Uvershoes Men's 4-buckle Overshoes, Black or Red,

First quality. Sale

\$3.29 pair

Extra good quality, stitched, sale price

Cotton Batting Cotton Flannel

9 oz. Cotton Flannel Mitts. \$1.14 doz., or

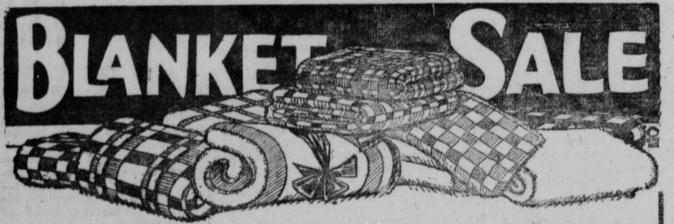
10c pair



Men's 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.

\$4.49 : \$5.49 : \$9.49



Buy your supply of Winter Blankets from this group. Carefully select-

72x80, Gray or Tan,

good heavy blanket, re- \$3.49

Part Wool Blanket, 70x80, extra

Ladies Wash Dresses



Ladies' Silk

Silk from top to toe. Full fashioned, pair

89c

Picot top full fash-

ioned, pure thread

Silk Hose, pair

Service weight Silk from top to

ANTON TOY General Merchandise O'Neill, Nebraska

Rayon Hose Top to Toe Sale price per pair

O'Neill, Nebraska ANTON TOY

---- A Snowstorm of Bargains Beginning Friday, January 16th



Ladies' and Children's

Children's Coats to be sold at sacrifice prices to make room for our spring inch of space to spare on our racks. If you are inmember of the family, come in and select on soon as the sale starts

10 Children's Coats reduced to	\$3.49		
	\$4.98 \$3.29 \$9.75		
		4 Ladies' Coats reduced to	
		7 Ladies' Coats reduced to	OLD REPORT TO SERVE
		6 Ladies' Coats reduced to5 Ladies' Coats reduced to	
3 Ladies' Coats reduced to			
1 Ladies' Coat reduced to			
1 Ladies' Coat reduced to			
2 Ladies' Coats reduced to			

LADIES SMOCKS Made of Fast Colored Prints and Cretonne figures: all new patterns; short or long sleeves. Sale price

MEN'S LEATHER JACKETS Made of genuine horsehide; heavy lining, leather collar. Sale price

COTTON CREPE Dainty designs, reduced

MEN'S UNION SUITS Heavy fleeced, per suit 69C SUIT

MEN'S UNDERWEAR Men's part Wool ribbed union suit. January clear-

Winter Coats Over 100 Ladies and

LADIES' BEDROOM SLIPPERS Chrome Leather sole and uppers; assorted colors; size 4 to 5 only; to close out at 59C PAIR

MEN'S RIBBED UNION SUIT Good weight high grade cotton. January clearance

> 36 In. CHALLIE CLOTH New patterns; nice for Draperies and Quilts; re-

15c YARD BLEACH'D SHEETING 72 inches wide; January clearance

36C YARD

JERSEY JACKETS Men's Jersey Jackets, made of good fleeced cloth

A CONTRACTOR OF THE PROPERTY O

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

MEN'S WORK SOX 10c PAIR

LADIES PART WOOL UNION SUITS Knee length, no sleeves

\$1.29 SUIT LADIES LIGHT WEIGHT

UNION SUITS Knee length, no sleeves 49c suit

MEN'S DRESS HATS Men's stylish snappy Felt hats in the new shades.

*2.95 *3.95 *4.95 Each

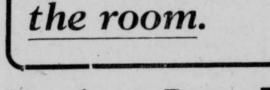
OIL CLOTH White and Fancy 22c YARD



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

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





After going through our broken lots in every department that we are going to sell at sacrifice prices. A few of the many listed be-

39C EACH

18 MEN'S HEAVY WOOL SHIRTS \$1.49 EACH

65C EACH

18 PAIRS \$1.00 PAIR

\$6.95 SUIT

15 MEN'S SUITS

\$1.39 PAIR 25 PAIRS WOMEN'S WALK-OVER SHOES

15 LADIES and MISSES

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

Broken Lots

50 MEN'S WORK SHIRTS

50 PAIRS MEN'S 220 OVERALLS

MEN'S ODD PANTS

40 BOY'S KNEE PANTS

Patent and Kid \$2,49 PAIR

11 Ladies Silk Dresses

reduced to \$13.95

7 Ladies Silk Dresse

18 Ladies Silk Dresse

reduced to \$16.95

reduced to \$22.95

WINTER COATS

Sale price

82c yd.

36-Inch Percales, va ues up to 19c yd.

Percale

11c yd.

Boy's Plaid Flannel Shirts

Sale price

89c

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

bers in Brown Suede; beautiful Styles, values up to \$7.95 a pair



Value \$5.95, sale price. \$4.98

Men's Solid Leather Work Shoes

Value \$3:50, sale price

MEN'S SCOTCH STYLE CAPS 89C EACH

END OF SEASON OF-FERINGS IN FLANNELS At clean-up prices. White and fancy, 26 & 27 in. wide

 $9\frac{1}{2}$ C YARD

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

14c YARD

40-INCH VOILE lain color; assorted plain shedes, reduced to

19C YARD

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

> RAYON BLOOMERS Values up to \$1.50, at

SILK THREAD All shades, 50 yd. spool

89c

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



Silk Dresses

Ladies Silk Dresses at Sacrifice Prices 42 LADIES and CHILDREN'S \$ 7 08 SILK DRESSES, reduced to 9 LADIES SILK DRESSES, \$4.95

reduced to .. 31 LADIES SILK DRESSES, \$6.98

11 LADIES SILK DRESSES, \$8.45

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 2-\$1.00. Group 3-\$1.95

