



O'Neill, Nebr.  
Open 'Til 9 P. M.  
Thursday, Friday, Saturday  
PHONE 8

**JOIN IN THE FUN!** **FESTIVITIES!** **VALUES!** **SAVINGS!**  
**Grand Opening!**

**Rock Bottom Prices on NEW Spring and Summer Merchandise!**

Tremendous selections of quality merchandise for the entire family!  
**GET MORE FOR YOUR MONEY AT GAMBLES IN O'NEILL!**



**Misses' SPRING COATS**  
NOW! **17.88**

Compare — and you'll save plenty! Newest spring styles and fabrics. Long and 3/4 length. We have a wonderful selection to choose from. Misses and Half Sizes. Values to 24.98.

**GIRLS' DUSTERS**  
Crisp navy blue faille with 1-button closing in front; satin bow and long streamers in back. 2-3X; 3-6X. **2.99**

Gradestee Sizes 7-14..... 3.99  
Pre-Teen Sizes 10-14..... 5.99  
Tweedie rayon duster at the same low price.  
108-4705-412, 4704-2612, 4706-8612, 8707-8112, 108-4705-440, 4706-2612, 8709-8602, 8709-8603

**Boys' BLUE JEANS**

Stock up now on the lowest price in O'Neill! Full cut 9 oz. denim. Sanforized for easy washing. Save at Gambles! Reg. 1.59 values. Sizes 4-12.

NOW! **99c**

**Boys' Knit POLO SHIRTS**

Money-saving spring special! Neat and practical for school or play! Short Sleeves—Perfect washing! Reg. 69c values. Sizes 4-14.



NOW! **3 for \$1**

**Super Saver!**  
Baby **Snoozer Sets**

Cute as can be and so practical! Cute nursery prints, that's so soft and comfortable for baby. Here's a real special. Cute nursery prints. Reg. 1.79 value.



NOW! **99c Set**

**SALE! SUMMER CASUALS** Summer's most popular shoes—and for a low, low price at Gambles! Stylish smooth finish or good looking nylon mesh weave. Sizes 5-9. **Now! 1.99**

**Mens' Work Shirts**

Sturdy woven blue chambray. Full cut for good fit. Sanforized. Reg. 1.39 values. Sizes 15-17.

NOW! **99c**

**24" x 70" RUNNER RUGS**

NOW! **2.66**

Best value in town! All-cotton runner rug in waffle weave sculptured design. The ideal rug for any room in the home! Will stand plenty of heavy traffic. 11 Brand new colors. Reg. 3.98 values



**Sale! Bath Towels**

Big thick terry Cannon towels at a real sale price! Soft absorbent terry—America's best known brand. White and Pastels. Stock up now! Reg. 79c values.

NOW! **44c**

**Chenille Rugs**

Full 24 x 36 size in dozens of pretty new colors. Stock up now and save!

Reg. 1.49 values!  
NOW! **88c**

**Chenille Bedspreads**

Good quality thickly tufted chenille spreads. Smart fringe trim on 3 sides. White and Pretty Pastel colors. Full bed-size. Reg. 3.98

NOW! **2.99**

**Genuine Flour Sacks**

Bleached white 100-lb. sacks that make into wonderful tea-towels. Save at Gambles during this big sale! Reg. 33c ea.

NOW! **4 for 88c**

**Men's Nylon Stretch Socks**

Here's real value! Brand new colors and patterns in these popular long wearing nylon dress socks. Perfect fitting—comfortable. Reg. 69c values.

NOW! **3 pr. \$1**

**Super Saver!**  
**Triple Cuff Girls' Anklets**

Popular triple roll tops. Soft white cotton. Very good wearing quality. Size 8 1/2-11. Reg. 59c values.

NOW! **2 for 77c**

**Super Saver!**  
**Rayon Panties**

Reduced for this sale! Fine quality knit tricot. Perfect fitting elastic waist briefs. Stock up! Reg. 39c.

