingrain Carpets

All Wool, Cotton Chain, Wool Filled, Cotton and Wool, Cotton and Hemp Ingrains from 20c to \$1.00 per yard. We handle nothing in this department that is shoddy or unreliable. All carpets made ready for the floor if desired.

Grocery Specials

Full Cream, Oct. Wis. Cheese per lb. 15c
Full Standard 8lb Tomatoes, per can 9c
Large, bright, Cal. Dried Peaches, lb 12 1/2c
Kansas Salt, per barrel \$1.20
Korn Kinks, per package 3c
Soda Crackers, 22 to 24 lb boxes \$1.25

This month's Butterick Patterns
10c and 15c—none higher.

V. G. LYFORD

Falls City,
Nebraska

SHUBERT

Grandma Evans is now on the sick list.

E. C. Riggs was a St. Joe visitor last Wednesday.

Miss Edith Hill was quite sick the first of last week.

Miss Maggie Lewis is now quite sick at her home here.

E. E. Bolejack of Barada was on our streets the first of last week.

Miss Ethel King was the guest of friends at Stella, Sunday.

Mrs. F. M. Oathout was shopping in Falls City one day last week.

J. P. King was a business visitor at Lincoln a few days last week.

Chas. Gaston is now living in the Bright property on Elm street.

Dr. Shook spent one day quite recently with his parents at Auburn.

Mr. Vanlandingham came down from Bracken, Saturday, where he has employment.

H. W. Landolt of Falls City, was in shaking hands with old friends last Wednesday.

Mr. and Mrs. J. C. Shulenberg drove

to Stella, Friday to consult Dr. James of that place.

Mrs. Fred Boatman spent the greater part of last week with her aunt, Mrs. Arnold of Barada.

Mrs. C. A. Burchdassel of Seward, Neb., is now the guest of her friend, Mrs. Chas. Bacon.

Dr. Randall, formerly of this place but now of Julesburg, Colorado, was in our city Thursday.

J. P. King and wife are now entertaining their daughter, Mrs. Prof. Carr and little son of Omaha.

Mrs. Elmer King returned home from a two weeks' stay with relatives in Iowa last Thursday.

Jake Birdsley and wife, Chas. Shulenberg and wife, were in town Saturday evening visiting relatives.

Mrs. R. A. Downs and children left for their new home at Cedar Edge, Colo., the latter part of last week.

J. M. Evans and wife were pleasantly entertained at Stella last Sunday by the former's sister, Mrs. McDowell.

Dr. Spickler and wife of Barada came over in their brand new automobile last

Tuesday to spend the day with relatives.

F. N. Kinton is now employed at the farm of Lee Shubert at Bracken, where they are making some fine improvements.

Mrs. Lewis Shulenberg of Barada, who came out here last week to be in the care of Dr. Shook, is now in a very critical condition.

Mrs. Verne Taylor, who has been visiting relatives here for the past week, left last Friday for a month's stay with home folks at Curley, Neb., before again returning to her home at Burchard.

SALEM

Earle Moore was a passenger to Dawson Tuesday.

Mrs. Meredith and daughter Ruby were passengers to Falls City, Tuesday.

Mrs. Russell, Mrs. Grinstead and Mrs. Boyd and son Smiley were passengers to Falls City Tuesday.

The Birthday club met with Mrs. A. A. McCool Wednesday.

Mrs. J. T. Shrimpton and W. B. Boyd drove to Falls City Wednesday.

The Birthday club met with Mrs. B. A. Rose, March 20th.

Mrs. Clarence Miller was a passenger to St. Joe, Monday.

Mr. and Mrs. H. E. Stoifer visited with Mr. and Mrs. Joe Lord, Sunday.

Misses Myrtle Ramel, Bessie Arnold and Plumb of Falls City were Salem visitors Sunday.

D C Simmons went to Kansas City Friday.

Mrs. G W Sheeley was called to Reserve, Kansas, Wednesday.

J C Richardson of Medicine Lodge, Kansas, visited with J P Grinstead Tuesday.

Virgil Grinstead, Joe Windle, Stanley Crook and Jim Gearhart were Falls City visitors Sunday.

Frank Ranger, Joe and Dean Windle went to Kansas City Tuesday evening.

Cass Moore was in town Sunday.

Guy Whitney of Dawson was in town Sunday.

Harry Pennington spent Sunday in Humboldt.

Dr. Green returned from Omaha Wednesday.

Joe Windle went to Dawson Saturday.

J S Lord and family were up from Falls City, Sunday.

Dean Windle returned from Joe's Sunday.

Little Stewart was up from Falls City Saturday and Sunday.

Joe Windle, sr., returned from Ainsworth, Sunday.

Mrs. Dillard Harris and Mrs. Joe Lord visited at Charley McCool's Sunday.

Mr. Gellert of St. Joe, spent Sunday at Joe Windle's.

Roy Turner returned from Fairfax, Mo., Sunday.

VERDON

Miss Marie Riggs spent Saturday with home folks at Shubert.

Misses Loyette and Viva Kinney were Falls City visitors the last of the week.

Pearl Clements returned to her home at Stella, last Wednesday.

Mrs. Willard Voils returned from St. Joe, last Wednesday, where she has been taking treatment at the hospital.

Jake Cook spent Sunday with his sister, Mrs. Yoder, at Falls City.

Mrs. Jake Tingley returned to her home at Lincoln, Friday, after a short visit with relatives.

Dr. Trask of Kansas City spent Friday here looking after his patients.

Mrs. Charles Weaver and Josh Bloom drove to Falls City, Saturday.

Mr. and Mrs. Simmons arrived from Kansas City, Tuesday, on a visit to their daughter, Mrs. Bowers.

Al Corn and mother, Mrs. Amanda Corn, visited relatives at Salem, Sunday.

Full Line of Emblem Cards

Cards lend an air of refinement and culture to a person which cannot be attained in any other way. The Tribune has just received a fine sample line of emblem cards which we will be glad to show you. If you belong to any secret order you need an emblem card. Come in and get our prices and we can furnish you the finest line ever brought to the city to choose from, and at prices within the reach of all.