

# MID-AUTUMN SALE

## NOVEMBER 3rd to 17th 1906

# V. G. LYFORD

FALLS CITY, - - NEBRASKA

Owing to the great pressure of our early trade, we were unable to prepare for our usual early annual Fall Sale. We now propose to signalize early November by giving all our patrons an opportunity to supply their needs at a substantial saving. While we do not make reductions on all stocks, we do make decided and helpful cuts on items in every line, affording an opportunity to supply most wants at less than regular, legitimate prices. While this is a very busy time with almost everybody in the country, you can well afford to lay off a day, come to Falls City and make your Fall purchase during this sale. The special prices are for the days, viz: November 3rd to 17th, and those only. We offer larger assortments, better qualities, at lower cost than smaller stores, in smaller towns.

### DRESS GOODS REMNANTS

In our central isle is a table loaded with a great assortment of kinds, qualities and lengths, put there specially for this sale at from one-fourth to one-half their former prices. These remnants afford an opportunity to secure materials for waists, children's dresses, skirts, etc., at a very great saving.

### COMFORTERS

We bought an unusual stock of Comforters in 1905, as last winter was warm, these were mostly carried over. There has been a heavy advance in price but we are selling at last years figures.

### LADIES TAILORED SUITS

Almost any design in Suits is good form this season. There has never been more latitude for choice. We have 45 Suits on our racks and every one is correct. As the suit season is practically over we make the very heavy special discount of twenty per cent from our regular prices. All alteration at your expense. As our stock is small in each coloring and cut come at once if you wish a suit.

### Lace and Tapestry Curtains

Our Stock of Curtains is too large. To reduce it during this sale, a discount of Ten Per Cent will be given.

### Cotton and Wool Blankets.

We are very heavily stocked in wool and cotton blankets. The cost is now much above that of one and two years ago. To stimulate an early demand and during this sale we will make a discount of ten per cent from our regular prices.

### Long and Square Winter Shawls

A large assortment of small and large Beaver and Wool Shawls. Any family needs at least one—As a special inducement to buy during this sale we will give a

**Special Discount of Ten Per Cent.**

### SILK SPECIALS

- 19 inch all Silk Taffeta worth 58c to 65c, sale price. **45c**
- All odd colorings and lengths of plain and fancy silks, sold at 75c and \$1, special sale. **44c**
- 53 inch all silk Crepe de Chine, a very fashionable silk for dress occasions, in black, brown, sky, tan, grey, Nile and pink, regular price \$1, sale price. **70c**
- 36 inch Black Taffeta and Peau de Soie Silks, regular price \$1, sale price. **85c**
- New assortment 36 in Printed Upholstry silks, regular 60c to 75c, special sale price. **55c**



### LADIES AND MISSES SKIRTS

If we have plunged on any line, skirts is the one, but so satisfactory has been our experience that we have come to think that ladies are glad to find so many well tailored and designed garments and pleased to buy them at a cost of materials and dressmaker's charges. We offer for this sale 40 Heavy Weight Black and Colored Skirts, formerly sold at up to \$6 for \$2. Every one of these is a slightly warm, serviceable garment. We are showing this season a much increased display of Misses skirts, sizes for small ladies and Misses at **\$2.50 to \$6.00**. In Silk, voile and high grade Panamas and Serges at **\$8.50 to \$17.00**. We have on our racks 75 skirts, our designs cannot be excelled. During this sale we will give a discount of ten percent but will make no alterations.



### MITTENS AND GLOVES

A full line of Cotton Flannel Mittens and Gloves. Heavy weight, fleece out, large full size mittens, per pair. **5c** Similar mitten to above but double front per pair. **7c** or per dozen. **75c** Heavy, full size glove, 3 pair. **25c**

### RAIN COATS

A splendid showing of Mackintoshes and Rain Coats at **\$2.50 to \$15.00**, in all sizes. A discount of **TEN** per cent during this sale on all these.

### FURS

New styles and excellent qualities—from a \$1 Coney Scarf to a \$20 Fox are many kinds. Fox scarfs remain the most popular of medium cost furs. We show them at \$5, \$6, \$7.50, \$10, \$12, \$15, \$18 and \$20. Muffs to match in the new pillow shape. Children's fur sets in good variety.

### LADIES SWEATERS

30 Ladies all wool Sweaters in sizes 32 to 38, creams, reds, blues, greens, blacks, formerly sold for \$1.75 to \$3.50, during this sale your choice at 75c This is one of the most attractive bargains of this sale.

### YARNS

We carry a full line of Fleischler's yarns in German Worsted, Germantown Zephyr, Domestic and Imported Saxony, Shetland Floss, Spanish and Ice wool; also Angora wool in white, black, brown, gray and cardinal.

