

# FORTY-THIRD BIRTHDAY-SALE!

FORTY-THREE YEARS BUILDING  
FOR TOMORROW

## RUDGE & MORRIS GUENZEL CO.

## THE OLD

**P**ICTURE Lincoln, forty-three years ago, on May first, 1886, when Charles H. Rudge and Jerry F. Morris started a little store at 130 South Eleventh Street known as Rudge & Morris. It was then a typical prairie town of about 20,000 people.

Modes of travel were slow---automobiles were unheard-of---Lincoln's first paved streets did not come until 1887, and then only cedar blocks were used. The trolley was invented in 1887 and was not used in Lincoln until some time later. Gas lights and the telephone such as they were at that time, were in use in Lincoln and in 1892 electric lights were used for the first time, as well as the typewriter, cash register and adding machine.

Picture the small store of Rudge & Morris, which boasted of but two departments---hardware and a tin shop. But even in 1886, Charles Rudge and Jerry Morris recognized the value of selling only quality merchandise---a characteristic that through 43 years of progress has been largely responsible for the growth of this store.

Picture the "Modern Woman" of 1886, with her cumbersome costume---the pinched-in waist---the mammoth bustle---the tight-fitting pointed shoes---the ridiculously over-balanced hat---her flowing dress that required yards and yards of material for making. She was a frail being, much given to fainting and fatigue, caused no doubt by the merciless torture of the fashions of the day.

Picture the homes of Lincoln in 1886---hardly any conveniences were known then. There were no electric buttons to press, which today have abolished the back-breaking toil of washing, cleaning and house-keeping in general. There were no charming fashions in home furnishings, which today are the pride and joy of every house-wife.

Indeed, it is a far cry from 1886 to 1929, and we pride ourselves in being pioneers.

We Begin Our  
Forty-third Birthday Sale  
Wednesday, May First

## THE NEW

**W**E of Lincoln are proud of our city today. No community in the nation has higher ideals or can be more justly proud of its achievements. Lincoln in 43 years has increased its population four-fold and its slogan of a "New Sky-Line Every Morning" has come to mean more than just a saying. Lincoln is a city of beautiful homes and a city of youth---as good educational advantages are offered here as anywhere in the country.

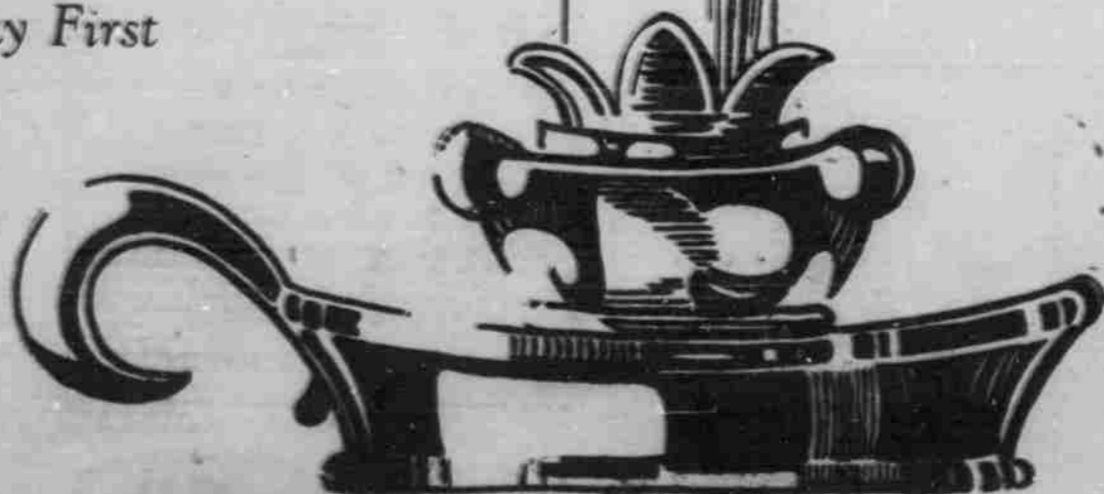
We view, with pardonable pride, the vast progress this store has made in the past 43 years. 43 years that have brought a constantly increasing patronage that caused us to several times seek larger quarters. 43 years of never-ending change---changes that lifted the woman of 1886 to the high plane of fashion. Today, fashion weaves a spell of beauty for her adoration. Her every whim is met---indeed, anticipated.

No longer is she the tortured victim of hideous styles. Today she chooses a costume for each occasion---costumes that enhance her natural beauty and poise. Fashions in the home, too, have undergone tremendous changes in the past 43 years. Modern conveniences are taken for granted and beauty is the thing most sought after. Furniture has ceased to be upholstered lumber---it must have beauty in every line and finish.

To assure our patrons fashion-rightness and quality in the things they seek---Rudge & Guenzel Company has joined hands with thirty of the smartest stores throughout the nation. Stores who for the most part have become institutions, through long years of service to their various communities. This organization was formed to help you enjoy the utmost in Fashion, Quality and Service. Make this store your store.

For Full Particulars of Our  
Forty-third Birthday Sale  
See Tuesday's Papers

# 1886



# 1929