

O'Neill, Nebraska **ANTON TOY** O'Neill, Nebraska

JANUARY CLEARANCE SALE

A Snowstorm of Bargains Beginning Friday, January 16th

Overshoes Men's 4-buckle Overshoes, Black or Red, First quality. Sale price \$3.29 pair	Cotton Batting 72x90 Extra good quality, stitched, sale price 89c	Cotton Flannel Mitts 9 oz. Cotton Flannel Mitts. \$1.14 doz., or 10c pair
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Men's 36-Inch Sheep Lined Moleskin Coats
Made of forest green Moleskin; selected sheep pelt lining, Beaverized collar, reinforced armpits, heavy cloth sleeve lining, heavy knit wristlets, all around belt, two side pockets, two muff pockets.
Sizes 36 to 48
\$4.49 : \$5.49 : \$9.49

BLANKET SALE



Buy your supply of Winter Blankets from this group. Carefully selected for their size, accuracy, weight and wearing quality.

Wool-like Cotton Blanket 70x80, 4 inch fast color plaid, wt. 4 lbs., per pair \$2.95	Part Wool Blanket, 70x80, extra good heavy blanket, reduced to, pair \$3.49
72x80, Gray or Tan, pair \$1.89	Plaid Sheet Blanket, each 95c

Ladies Wash Dresses

The model illustrates the styling of this unusually popular frock. The graceful flaring skirt, the generous pockets and highly waistline, with a sash in the back, are outstanding features; fast color prints



\$1.00 each

Ladies' Silk HOSE

Silk from top to toe. Full fashioned, pair
89c

Service weight Silk from top to toe, pair
\$1.39

Picot top full fashioned, pure thread Silk Hose, pair
\$1.95

ANTON TOY
General Merchandise
O'Neill, Nebraska

Rayon Hose
Top to Toe
Sale price
per pair
29c

Ladies' and Children's Winter Coats

Over 100 Ladies and Children's Coats to be sold at sacrifice prices to make room for our spring Coats, as we haven't one inch of space to spare on our racks. If you are interested in a coat for yourself or child or any member of the family, come in and select one as soon as the sale starts.

10 Children's Coats reduced to	\$3.49
10 Children's Coats reduced to	\$4.98
8 Children's Coats reduced to	\$3.29
8 Misses' Coats reduced to	\$9.75
3 Ladies' Coats reduced to	\$23.95
4 Ladies' Coats reduced to	\$21.98
7 Ladies' Coats reduced to	\$16.75
6 Ladies' Coats reduced to	\$14.50
5 Ladies' Coats reduced to	\$9.75
3 Ladies' Coats reduced to	\$8.75
1 Ladies' Coat reduced to	\$7.75
1 Ladies' Coat reduced to	\$47.50
2 Ladies' Coats reduced to	\$29.75

LADIES SMOCKS Made of Fast Colored Prints and Cretonne figures; all new patterns; short or long sleeves. Sale price \$1.79	LADIES' BEDROOM SLIPPERS Chrome Leather sole and uppers; assorted colors; size 4 to 5 only; to close out at 59c PAIR
MEN'S LEATHER JACKETS Made of genuine horsehide; heavy lining, leather collar. Sale price \$7.95	MEN'S RIBBED UNION SUIT Good weight high grade cotton. January clearance 89c SUIT
COTTON CREPE Dainty designs, reduced to 17c YARD	36 In. CHALLIE CLOTH New patterns; nice for Draperies and Quilts; reduced to 15c YARD
MEN'S UNION SUITS Heavy fleeced, per suit 69c SUIT	BLEACH'D SHEETING 72 inches wide; January clearance 36c YARD
MEN'S UNDERWEAR Men's part Wool ribbed union suit. January clearance \$1.49 SUIT	JERSEY JACKETS Men's Jersey Jackets, made of good fleeced cloth 89c

Start the New Year Right--Save!

What could be better at the very opening of this New Year before us, when resolutions are still fresh in our minds, to indulge in one of the best resolutions of all—Saving. And here is an unusual opportunity for indulging that to its fullest extent. This store-wide selling event offers you new, seasonal goods, exactly suited to the needs of cold, miserable weather now upon us, at reasonable savings in price. You are in need of winter goods, yet you do not feel that you can pay for its full worth, with Christmas shopping just finished, so we offer you this opportunity for buying these winter things and at the same time saving money. Thus you cannot fail to take advantage of this event.

KEEP OUT WINTER CHILLS — — — — KEEP OFF WINTER ILLS

FREE GASOLINE AGAIN

Every January Sale our aim is to give Five Gallons of Gasoline Free with purchase amounting to \$15 and up.

