

HOLIDAY GIFTS

WHILE we do not go into the Holiday Lines as extensively as some, we carry an ample assortment of such goods and in addition, we have in regular everyday useful articles a most complete and appropriate display. Please take note of the following and see if you cannot find among these gifts acceptable and fitting.

Handkerchiefs

We are showing an unending variety of Handkerchiefs, covering plain and embroidered effects at from 5c to \$1.50 each. Gent's Initials at 10c, 15c and 25c. Our values in embroidered Handkerchiefs at 10c, 15c, 20c and 25c are of extraordinary value. Our designs are entirely novel and exclusive with us.

Ladies' Neckwear

Ladies have found that Collars make very beautiful and acceptable presents. We start them at 5c and go on up to \$5.00 for the large cape style. We are showing an entirely new assortment.

Shirt Waists At a Sacrifice

We now offer all our Shirt waists at very much reduced prices. Among these are heavy Mercerized Cotton, Flannel, Brilliantine and Satine Waists of new designs and excellent fitters. All \$1 waists now 75c; \$1.25 waists 95c; \$1.50 waists \$1.10; \$2 waists \$1.50; \$4.50 waists \$3.75; \$5 waists \$4. All others at corresponding cuts.

Floor Oil Cloths

We find we have too many Floor Oil Cloths and make the following reductions:

75c Stove Mats now 55c
 \$1.00 Stove Mats now 75c
 1 yard, 1 1/4 yard, 1 1/2 yard and 2 yard Oil Cloths worth 35c per square yard reduced to 28c. Above reductions are good until Christmas.

Shawls

If you wish to please your married sister, your mother, grandmother or aunt give her a heavy Woolen Shawl. We buy these from the most extensive manufacturer in the United States and guarantee our price to be low. From 50c to \$8.00 are the range.

Furs Furs

Now that Furs are so much worn and add to the dress and comfort of the wearer, you will do well to keep these in your mind in planning for your friends. We have a much larger assortment than ever before, covering the line completely from 75c to \$25. Scarfs, long and short capes, muffs and children's sets.

Souvenir Day

On **MONDAY, DECEMBER 12, 1904**, we will present to every lady over sixteen years of age a beautiful Souvenir.

For two or three years we have not had enough to go around but this season we have secured a larger supply and expect to be able to supply the demand. Only one will be given to a person, but anyone deairing more can be supplied at 20c each.

Silks and Dress Goods

A suit pattern of Silk or Wool goods is never amiss and always thankfully received at Christmas. You know that we carry the most extensive stock of Dress Goods in Richardson County.

Cloaks and Suits

If any member of your family needs a Suit or Cloak, the Holidays is an opportune time to fill the need and perhaps kill two birds with one shot. Considering the time and the season we have still many excellent styles nearly all of which we are offering at reduced prices.

Rugs Rugs

In the whole range of gifts there are few that may fill so large a place as Rugs. You will find in our store a larger range in these from Mats costing you 75c to Royal Wilton room size at \$35.00. Do not fail to look these over.

Carpet Sweepers

Many may not have used a Carpet Sweeper. No home should be without one. Nothing contributes so much toward the comfort of the housewife and a sweeper is always acceptable. We keep the Bissell.

Books

We have the choicest in literature at moderate prices. Our Toy Books are especially choice, costing 5c to \$1.00.

Pillows and Tops

The choicest designs ever shown by us in pillow tops are now on our counters, ranging from those needing no hand work at all through to those requiring the most elaborate embroidery. Our stock of Embroidery silks and cotton is the most complete in town and also include a full line of Jewels so effective in decorating all sorts of pillows. Down Pillows in 18, 20, 22 and 24 inch sizes at 25c to \$1.50 each.

HAND BAGS, PURSES, MIRRORS, TOILET SETS, BRUSHES of all kinds are all well represented at prices that are strictly regular. Not leaving any extra Holiday Margin marked on.

On the Grocery Side

CHINA AND GLASSWARE

In low and medium priced China we are not equalled in our prices at 5c, 10c, 15c, 20c, 25c, up to \$1.50 per piece, we offer many dainty bits that fill a large place in the multitude of gifts that you require. Fancy Lamps from \$1 to \$8 add to the adornment and use of the home—look at ours. In cut glass we would ask you to compare our values with those of others.

CANDIES, NUTS, FRUITS

Candies 8 1/2c per lb up; Mixed Nuts, Oranges, Lemons, Bananas, Grapes, Apples, Raisins, all these in very extensive variety. We solicit an opportunity to make estimates on supplies for Day and Sunday schools Christmas Trees, Holly and Mistletoe, Candles and Ornaments. We are prepared to meet all demands in these necessities. Our trees and Holly are very choice in quality.

V. G. LYFORD