



**Nylon Hose**  
Best value in O'Neill! Beautiful 15 denier. Reg. 79c.  
**NOW! 43c**

**Ladies' Long Coats**  
While they last! Broken sizes—values to 29.98.  
**NOW! \$5**

**Girls' Coats**  
Broken sizes. Be here early. Values to 12.98.  
**NOW! \$3**

**Girls' Dusters**  
First come—first served. Shop early and save! Reg. 2.99 values.  
**NOW! \$1**



Low Down Payment—Easy Terms

*Use Our Thrifty Payment Plan!*

# JULY SMASH SALE!

Fabulous Savings in every Department! \$35,000 worth of fresh new summer merchandise! Shop Gambles — Fastest growing store in North-Central Nebraska!

**EVERY ITEM A TOP VALUE—SAVE TO 1/2 AND MORE!**



## SHORT SLEEVE SPORT SHIRTS

They're really good looking! Smart new prints on sanforized no-iron cottons and popular "Ivy League" styles. Stripes, Plaids, Checks. Wash like a breeze.

- Men's Size S-M-L-
- Boys' Size 4-16
- Reg. Values to 2.98

**NOW! 99c**

### Men's Blue Jeans

Sanforized 10-oz. denim. Full cut for fit. Here's real value. Reg. 1.98.

**NOW! 1.68**

### Diaper Sale!

Best values in town! Stock up now and save. Slight irregular.

FLANNEL Reg. 2.49  
**NOW! 1.77 dz.**

GAUZE Reg. 2.98  
**NOW! 2.17 dz.**

### Dacron Panels

What a buy! 41 x 81 panel curtains of 100% dacron. Wash and dry in a jiffy. Little or no ironing needed. Reg. 1.49.

**NOW! 99c ea.**

### Chenille Bedspreads

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

**NOW! 2.99**

### Bra Special

Sanforized fine cotton bras at a real bargain price! You'll want several!

**NOW! 2 for \$1**

### Dacron Priscilla Curtains

Here's wonderful value! Perfect for every room in the home. Beautiful for criss cross. Lovely wide ruffles. Size 50x90 each side. Reg. 4.49 values.

**NOW! 2.99 pr.**

### Sale! Shorty PJ's

Wonderful special purchase by Gambles makes such values possible! Sanforized cottons. Pretty pastels. Size S-M-L. Reg. 1.98.

**NOW! 99c**

### Bed Pillow Specials

Big 21 x 27 size. Plumply filled with sterilized feathers. Corded edges. Reg. 2.49 values.

**NOW! 1.77 ea.**

### Sale! Summer Skirts

Pretty as can be! Better quality perfect washing crisp cottons. Smart colorful prints. Sizes 22-30. Reg. 2.98 values.

**NOW! 1.77**

### Girls' Cotton Anklets

Popular anklets at real money saving prices! Slight mill imperfections make such values possible. If perfect 39c.

**NOW! 5 prs. \$1**

### Tots PJ's

Buy now and save! Best values in O'Neill! Sizes 1-14. Tots and girls' sizes. Values to 1.98.

**NOW! 99c**

### Nylon Stretch Socks

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

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

### Men's Match Sets

What a buy! Sturdy sanforized twills in popular Army Tan or Dary Greys. Stock up now and save!

Shirt **NOW! 2.23**  
Reg. 2.98

Pants **NOW! 2.77**  
Reg. 3.49

**Complete Set only \$5**

### Nylon-Rayon Blankets

Lowest price in O'Neill! Soft washable blankets at a real sale price! New beautiful colors. Full bed size. Reg. 4.98.

**NOW! 3.33**

### Men's Briefs and "T" Shirts

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 and really save! Reg. 69c.

**NOW! 2 for 97c**

### Summer Fabric Sale!

While 2,000 yds. last. All better quality cottons at such a wonderful low price! Make new dresses, blouses, skirts, sportswear. Every yard perfect washing. 36" wide. Values to 79c yd.

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

### Sale! Muslin Sheets

Snowy white fine 132 thread count sturdy muslin sheets—now sale priced for your savings! Famous for wear and smooth finish. Choice of regular or fitted styles.

72 x 108 or twin fitted — Reg. 1.89  
**SALE! 1.55 ea.**

81 x 108 or full fitted — Reg. 2.09  
**SALE! 1.74 ea.**

Pillow Cases — Reg. 45c  
**SALE! 37c ea.**

### Reduced Sportswear

Here's real values! Just look at this wonderful selection!

- Swim Suits
- Short Sets
- Short Shorts
- Sleeveless Blouses
- Jamaica Shorts
- Capri Pants
- Pedal Pushers

Values to 2.98.  
**NOW! 99c**

### Men's Work Socks

Fine soft cotton anklets. White or random. Slight mill imperfections that won't affect the long wear. If perfect 39c. Size 10 1/2-12.

**NOW! 5 prs. \$1**

### Jamaica Shorts

Season's most popular shorts! Now sale priced. Smart new Tartan Plaids in sizes 10-18. Reg. 1.98 values.

**NOW! 99c**

### Polo Shirts

Guaranteed hottest buy in O'Neill! Imagine such quality for such small prices. Washable stripes. Comfortable short sleeves. Boys' sizes. Reg. 69c.

**NOW! 4 for \$1**

### Cotton Slips

Where else can you get such fine quality slips at such a low, low price? Fine quality sanforized cotton-pretty eyelet trim. Shadow panel for extra protection. Sizes S-M-L — 32-40. Reg. 1.79 values.

Full Slip **NOW! 99c**

Half Slip **NOW! 88c**

### Runner Rugs

What a buy! Big 24" x 70". Plenty of new colors. Smart embossed design. Non-skid back. Washable. Reg. 3.98 values

**NOW! 2.44**

### Misses' Sportswear

Now reduced for fast clearance! Now is the time to stock up and really save. Jamaica shorts. Pedal Pushers, Short Shorts. Values to 3.98.

**NOW! 1.44 and 2.44**



### Special! Hundreds Sold at 1.19 COTTON BLOUSES

Cool tops for skirts, shorts and fancy pants — short-sleeved styles in solid-color Sanforized cotton broadcloth. At this amazingly low price you can afford a whole new wardrobe of blouses! Sizes 32 to 38. 111-0384

**NOW! 72c**



### Men—Save on 1.29 Value! WORK SHIRTS

Summerweight work shirts, at a new record-bustin' price! Sanforized 3.60 wt. blue chambray is cool for summer, yet sturdy enough to take lots of rugged wear. Button-through pockets. Sizes 14 1/2 to 17. 80-3028

**NOW! 87c**

Long or Short Sleeve

### Rayon Panties

Reduced for this sale! Fine quality. Size 6-7-8. Reg. 39c.

**Now! 4 prs. 99c**

### Tot's Overalls

What a buy! Popular blue or stripe. Sizes 2-4-6.

**Now! 99c**

### Sale! Cotton Frocks

Here's real value! Smart cotton frocks—every one perfect washing. Now is the time to really save! Sizes 12-20. 14 1/2-24 1/2.

**NOW! 2.44**

### Swim Suits

Out they go! Imagine such fine quality suits for such a low price! Many styles left. Shop early for best selection. Values to 8.98. Sizes 32-40.

**NOW! 3.88**

### Men's Jackets

Men's lightweight jackets reduced for this sale! Popular "Ivy League" styling—Polished Cottons—Smart Plaids. Values to 5.98.

**NOW! \$3**

### Girls' Dresses

Smart styles in popular sleeveless dresses for summer. All reduced for this big sale. