

Lyford's Eleventh Anniversary Sale

Room-Size Rugs

After four seasons of experience we have been able this time to so balance our assortment that we have practically every sort and size rug that is demanded. The success of the last sixty days in meeting the wide demand has encouraged us to keep the assortment complete. The bargains presented during this sale are worthy your attention, as the items are of high value at the regular prices; the specials are deep cuts. The quantity is limited so come early. All staple sizes, carried in stock of the following kinds of Room Rugs—All Wool Ingrains, Tapestries, Body Brussels, Axminsters, Velvets and Wilton Velvets. Come in and look over these. We may be able to give you some helpful hints.

Rug Specials

GOOD ONLY WHILE STOCK ON HAND LASTS

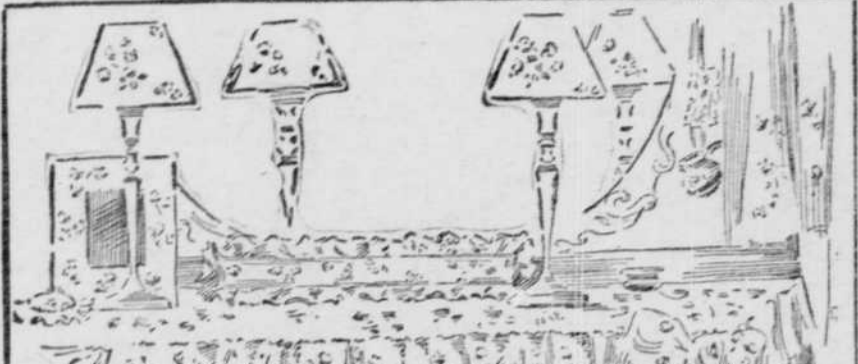
- One 9 by 12 feet Smyrna Rug, worth \$20, sale price, \$12.50.
- One 9 by 12 feet Smyrna Rug, worth \$25, sale price, \$15.00.
- Six 9 by 12 feet, Velvet Rugs, worth \$16.50, sale price, \$13.50.
- One 9 by 12 feet Axminster Rug, worth \$25, sale price, \$16.50.
- Five 9 by 12 feet Union Ingrain Rugs, worth \$6.00, sale price only \$4.50.

All sizes and kinds of smaller rugs. Some special values for this sale in 27-in. by 54 in. at \$2. Also some 36 in. by 72 in. at \$3.

Lace Curtains, Draperies

Nottighams, Irish Points, Brussels Net, Novelty, Muslin and Serim Curtains in ample variety, at any cost from 35c to \$12.50 per pair.

You will find very special prices on Irish Point Curtains formerly sold at \$4 for \$3; \$5 for \$3.75; \$6 for \$4.50. Brussels Net Curtains, former price \$6.50, for \$5; \$7.50 for \$5.50; \$10 for \$7. Muslin Curtains, specials at 35c, 40c, 60c, 75c, 85c and \$1.15.



On the bureau of the guest's room—a dainty, pretty scarf and cushions made at home of

COLONIAL Drapery Fabrics

give no indication of extremely low cost in adding a homelike atmosphere. By the yard.



Carpets, Linoleums, OIL CLOTH, PETROLENE, MATTINGS

High Grade All Wool Carpets at 70c made, not made 67c.

Best printed Linoleum, two yards wide, 55 cents.

Best printed Linoleum, four yards wide, 60 cents.

Petrolene—the most satisfactory filling around rugs, in 24 in. and 36 in. width, 40c and 50c. Special prices on Mattings—Chinas at 15c to 30c; Japs at 20c to 35c.

We are just in receipt of an invoice of a piece of 12 foot wide, inlaid Linoleum—the first that has ever been in town. Our prices on this will be \$1.25 per square yard. We are showing 6-foot inlaid Linoleum at 90c.

Draperies New, Effective

Colonial Draperies, introduced by Marshall Field & Co., are very desirable for Side Draperies, Dining Rooms, Bed Rooms, and Living Rooms. Cost is moderate, 20c and 25c, and in colorings and combinations to match any color scheme. You will be surprised at the attractive effects easily produced with these. We are offering 20 patterns and colorings.



April 5th to 26th



To you, who have made it possible for us to succeed in the large measure that we have, we have every reason to be thankful on this our Eleventh Anniversary. Through all the varying changes of business houses you have remained true to us and continued your patronage and good will. The last has been our best year and the promise of 1910, is that it will show larger sales and more satisfactory conditions. We are carrying on hand, the largest, most complete, best assorted, and best bought stock of Dry Goods and Carpets in Southeastern Nebraska. We have system and purpose by which our business is conducted. We have no favorites among our customers, our prices are the same to all and we in every way possible endeavor to protect your interests in buying as well as in selling. Continue to make our store your trading center. If you have not been one of our patrons, do yourself the justice of seeing whether we cannot be more helpful than others in our lines. During this Anniversary Sale we shall make very special prices in many departments. It is the great event of the season and comes at most seasonable date. Send us your mail orders. To these we give special attention, filling them by the first mail out. We carry charge accounts with any responsible parties, whether you live within our immediate territory or not.

20% Off Women's Tailored Suits

We are proud of the Suits we have to offer you this season. This is the first Spring season that we have felt warranted in putting in so elaborate and high qualities. Anywhere from \$10 to \$37.50 in price, every shade that fashion makers have considered proper, all sizes up to 46.

We have not taken these suits all from one manufacturer, but have selected the best styles and values from a dozen lines. Each maker is strong in some point of fashion-making—we benefit by this difference. We might say that in all lines of ready-to-wear we follow this policy.

The models this spring are unusually attractive and practical. With low-cut fronts and just a comfortable length, made up with light-weight linings and trimmings that are not too heavy for mid-summer wear. Among these suits are some beautiful Pongees and White Serges, One, two, three and four-button effects with all-around panel and side plaited skirts, navy, gray, mustard, reseda, Copenhagen, tan, new brown, lavender, rose, checks, hair-lines, salt and pepper and gray mixtures.

Ready-to-Wear for Women and Misses

More and more are women, like men, becoming dependent upon ready-to-wear to supply their clothing needs. We are prominently the leaders in all sorts of garments. Women will find in our stock a representative showing of every garment needed for their wardrobe. We have not been satisfied to merely have something of each line, but offer you an ample choice.

You will find nearly 100 Tailored Suits of high quality and superior fit in our department at this moment; 250 Wool and Silk Skirts; 100 Spring Coats, hundreds of Waists, Dresses, in silk, wool, linen and cotton, and so on through the whole list of ready-made wear.

ALTERATIONS—On all but low-cost garments we make all alterations free of charge and guarantee satisfactory fits.



Skirts Made to Order

Arrangements have been made with a manufacturer, so that we can make up for you any of our fabrics in a variety of new styles, at a very moderate charge. Ladies requiring extra large, or old sizes will find this a valuable accommodation.

20% Off Junior Suits

For Small Women and Misses

Shepherd Checks in 13, 15 and 17 years, \$9.00; tastily trimmed with black Moire silk and Sautache braid.

Navy and Reseda Serge, trimmed with fancy Persian braid and buttons, \$19.

Tub or Wash Suits

You will readily understand why we do not describe many of the ready-to-wear garments in our department. It has been our policy not to buy more than a single garment of a number farther than was unavoidable. We buy single or perhaps two of the best and most attractive models of a manufacturer and thus avoid duplication.

Wash Suits have come to be a necessity to almost every woman. From \$5 to \$20 affords a wide range for variety. Natural Linen promises to be the leading color, though we are selling tan, leather, light blue, lavender, white and green. These suits are beautifully designed and in many cases tailored or trimmed in most splendid fashion. Numbers at \$7.50 to \$12.50 are strong and have an unusually large measure of value.

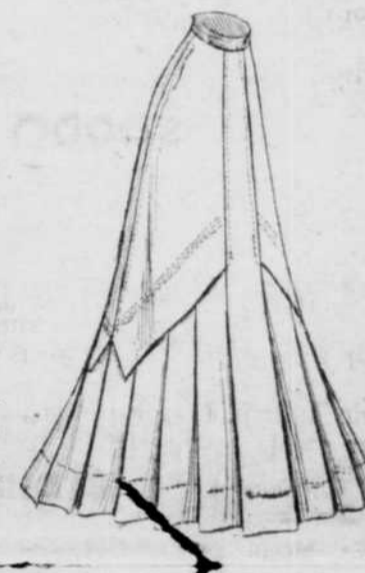


Over 250 Wool Dress Skirts in Stock

Some Very Special Values

We cannot describe in this circular the many fashionable and beautiful Skirts you will find in our up-stairs department. No pains has been spared to make this showing so complete that no lady need go elsewhere to find fabric and model she desires. Our dressmaker is having most perfect success in obtaining just the fit and hang which is the pre-eminent beauty of the present styles.

Voiles, Panamas, Serges, Sharkskins, Taffeta Silks; prices range from \$3 to \$16, and every handsome and becoming feature of the season will be found combined in the various models.



We Do the Largest Grocery Business in Richardson Co.

If you are inclined to doubt this come in and we will convince you. You ask why is this? We say because we give the largest value and superior treatment. Our stock is turned over so often that our groceries are always fresh and in sanitary condition. Try us.

Cretonnes and Silkalines

Silkalines, in all plain shades and great variety figured at 10c, 12½c and 15c. Cretonnes at 1 1/8, 10c, 12½c, 15c, 20c, 25c, and 30c.

36-inch Burlaps, all desirable colors, 15c.

Art Tickings, lovely designs, 20c, 25c and 30c.

Butterick Patterns

Butterick Patterns are the nearest perfection of all those on the market. The Delineator is the acme of fashion literature. Butterick Fashions is the most advanced exponent of the newest styles. We have a complete stock of all these and solicit your orders by mail or in the store.

Shades, All Sizes

All sizes, all staple colors—in water and oil opaques, at lowest prices, always in stock.



Trunks, Suit Cases, Bags

Do not overlook the fact that we carry the largest line of traveling goods in Falls City. Our prices are low and we sell nothing but reliable trunks, bags, etc.

Men's Goods

SHIRTS, OVERALLS, NECKWEAR, ETC. Because there are four or five excellent stocks of men's goods near us, is no sign that we do not carry such lines. No one is surpassing us in Shirts, Underwear, Neckwear, Overall, Socks, Night Gowns and other common wear for men.

Use Our Store and Its Organization

Our business is operated primarily for profit, but we are too wise not to know that many things must be done without gain so we are glad to have you make all the use of our facilities you can, whether we make the gain directly or not. We wish to make ourselves useful to you as we can.

Women's Long Coats

45 to 54-inch Coats, in Taffeta Silks, Pongees, Diagonals, Coverts, Serges, and Fancies—prices from \$7.50 to \$22.50. These are the proper, indeed the only thing, for automobile and traveling. Colors, black, tan, gray, navy and natural. Pongees are much in favor for mid-summer wear. We are showing some very choice designs at \$10 to \$22.50.

Short Coats

Many ladies prefer short jackets. For these are Coverts, Diagonals, Taffetas and Serges, in 24 to 36-inch lengths, at \$3.50 to \$12.50.

Military Capes

Very becoming and convenient garments for many women. Broadcloths in black, tan, navy and evening shades. Prices, from \$6.50 to \$12.50.

Silk and Wool Costumes

Every costume shown by us is a beauty. You can be pleased in shade, fabric and fit. Prices are reasonable. We cannot describe these as we buy but one of a style in any shade. Cost from \$10 to \$22.50. Among these are fancy taffeta silks and foulards that represent the latest fashions.

Cotton and Linen Dresses

In highly decorated styles no garments equals in its possibilities, thin white and colored cotton and linens.

At as low as \$3.50 are remarkably pretty dresses.

At \$10 to \$20 are creations that would require much more expenditure in cost of material and labor to duplicate at home.