NOW! **4 for 88c**

**Super Saver!**  
**Full Length Cotton Slips**

Fine quality sanforized white slips. Wash like a hanky. Shadow panel. Size 32-44. Reg. 1.98.

NOW! **1.66**

**Ivy League Sport Shirts**

Your Choice — Long or Short Sleeves

Stock up now on the best buy in O'Neill! Imagine such fine sanforized shirts for such a low, low price. And what a selection! Most popular style for boys today. All "Ivy League" styling. Long sleeves size 6-16. Short sleeves size 3-16.

Regular 1.49 Values  
NOW! **99c**



**NO LOWER PRICES IN TOWN!**

**BRIEFS--T Shirts**

FOR MEN

Fine soft combed cotton underwear that wears and fits. Sturdy rib knit elastic waist briefs. Nylon reinforced necks on the "T" shirts. Stock up now for all summer! Reg. 69c

NOW! **2 for \$1**

**SPECIAL**  
**Sale! BOYS' AND GIRLS' SHOES**

Here's real value in good quality shoes for school, play, dress up! You'll find straps, oxfords, slip ons, high shoes! They're all at GAMBLES—sale priced for big savings!

Soft leather uppers and no mark flexible compo soles that wear and wear! You'll like these wonderful buys in Gambles shoe department!

Sizes 8 1/2-3  
Reg. 3.98 Value **2.44**



**Mens' Work Socks**

Fine soft cotton full length socks. White, Random or Grey. Slight mill imperfections that won't affect the long wear. If perfect 29c.

NOW! **6 pr. \$1**

**Mens' Sweat Shirts**

Lowest price in town! Slight irregulars make such a value possible. Mens' sizes S-M-L-EX L. If perfect 1.79. Stock up now and save!

NOW! **\$1**

**Boys' 13 3/4 oz. Western Jeans**

Heaviest denim made—and can they take it! Sanforized. What a buy! Reg. 2.49.

NOW! **1.77**

**Mens' Blue Jeans**

Sanforized 10 oz. denim. Full cut to fit. Here's real value! Reg. 1.98.

NOW! **1.68**

**Mens' Work Shoes**

Long wearing sturdy work shoes now sale prices at Gambles! Sturdy leather uppers—cork-rubber soles. One piece back. Reg. 5.98. Size 6 1/2-12.

NOW! **4.43**

**Boys' BRIEFS**

Fine soft combed cotton, sturdy rib knit elastic waist. Stock up now! Sizes 6-16!

NOW! **2 for \$1**

**BUY 3 WAYS!**

- Cash • Lay-Away!
- Gambles Thrifty Payment Plan!

**Bra Special**

Sanforized fine cotton bras at a real bargain price! You'll want several! Reg. 79c.

NOW! **2 for \$1**

**Nylon HOSE**

Best value in O'Neill! Beautiful 15 denier perfect fitting stockings—every pair perfect. New spring shades. Size 9-11. Reg. 89c values!

NOW! **44c**

**Better Dresses**

Better quality dresses now reduced from regular stock. Be here early for better selection. Values to 5.98.

NOW! **\$2**

**Misses' Summer Night-Wear**

Wonderful selection of brand new summer nites. Full length, pajamas or shorty sets, full length, waltz or shorty gowns all in sanforized no-iron embossed cottons, plisse and wash an' wear cottons. Pretty Pastels. Size 34-48 and S-M-L. Reg. 2.98.

NOW! **1.77**

**SALE! Summer Skirts**

Pretty as can be! Better quality perfect washing crisp cottons in popular full skirt styles. Polished and drip-dry fabrics for the whole season. Smart colorful prints! Size 22-30! Reg. 2.98.

NOW! **1.99**

**SALE! Summer Blouses**

You'll want several at such a special price! Imagine pretty blouses of fine sanforized broadcloth for just 88c! Short and sleeveless styles. 32-38. Reg. 1.39.

NOW! **88c**