

# LYFORD A GREAT MID-SEASON SALE LYFORD

Again we thank our friends and patrons for the magnificent support they have given us during the Autumn season. Never has our business been so satisfactory and come so steadily and confidently. We now propose to wind up the year in a whirlwind of selling and make some bargain prices that will interest you. Although the season is well advanced, nearly every line is as complete as at the beginning of the season. In some departments we are over-stocked--this is your advantage, and in every such case our value is greater than you will find at "closing out sales." This mid-season sale is intended to close out odds and ends and surplus stocks. The prices are far below regular and represent a loss to us.

## HOLIDAY GIFTS

Most of our strictly Holiday Goods have been placed in a department by itself in the rear of our store. While not so exhaustive as some stocks, we are showing a largely increased variety over any previous season. Our values are special, and we have cut out as far as possible worthless trash that is not worth the buying. Particular stress has been put upon our line of Dolls--these will be found to be not only low in price, but to have all the features which go to make the Doll attractive to the little girl. Toys, Books, Toilet articles, Trees, Tree Ornaments, Handkerchiefs and a great variety of articles in our regular stock are all well represented. Our holiday section will be worth a visit. It has many novelties not found elsewhere.

## \$1 Fancy Silk Velvet

While in Chicago last week we picked up several pieces of regular \$1.00 Fancy Velvets which we now offer for 50 cents. The designs and colors are the best.

## Silk Bargains

During the season a large number of short lengths of Plain and Fancy silks have accumulated. These are especially adapted for use in making up holiday gifts. They are offered to close at about half price. Nothing in this sale has more genuine merit than these.

## Dress Goods

During this sale on a table in our center aisle we will put all short lengths in Dress Goods at great cuts. We also offer during this sale the following dress goods at a substantial saving:

- 3 pieces 22 inch half wool Danish cloth, light blue, pink and cream, worth 16c, price.....12c
- 1 piece 38 inch all wool Granite, light blue, worth 60 cents, price.....25c
- 4 pieces 27 inch all wool Fancy Waistings regular price 75 cents, sale price.....35c
- 10 pieces 36 inch plain and fancy Mohairs and all wool Suitings reduced from 50c to.....35c
- 7 pieces 50 to 54 inch heavy Suitings at less than half price.

## Cheap Percale

60 pieces 28 inch double fold Percale, in bright attractive colors and patterns, worth 8½¢, during this sale.....5c

## Flannellettes

10 pieces good weight Flannellettes in Reds, Blues, Grays and Blacks, sale price.....5c  
 25 pieces Best Standard Flannellettes, only.....10c  
 10 pieces Double Widths Flannellettes sold all the season at 12½ and 15c.....10c  
 10 pieces double width Flannellettes, formerly sold at 15 and 18c, sale price.....12½c  
 10 pieces very heavy Velours, in most exquisite designs, worth 20c, sale price.....15c

## Misses Hosiery

50 dozen Misses Fine Ribbed Hose bought to sell at 15c straight--but came so late, have too many now, sale price two pairs for.....25c

## Suit Cases

We are showing an entirely new line of these. Some of them finished especially for Gifts. Cost from.....\$1.50 to \$12.50

## SOUVENIR DAY

MONDAY, DECEMBER 11th

will be our Souvenir Day.

Every lady will receive on that day a very handsome gift.

As the supply is limited and the demand has increased every

year, we cannot promise that our out of town patrons

will get them after the date above.

# SALE DAYS ARE DECEMBER 2 TO 16, 1905

## Outings

We have an over stock of about 15 pieces very heavy regular 10c Outings in medium colorings, to close these out quick they will be sold during this sale at.....7 1-2c  
 10 pieces full width good pattern outings at.....5c

## Handkerchiefs

15 dozen Fancy Embroidered Handkerchiefs worth 15c and 20c. Sale price.....10c  
 15 dozen Fancy Embroidered Handkerchiefs worth 25c, sale price.....15c  
 Try to match our 5c Hem Stitched Cambrie Handkerchiefs, and our 10c Linen, in town.