### RUGS

- 10 9x12 feet Axminster Rugs of standard grade, in most excellent designs, regular prices \$22.50 and \$25.00, during this sale. **\$18.50**
- 5 9x12 feet Brussels Rugs, excellent styles, regular prices \$16.50 and \$17.50, sale price. **\$14.50**
- 10 9x12 feet Velvet Rugs, the best wearing rug at a low price, regular prices \$22.50, sale price. **\$18.00**
- 10 27x54 inches Brussels Rugs, regular \$1.25, sale price. **\$1.00**
- 10 27x54 inches Welton Velvet made up Rugs, regular price \$2, sale price. **\$1.35**

### RUGS

### DRESS GOODS SPECIALS

- 36 inch all wool Fancies and Mixtures worth 65c for. **45c**
- 52 inches Broad Cloths, in browns, blues, reds, greens tans, regular \$1.25 grade, sale price. **98c**
- 52 inches Heavy Fancies and Plains, sold formerly at \$1.25 to \$1.75, sale price. **75c**
- 36 inch Fancies, blue, wine and brown, regular 25c goods sale price. **18c**
- 28 inch Plaids and Fancies, regular 18c to 20c value, sale price. **12 1/2c**

### OUTINGS

- 10 pieces Dark Outings in attractive patterns, an excellent cloth for linings and comforters, worth 7c, sale price. **5c**
- 60 pieces Best heavy dark and light Fancy Outings, regular 12 1/2c grade, sale price. **10c**
- 10 pieces Heavy Plain Outings in pink, blue, gray, red, green, our regular 12 1/2c, sale price. **10c**

### LADIES CLOAKS

So difficult has it been for us to keep over enough Cloaks for demand, we have nothing that is new in this department to give away. Our values have been so unequalled that when our assortment was at all complete scarcely a sale has been lost. We have large shipments due us before the



3rd, so we will be able during all the days of this sale to please you in fit, color, design and price.

### CHILDREN'S AND MISSES CLOAKS

From 2 to 14 years in all colors and fancies, at any price up to \$12. We are strong in 8 to 14 years at \$4 to \$6 in strong, well wearing clothes.

### INGRAIN CARPETS

On all Ingrain Carpets, cotton, union and all wool, regular prices 25c to 70c, a discount of 10 per cent will be given. This reduces the cost of first class, full standard, all wool Ingrain carpets to 58 1/2c and 63c.

### LINOLEUMS

During this sale we will make a price 55c per square yard on all our Linoleums—we sell nothing but first class makes.

### WINTER UNDERWEAR

- 10 dozen Men's Heavy winter wear, odd lot comprising fleeced and wool, nearly all sizes shirts and drawers, former prices 40c to \$1, closing price. **25c**
  - Boys Extra Heavy gray fleeced shirts and drawers, all sizes up to 34, only. **25c**
  - Men's Heavy Sanitary fleeced shirts and drawers, a regular 50c grade, our price. **40c**
  - 20 dozen women's heavy fleeced cream and gray vests and pants, our regular 25c, sale price. **21c**
  - 10 dozen women's extra heavy fleeced, cream and gray vests and pants, regular 50c and 60c, sale price. **39c**
- On all our Children's Underwear we will give a discount of TEN per cent.

### CALICOES, GINGHAMS, ETC

- Full Standard Calicoes in blue, red, gray, black and white. **5c**
- Manchester 36 inches Percales, worth 15c. **12 1/2c**
- Koronzo 36 inch Percales worth 12 1/2c. **10c**
- Fancy Twills, splendid for comforters, regular 8 1/2c for. **7c**
- Best 5-4 Table Oil Cloths. **16c**

### MUSLINS, SHEETINGS, ETC

- Enterprise heavy, yard wide unbleached muslin. **6c**
- Henderson heavy yard wide unbleached muslin. **6 1/2c**
- Sheeps Head very heavy, yard wide unbleached muslin. **8c**
- Good Weight yard wide Bleached muslin. **6 1/2c**
- Farmers Choice yard wide bleached muslin. **7 1/2c**
- Hope yard wide bleached muslin. **8c**
- Lonsdale yard wide bleached muslin. **8 1/2c**
- Pepperell 9-4 bleached sheeting. **23c**
- Pepperell 10-4 bleached sheeting. **25c**
- Pepperell 9-4 unbleached sheeting. **21c**
- Pepperell 10-4 unbleached sheeting. **23c**
- Diana 72-90 inch bleached sheets. **45c**
- Norwood 81-90 inch bleached sheets. **68c**
- Englewood 81-90 inch bleached sheets. Hemstitched. **70c**
- Diana 42-36 inch bleached Pillow cases. **11c**
- Diana 45-36 inch bleached Pillow cases. **12 1/2c**