

Sale Dress Crepe

79c - 98c Grades
Rayon alpacas, nubs, taffetas, ruff weave and matelasse. Black, brown, wine, green, gray, teal blue colors. Width is 39-inches. Opening special.

49c

OUR LOW CASH PRICES SAVE YOU MONEY
BROWN-McDONALD
IF YOU CAN'T COME - ORDER BY MAIL

Rayon Night Gown

REGULAR \$1.00 GRADE
A special purchase of women's gowns in a soft, smooth rayon in a choice of various colors. Assorted styles. Buy them for gifts or for your own.

50c

Opening Celebration of New Store Friday-Saturday

Free Souvenirs and Thrilling Low Prices For All Who Attend Opening

3-POUND Cotton Batts
39c
A stitched batt of natural cotton. Opens up to 72x90 inches. Stock up and save.

36-INCH Heavy Outings
at 12c
Both light and dark colors in stripes, plaids etc., for quilts and other uses.

MEN'S COTTON Suede Shirts
79c
Built to stand cold weather. Navy, tan and gray colors. Button front, 14 1/2-17.

MEN'S COAT Sweaters
at \$2.98
Of warm all wool worsteds in heather mixed blue, oxford gray or beaver tones.

COTTON FILLED Comforters
\$1.29
Full double bed size. Tops of sateen, stitched. In assorted colors. A knockout.

80-SQUARE New Percales
9 Yd. \$1.00
Soft, smooth finish woven to stay that way. Vat dyed in florals, figures, plaids, etc.

BIG PART WOOL Blankets
at \$2.98
A Chatham blanket, a 72x90 inch size. Bold plaids on white. These are in pairs.

80% FINE WOOL Blanket
at \$5.00
The famous Chatham Airloom Beautiful lassel colors with satene edge. Size 70x80 inch.

WOMEN'S WOOL Sweaters
at 98c
Assorted styles in pullovers or Cardigans, Angoras or brushed wool. Assorted color.

MEN'S, WOMEN'S Blanket Robes
\$1.00
Also children's. Rich colors. Buy them now for gifts or to wear. Special opening value.

BOY'S WOOL Mackinaws
\$4.98
A 32-oz. wool fabric in plaid patterns. Has sport back and belt; double breasted. 6-16.

MEN'S HEAVY Work Shirts
79c
Our famous Money-Bak brand A rugged shirt of blue or gray chambray. Triple stitched.

HURRY! MEN'S Work Shirts
3 for \$1.00
Irregulars of shirts made to sell up to 89c. Blue or gray chambray. Come quick, save.

MEN'S SHEEP Lined Coats
\$3.98
Moleskin shell with thick sheepskin body lining and deep collar. Lined sleeves.

MEN'S SUEDE Jackets
at \$4.98
Suede leather with the knit collar, cuffs and bottom. In chesnut or cocoa. Talon front.

HORSEHIDE Jackets
at \$6.95
Styled with a zipper front. Leather collar and cuffs. A grand value at this price.

MEN'S FANCY Sweaters
at \$1.98
Pullover style in button or zipper front. Two-tone colors. Sizes from 36 to 42.

MEN'S OUTING Pajamas
at 98c
Coat or middy style. Of a soft warm outing in handsome patterns. Good gifts.

Roses For Ladies! Cigars For Men! Balloons For Kiddies!

Eight years of store-keeping in O'Neill. Eight years in which we—with you—have endured the blows of adversity, or reaped the rewards of harvest. Eight years—now crowned by the opening of our store in a new building that will provide for those in this community a store that has no superior in northern Nebraska in a town of comparable size. Not only is the building new, but the fixtures are new, a large part of the stocks are new. It's a spacious store with plenty of "elbow room" for you to move about in. Special "opening values" in addition to our usual low year 'round prices will enable you to save. Complimentary souvenirs on Friday. We invite you to come.

Opening Special! Women's COATS
\$7.95 Grade Wool Fleece \$5

Come on the run for this feature value! Womens winter coats of soft fleeces in brand new styles that set a new record for value-giving. These are to be had in the boxy or fitted models. Misses' and Women's sizes.



