

ANNUAL HOUSEKEEPERS SALE

FEB. 6 TO FEB. 28, 1905

ANOTHER year has rolled around; one full of encouragement for us and we believe full of prosperity for you. We thank you for your encouragement during these months. We are planning to merit your trade during 1905. Our first gun is our

Annual Housekeepers Sale

You have learned to know what this means; it is a genuine CUSTOMERS BENEFIT and affords to every individual and family an opportunity to supply immediate and prospective needs in the common domestic fabrics at prices so much below normal cost, as to make a saving worth your consideration. The prices made during this Sale are lower than one year ago and will not be made again this season. For full particulars of prices in all departments ask for our Circular if you do not get one through the mail.

SPRING GOODS

Our buyer is now in New York City buying at Headquarters, complete assortments of all lines of Spring and summer Goods. We will be better prepared to serve you well than ever and shall not waver from the same straightforward methods pursued in the past.

New Goods Already In

In Dress Goods our early showing is now ready for your inspection. It comprises the latest novelties of Domestic and Foreign make and cover a wide range of cost from 50c to \$2.

In Embroideries we are displaying on our tables a magnificent line of Swiss, Nainsook, and Muslin All-overs, Edgings, Bands, Insertions and Flouncings. Ladies making up Spring and Summer Muslin Wear should not fail to see our display and take advantage of this Sale.

SPECIAL PRICES.

Special Prices are made for this sale in the following departments:

Outings, Flannellettes, Percales, Gingham, Calicoes, Muslins, Sheeting, Sheets, Pillow Cases, Blankets, Ladies' Suits, Ladies' Dress Skirts, Ladies' and Children's Cloaks, Shirt Waists, Underwear, Hosiery, Table Linens, Knit Wear, Winter Gloves and Mittens.

V. G. LYFORD

SEE OUR CIRCULAR FOR PRICES AND PARTICULARS

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