Silk Petticoats

All these are guaranteed to give satisfactory wear, except the quality at \$4. Of this latter we have sold many without a single complaint and carry it in all shades. On the higher grades we assure you that you will get the largest possible measure of wear. Prices range up to \$10. The make now sold by us is much superior to any sold prior to one year ago, when we began to sell the present line.

Cotton Petticoats

Spun Glass and Heatherloom Petticoats at \$1 to \$3.50. The models are elaborate and beautiful. The newer designs having small tucks and hemstitching are much in favor. The values are exceptional. Among these are extra sizes for ladies requiring extra hip measurements.

House Dresses

A New Departure

Women have not been, until of late, able to buy ready-made house dresses, except wrappers. We now offer as well made, and better designed, house dresses as can be made at home. Indeed you will be surprised at the excellent features of our dresses at \$1.50 to \$3.50.



Bargains in Net Waists

A meritorious lot of net waists in black, white and ecru, at very unusual values. Never have we been able to match this lot at the prices. Waists worth \$7.50 for \$5. Waists worth \$6 for \$4.50. Waists worth \$5 for \$3.50. Waists worth \$3.50 for \$2.50.

Silk Waists—Well Wearers

For three seasons we have bought no low priced Silk Waists, the manufacturer whose waists we offer, makes up only reliable silks and has a most exquisite taste in design. At \$4.50 and \$5 are plain and fancy Taffeta and Messaline waists, in blacks and colors that are unique and well wearing. We recommend them to be satisfactory.

Linen and Lawn Waists

In the selection of these waists we rejected hundreds of samples and can assure you that these represent the best the season has produced. We go only to those makers who have been tried through former seasons. Lawns from 75c to \$3.50 and linens from \$1.50 to \$3.25. Plain tailored styles, elaborately embroidered fronts, lovely combination effect in lace and embroidery; open fronts, open backs, 32 to 46 sizes. It is impossible for you not to find waists here to please you. On any one of them you will make a saving.



Wash Fabrics

Plain and Fancy Linens, in all colors, 30c.

Linen Crashes, in all desirable colors, 35c.

Tissue Gingham (best selling cotton fabric of the season) 25c.

Half Silk Shantung, fine line of shades, at 45c and 40c.

Half Silk Mulls, fancies and plain, good colors, 35c, 40c and 45c.

Ginghams, in great variety, at 8c, 10c, 12½c, 15c, 20c and 25c.

Madras, for Shirts, waists, etc., 16c, 25c, 35c and 40c.

Cotton Foulards, silk designs, 15c and 25c.

Luxury Silk, 36-inch, very much like silk, most beautiful shades, at 25c.

Cheviots, excellent for shirts, boy's waists, etc., 10c, 12½c, 15c and 18c.

Lawn, immense lines, 10c, 12½c, 15c, 20c, and 25c.

Printed Flaxon, a new and very attractive fabric, 25 patterns, at 20c.



Silk Specials

7-yd. pat. 45-in. Foulards sold early at \$12.50, to close, \$10. 23-inch Foulards, splendid designs, were \$1 per yard, now only 65 cents.

20-inch imported Messaline, 13 best dark colorings, was last year sold at \$1, our sale price 58 cents.

30-inch soft and lustrous black Taffeta Silk, worth \$1, sale price 75c.

27-inch black Taffeta, a well wearing silk, worth 90c, sale price 65 cents.

Wool Dress Goods

45-inch Shepherd check, three size checks, black and white, only 50c.

45-inch all wool Suitings, all the latest, most sought for shades, 75c, \$1, \$1.25, \$1.50 and up to \$2.00. No matter what the garment you wish to make, we have the fabric and color best adapted for it.

Calicoes, Chambrays, Etc.

Calicoes, best makes, all colors, only 6c.

Wife Embroidery, splendid for every purpose where much use is required, light and dark colors, only 10c.

36-inch Percales, large assortment, best quality, 12½c.

Laces and Embroideries

Laces are used in very wide variety, and yet we carry a complete line of nearly every kind. Our showing of Laces inventories as much as many a country merchant's whole stock of Dry Goods. From Vals, at a penny or two, up to exquisite all-overs at \$7 per yard, is a variety that meets every need. Like all our goods, these are bought to the best advantage. Wide Embroidery, offering just right for trim effects, just in. Prices from \$1 to \$2.25. Our assortment is the largest we have ever displayed. It covers the entire ground in Swisses, Muslins, Nainsooks, including frontings galloons and bands, besides edgings, insertions, etc.