Georgiana Dresses
\$3.95 \$5.95 \$7.95
Spic and span and new. Dresses of fine prints or rayons for street wear. Attractive styles for the matron or miss. Top values at moderate prices.

You'll Give Three Cheers for this
Sale of DAFFODIL DRESSES
2 for \$1
TWELVE SPARKLING STYLES —AND ONLY
You'll give a cheer for the fine styling of these prints. You'll applaud the variety of collars, the neat tailoring of the sleeves, the details of design, the patterns. You'll buy them because they are guaranteed a full cut and perfect fit. And you'll cheer again at the low price. Sizes from 14-52.

Rayon Street DRESSES
\$1.98
A special sale group reduced in price. Street and afternoon models in prints or plain colors in wanted sizes. Choose early.

Shirley Temple Deanna Durbin Dresses
\$1.98
Girls' wash dresses in two noted makes. Shirley Temple for girls 3-12; Deanna Durbins in sizes 10 to 16. Style to thrill you.

Women's Hats
98c \$1.98
Women's winter hats in felts and fabrics. Brims, turbans, and new high crowns. Black and colors.

Men's Overcoat and Topcoat Sale
\$12.75 Grade Plain - Fancy \$10
Others \$14.75 to \$24.50
Here's a value to make men open their eyes. Overcoats of heavy blue melton in double breasted belted styles for dress. Also topcoats in brown or gray herringbone in belted models. If you need a coat—buy one now!



Men's Suits
An assortment that offers a wide choice. Single or double breasted models. Dressy stripes or monotonies in gray, brown, blue, etc. Don't pass this standout value.
\$14.75
Other Suits \$16.75 to \$19.75

MEN'S QUALITY Dress Shirts
98c
Our famous Donfield shirt in latest stripes and novelty patterns. Sanforized.

MEN'S MATCHED Shirts - Pants
\$1.98
Of Cramertonary cloth in tan or taupe. Sanforized, mercerized. Pants or shirt.

MEN'S RIBBED Union Suits
49c
Medium suits in ecru color. These have short sleeves and ankle length. Sixes 34-46.

MEN'S WINTER Union Suits
69c
Knit cuffs and ankles that will keep out wind. Winter weight, long leg and sleeve.

PART WOOL Union Suits
98c
Made to keep out cold. Ribbed suits with snug-fitting long legs and sleeves. 36-46.

COTTON SHEET Blankets
at 49c
These are 66x76 inch size, come in assorted plaids. A cotton blanket of quality.

DOUBLE BED Blankets
98c
Cotton blankets, full double bed size, 70x80 inch. Plaid patterns. Opening special.

PART WOOL Plaid Pairs
\$1.39
Blankets, full double bed size, 66x80 inches. Not less than 5% wool. In attractive plaid.

WOMEN'S SILK Hosiery
48c
First quality, full fashioned, chiffon weight in fall colors. Two pairs at 95c.

NEW OUTING Gowns
at 49c
Women's night gowns in outing flannel in white, pink or fancy patterns. Special.

QUADRIGA Cloth
7 yds. \$1.10
America's finest 80-square percale. Clear, bright colors, needelized finish.

FINE 50-INCH Lace Panels
98c
Ecru color in sturdy strong nets. Tailored edge, graceful border patterns. Special.

TUCKSTITCHED Underwear
25c
Women's vests, panties or bloomers, 12 1/2% wool. Snug fitting for cold weather.

CHILD'S RAYON Bloomers
at 15c
Rayon stripe cotton bloomers for school wear. Full cut and well made. Flesh color.

GIRL'S RIBBED School Hose
15c
Cotton stockings, knit ribbed. Full length and in wanted brown shades. Sizes 5 1/2-10.

3-POUND Wool Batt
88c
Wool linter batt that opens up to 72x90 inches. While they last for opening 88c.

22 x 44 Bath Towels
5 for \$1.10
Extra large and extra heavy towels with fancy borders. Grand value at this price.

OPENING SALE Hand Bags
98c
In smooth finish or simulated leather or fabrics. Smart shapes. Special values at 98c.