MEN'S DRESS SHIRTS With or without collar; white or fancy patterns. Sale price 79c \$1.49 \$1.98	LADIES PART WOOL UNION SUITS Knee length, no sleeves \$1.29 SUIT	MEN'S DRESS HATS Men's stylish snappy Felt hats in the new shades. \$2.95 \$3.95 \$4.95 Each
MEN'S WORK SOX 10c PAIR	LADIES LIGHT WEIGHT UNION SUITS Knee length, no sleeves 49c SUIT	OIL CLOTH White and Fancy 22c YARD

Men's Suits

A wide selection of Suits and Overcoats for the man. Your size is here! These suits combine Style and Quality.

\$24.75 value	\$18.95
\$29.75 value	\$21.49
\$25.00 value	\$18.98
\$32.50 value	\$23.98
\$22.50 value	\$16.49
\$39.75 value	\$31.98

Ov'rcoats

\$9.75 \$12.75
\$22.95
\$14.75 \$26.75




We marked our goods down for the sale so as to move them quickly. Cost has been forgotten. Come in early and make your Dollars do double duty as we need the room.

Broken Lots

After going through our entire stock we find many broken lots in every department that we are going to sell at sacrifice prices. A few of the many listed below:

50 MEN'S WORK SHIRTS at 39c EACH	18 MEN'S HEAVY WOOL SHIRTS \$1.49 EACH
50 PAIRS MEN'S 220 OVERALLS 65c EACH	18 PAIRS MEN'S ODD PANTS \$1.00 PAIR
15 MEN'S SUITS \$6.95 SUIT	40 BOY'S KNEE PANTS \$1.39 PAIR
25 PAIRS WOMEN'S WALK-OVER SHOES Patent and Kid \$2.49 PAIR	15 LADIES and MISSES WINTER COATS \$5.00 EACH

Le Vine FROCKS



11 Ladies Silk Dresses reduced to \$13.95
17 Ladies Silk Dresses reduced to \$16.95
18 Ladies Silk Dresses reduced to \$22.95

Brown Muslin 36-Inch Sale price 8 1/2c yd.	Percale 36-Inch Percales, values up to 19c yd. 11c yd.	Boy's Plaid Flannel Shirts Sale price 89c
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SHOES FOR EVERYONE

With cold weather coming and its accompanying mud and slush a sale of shoes to stand the "gaff" will be appreciated by everyone. We cannot attempt to list the various values offered, we can only make a very insistent suggestion that you visit our store during this sale and share in these values with your neighbors. There are shoes for everyone, from Dad to baby, and all reduced for special selling.

FLORSHEIM SHOES Value \$10.00, reduced to \$8.85 pair	Men's Solid Leather Work Shoes Value \$2.50, sale price \$1.79 Value \$3.50, sale price \$2.69 Value \$5.95, sale price \$4.98
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Extra Special on Ladies' Dress Slippers, Patent Leathers & Kid in Pumps and Straps, some numbers in Brown Suede; beautiful Styles, values up to \$7.95 a pair, reduced to

5.00 pair



Men's Black Dress Oxfords
Value \$3.95, sale price **\$2.98**
Value \$5.95, sale price **\$4.89**
Value \$6.75, sale price **\$4.98**



Silk Dresses

Ladies Silk Dresses at Sacrifice Prices

42 LADIES and CHILDREN'S SILK DRESSES, reduced to \$2.98
9 LADIES SILK DRESSES, reduced to \$4.95
31 LADIES SILK DRESSES, reduced to \$6.98
11 LADIES SILK DRESSES, reduced to \$8.45

END OF SEASON OFFERINGS IN FLANNELS
At clean-up prices. White and fancy, 26 & 27 in. wide
9 1/2c YARD

RED DIAMOND
36-inch width; extra heavy quality; white and fancy
14c YARD

40-INCH VOILE
Plain color; assorted plain shades, reduced to
19c YARD

42-IN. PILLOW TUBING
Peperell Brand, reduced to
27c YARD

RAYON BLOOMERS
Values up to \$1.50, at
89c

SILK THREAD
All shades, 50 yd. spool
5c SPOOL

BOY'S UNDERWEAR
3 season suits; made of fine combed cotton; sizes 24 to 34 or 2 to 14
79c SUIT

MENS WOOL MIXED SOX
19c PAIR

Millinery

In order to make room for our spring line of hats we have grouped our hats into three groups and cut the price on them that you can afford to buy four hats for the price of one.

Group 1—49c
Group 2—\$1.00
Group 3—\$1.95