Our Extensive Line of Muslin Underwear Bought Before the Advance

So important has become this wear in our ready-to-wear department that annually our purchases become wider in variety and more enormous in volume. It is fortunate that there are many good makers of muslin wear and we are especially fortunate in having placed our orders last summer, before the advance in cottons. You cannot duplicate our garments and include only your cost of materials. Do not try to make up muslin wear.

Muslin Gowns

Cost 50c to \$5. High, square, V, Dutch and slip over neck, long and short sleeves, lace and embroidery trimmed, all sizes. Muslins, Nainsooks and Long Cloths.

Muslin Skirts

Cost 30c to \$5. Short and long, in Muslin, Long Cloth and Nainsooks, lace and embroidery trimmed, all lengths, great values. You are especially invited to examine the styles at \$1.25 to \$2.50.

Muslin Drawers

Prices 25c to \$2. Plain and trimmed, in Muslin, Nainsook, Long Cloth. All cuts, all sizes. At 25c to 75c, you will find garments the material of which would cost you quite as much as these ready-to-wear.

Muslin Corset Covers

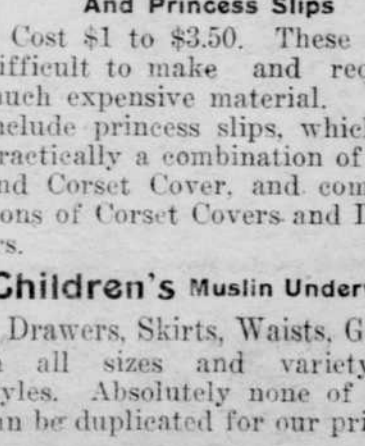
Cost 15c to \$2. All sizes, 32 to 46. Lace and embroidery trimmed in Muslin, Long Cloth, Nainsook, all shapes neck. It will be worth your time to see these before buying or making.

Muslin Combinations and Princess Slips

Cost \$1 to \$3.50. These are difficult to make and requires much expensive material. They include princess slips, which are practically a combination of skirt and Corset Cover, and combinations of Corset Covers and Drawers.

Children's Muslin Underwear

Drawers, Skirts, Waists, Gowns in all sizes and variety of styles. Absolutely none of them can be duplicated for our prices.



Neckwear, Belts, Bags Jewelry Parasols Umbrellas Gloves Ruchings Ribbons

Every one of these lines is represented in our stock by the latest. It would be useless for us to attempt to enumerate these. You can only get a just idea of what we have, and its adaptability to your needs, by coming and seeing them.



Warner Bros. and W. B. Corsets

New models are in. These makes have had a most thorough test all over the United States. We give them our unqualified endorsement, as to wear and completeness in every feature that fashion exacts. Upon the corset depends the lines of the figure and upon these hang the beauty of the lady.

We have added to our assortment some excellent numbers of the Redfern Corset, at \$3 and \$5. If you wish a corset boned with whalebones, this is the superior make.



MEN'S, WOMEN'S and CHILDREN'S Hosiery

The numbers on sale have been thoroughly tried by us in former seasons and have proven satisfactory wearers. Special values at 15c and 25c.

Any one can offer you cheaper grades, but the trying point in hosiery is wearing value and fineness, not cost. Tans, browns, lavenders, blacks, pinks, blue, green, navy, champagne and white, all in stock, at 25c and 50c. Misses' Hose in pink, blue, white, black and red, at 15c and 25c.

Children's and Misses' Wash Dresses

The splendid success of Dresses, from 2 years to 18 years, has encouraged us to enlarge our showing until the variety is much increased. Prices begin as low as 25c for Infant's sizes, and up to \$4 for 14 to 18 years. The latter is large enough for small ladies. The good taste displayed in designing these, makes it much of a problem for the ordinary dressmaker to equal them in fitness and practicality.

