

V. G. LYFORD

FALLS CITY, NEBRASKA

SEVENTH ANNUAL AUTUMN SALE. OCTOBER 7 TO 21, 1905

IN DIRECTING the attention of the thousands of our patrons to our many attractions for the Fall and Winter of 1905 we wish to again reiterate the fact that this is a store whose highest ambition is to serve you a little better than you have ever been served any where else. We never lose sight of our high ideals regarding store keeping. No flimsy devices for trade attracting; no inferior wares recommended for mere cheapness only high standard and sterling worth are tolerated. We have ever shared during one Special Sale legitimate profits by liberal price concessions. From the opening to the end of each season we are striving to improve in every detail. It is our pride to give to trifles such attention as will contribute to that perfection towards which we are striving. In every department we are exceptional in our facilities for owning goods at inside cost. We are fearless in our claim to be in every particular worthy of your patronage, as a firm standing for the best of everything in this community we have as your neighbors special claims upon you. Our stocks are more exhaustive in their assortments, our establishment more complete in its efficiency. We are growing in usefulness and commercial prestige. Come help us, that we may help you. This Annual Fall Sale has as its chief attraction special prices on items in every department, not baits, having only low price to commend them, but every day articles of substantial quality at a cost far below regular figures. We cannot guarantee to furnish those bargains beyond present stock on hand.

Dress Goods Section

Fashionable fabrics of every name are shown here. This being pre-eminently a plain season, there are strong lines of Broadcloths, Panamas, Batistes, Prunellas, Cashmeres, Aeolians, Crepes and Voiles, in all the prevailing colors. As attractions for this sale, we offer

15 pc Fancy and Plain Cloths 36 to 40 in wide, Reds, Blues, Browns, Blacks worth 35 to 50c, sale price **25c**

13 pc Plains, Mixtures, Checks, 36 to 44 in wide, all wool worth 50 to 75c, sale price **35c**

35 pc All Wool Fabrics, 36 to 54 in wide, every desirable coloring, formerly sold up to \$1.50, sale price **50c**

5 pc 42 in Armure in Black, Brown, Green, Blue and Red, sale price **45c**

10 pc Fancy Mohairs, 65 cents value sale price **50c**

10 pc 42 in. All Wool Batiste, 80 cents, value sale price **65c**

Our Broadcloths at \$1.00, \$1.25 and \$1.50 in every stylish shade are very superior in finish and texture. Every fabric now in use for stylish dress making is fully represented on our counters.

Remnants

Many short lengths are offered at great reductions from regular prices.

SILKS

36 inch Black Taffeta Silk, \$1.00 value, sale price **89c**

36 inch Black Taffeta Silk, \$1.50 value, sale price **\$1.25**

27 inch Black Peau de Soie Silk, \$1.00 value, sale price **89c**

27 inch Black Peau de Soie Silk \$1.50, value, sale price **\$1.25**

36 inch Black Peau de Soie Silk \$1.00 value, sale price **89c**

22 inch Black Peau de Soie Silk \$1.35 value, sale price **95c**

27 inch Taffeta, all colors and changeable, sold at many stores at \$1.25, sale price **90c**

23 inch Crepe de Chine, all colors, our regular price \$1.00 sale price **75c**

18 inch All Silk Taffeta Lining Silk, regular price 50c, sale **39c**

All Fancy Silks will be sold during this sale at great reductions.

Velvets

Velveteens in all shades **50c**

Velveteen, Black **50, 75c**

Velvets, Black **75c, \$1.00, 1.25, 1.50**

Poon Velvets, Black **\$1.00**

Mirror Velvets, Black **\$1.50**

Satins

21 inch Black Mussaline Silk **90c**

23 inch Black Louisiane Silk **\$1.00**

19 inch All colors, regular 50c sale price **39c**

36 in Skinner satin, sale price **\$1.35**

Shirt Waists

Shirt waists for autumn are always more limited in their range of materials and styles than for spring. We have some original designs in high grade fabrics that are worthy of your attention.

White Mercerized, medium weight, new striped pattern waist 32 to 42. Sale price **\$1.00**

Fancy Florentine Mohair, Green, Navy and Red. Sale price **\$1.00**

Black Satine with white polka dot waist. Sale price **85c**

All Wool Albatross Waist in a very dainty Empire design, braided, in cream sage and red. Sale price **\$2.50**

Black Taffeta Silk Waist—Natty empire style—Every up-to-date. Sale price **\$3.50**

Taffeta and Peau de Soie Waist in Black, Blue, Green. Choice styles at **\$4.50, 5.00, 5.50 and 6.00**

Shawls

Shawls cover a wider range of use in a family than any other single article of wear. We carry as complete an assortment as when shawls were called stylish.

Small Shoulder Shawls at **50c, 65c and \$1.00**

Square Velvet, Beaver and Wool Shawls at **\$1.25 to 7.50**

Long Double Wool Shawls at **\$3.00 to 8.00**

Small and Large knit shawls, **25c to \$2.50**

Buying these from first hands, our values are great—our designs and colorings are strong and attractive

Furs

Promise to be as much worn as ever. Our Furs are reliable and we guarantee them to give all the service customers have a right to expect.