## Curtains

Lace and Tapestry Window Hangings add more to the beauty of the home than any other single item. We buy these from the manufacturers and offer only fresh, original patterns at a decided saving in cost. Your mother, wife, married sister, daughter or prospective companion will be glad to accept Curtains at the Holidays.

## Small and Large Rugs

In planning for Holiday Gifts you will find nothing more suitable than Rugs. We have just received new assortments and will be pleased to show you elegant designs in a wide variety of cost and sizes.

## China China

In single piece China at 5c, 10c, 15c, 20c, 25c and up to \$3.50 you will find very many dainty dishes that every lady delights in possessing. Bon Bons, Peppers, Salads, Plates, Sugars and Creamers, Vases, Fancy Pieces all in profusion.

## LADIES' CLOAKS



The success of this line has so far surpassed that of any former season that we have no regrets. We are still receiving new coats and can assure late buyers that they will find choice styles in all the best colors and fancies. We do not quote prices or descriptions of particular garments, as our stock is changing so rapidly that we cannot be certain of having them on hand. We have 25 long and short Cloaks carried from last season, formerly sold up to \$15; any of the Cloaks will now be sold at \$3.50. There are Blacks, Castors, Blues, Browns and Reds in 32, 34, 36 and 38.

## TEN PER CENT DISCOUNT ON MISSES CLOAKS

Too many Misses Cloaks--this is the only reason why we now cut the prices. During this Mid Season Sale we will give ten per cent discount on all Misses and Childrens Cloaks. We have never shown better styles or values. Castors, Greens, Browns, Reds, Grays and Fancies. 4 to 16 years. Regular prices \$2.50 to \$10.

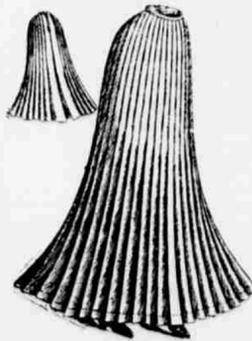
## TEN PER CENT DISCOUNT ON DRESS SKIRTS

150 Skirts in Blacks, Browns, Blues and Fancies, marked (in plain figures) from \$3.50 to \$12.00 during this sale a discount of ten per cent will be given.

No better made and more reasonable priced dress skirts can be found in the county than ours.

## TWENTY PER CENT DISCOUNT ON LADIES SHIRT WAISTS AND TAILOR-MADE SUITS

Choice Long and Short Coat Ladies Suits in the new Grays, Navy, Browns and Blacks. New this season. On every suit during this sale one-fifth of the price will be deducted and alterations will be made by us.



## Furs Furs

Popular priced Neck Pieces in the shapes and Furs most wanted at.....\$1 to \$25  
 New lots have just come in Black Coney Cluster Scarf, full length and size, only.....\$1  
 Sable Coney Cluster Scarf.....\$2  
 Isabella Oppossum Cluster Scarf at.....\$3 to \$5  
 Isabella Fox Scarfs at.....\$5 to \$22  
 Sable Fox Scarfs at.....\$5 to \$22  
 Fancy Neck Pieces, New and desirable--various Furs at.....\$3.50 to \$10  
 Fur Capes at.....\$10 to \$25

## Cut Glass

Our Cut Glass was bought at headquarters and our prices are no higher than the wholesale cost of most jobbers. We are selling Cut Glass on the same margin as ordinary Dry Goods. Our assortment includes Tumblers, Goblets, Sherbert Comports, Vases, Fruits, Salts Water Bottles, Tankards, Bon Bons, Spoon Trays, Vinegar Cruets, etc.

## Groceries

20 pounds Granulated Sugar.....\$1.00  
 6 cans Sweet Corn......25  
 10 bars Lenox Soap......25  
 8 pounds Bulk Starch......25  
 Good Home Grown Potatoes......45  
 4 pounds Best Soda Crackers......25  
 1 Good Broom......20  
 3 cans New Tomatoes......25  
 1 pound good new Dried Peaches......10  
 1 pound good new Dried Apricots......10

# V. G. LYFORD

FALLS CITY

NEBRASKA