French Coney Luster Scarf **75c**

Blended Sable Coney Cluster Scarf **\$1.25**

Longer Scarfs **\$1.50 and 2.00**

Blended Rat Cluster Scarf **\$2.00**

Isabella Opossum Scarf **\$3.50**

Sable Coney Long Scarf **\$3.00**

Blended Rat Cravat **\$3.50**

Isabella Fox Scarfs **\$5.00 to 20.00**

Jap Mink Cravat **\$8.00**

Imitation Mink Scarfs **\$6.00 to \$10.00**

Astrachan Capes **\$9.00 to 15.00**

Muffs, Children's Fur sets in variety. We will be pleased to make estimate on special fur orders.

Ladies' Shirt Waist and Tailored Suits

Richer in styles, stronger from every point of view, we are prepared to suit and fit you in Shirt Waist, Tailored Loose Blouse, Eton, Fly Front, Reefer and the latest Redingote Suits. Note these descriptions.



24 Suits in Eton and Reefer styles, carried from last season excellent in fabric and style. Blacks, Blues, Browns, Grays, formerly sold at \$10 to \$18, nearly all sizes, your choice during this sale **\$2.95**

17 Silk and Wool Shirt Waist Suits, Blacks, Blues, Browns, Greens, marked \$8 to \$25, during this sale we offer any of these at **Half Price**

40 Suits in the very latest cloths and designs, Blouse, Reefer and Redingote Jackets, from **\$10 to 25**

We recommend these Suits to the most critical dressers.

Cloaks



Through the broad range of modes that now prevail we are showing attractive examples of what is newest and best. We are prouder of our Cloak aggregation than any other line it our ready to wear section. Not price, but that ineffable air which distinguishes the well dressed has been sought.

Covert Reefers, such as adorn the figure at **\$5 to \$10**

42 inch covert Coats, so suitable for traveling and early wear **\$10 to 14**

at **7.50 to 25**

42 inch to 50 inch Coats in Broadcloth, Cheviots Kersey and Fancies **7.50 to 25**

In black, brown, blues, greens, reds, castors tans grays and mixtures note these specials

42 inch All wool Kersey, body lined, velvet inlaid color, fancy buttons, new plaited sleeve, black, **8.50** only

45 inch in high grade, all wool Cheviot, black only, body lined, Empire coat, inverted plait back **10.00** only

45 inch high grade all wool Kersey, Black, Castor, Brown, Green, body satin lined, six plaits in back and same in front, velvet inlaid collar and cuff, new sleeve, Empire coat, our banner bargain, only **\$12**

45 inch Fine Broadcloth, all lined, Blended coney, Fur collar, closed with silk loops, a bargain at **\$10**

Better fur collars and fur lined Coats up to **\$25**



From \$10 to 25 our stock of cloth coats is a revelation to every lady who looks. There are so many styles that a description of them is impracticable at this time. We have devoted a great deal of thought on cloaks and positively are right in price and in new popular ideas.

Children's Coats

Bearskin Coats 2 to 6 years **\$3.50, \$4.50, \$5**

Cloth Coats, 2 to 6 **\$1.00 to \$4**

Cloth Coats, 4 to 14 **\$2 to \$10**

Infants Long Coat **\$1.25 to \$5**

We have 25 short and Long Cloaks carried over from last season—these are now offered at 1-4 to 1-2 of former price.

Flannellettes, Outings

15 pieces Outings—not heavy but nice, clean merchandise for Comforters, Linings, etc, though Cottons are high these are cheap as ever **5c**

20 pieces Flannellettes, good weights and width, neat dark designs at a regular calico price **6c**

This is the best low price Flannellette we have ever offered.

20 pieces Heavy Outings, regular 10c grade, sale price **7c**

100 pieces Best Outings to be had, such as are being sold at 12c our sale price **10c**

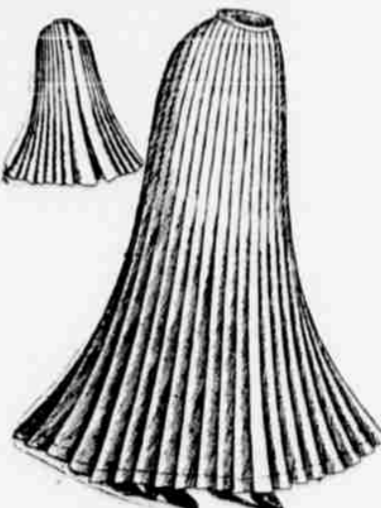
All our 18c and 20c Double Faced Flannellettes, exquisite designs for house jackets and Kimonos, sale price **15c**

All our 15c Double Faced and Double Fold Flannellettes, sale price **12 1/2c**

Lace, Tapestry and Rope Curtains, Couch and Table Covers

In all these lines we are prepared to furnish your house throughout. Nowhere in our establishment is the individuality which separates us from the ordinary store more conspicuous. It is difficult to make apparent the force of a bargain in this section, so we offer a ten per cent discount on all the above lines.

Silk and Wool Dress Skirts



Our Skirts are smart, of the best construction, cut, fit and finish. We save you all annoyance of home fitting, risk of misfits at no additional cost. We make some very special prices for this sale.

35 Dress Skirts in all wool Grays and Blacks, formerly sold at \$4.00 to \$6.00 sale price **\$2.00**

33 Dress Skirts in all wool Grays, Tans, Browns, Blues and Blacks, choice styles, regular prices \$6 to \$8, sale price **\$3.50**



175 Dress Skirts in Taffeta Silk, Panama, Broadcloth, Melbrose, Cheviots and Serges **\$5 to \$17**

We have are flattering success with our skirts this season.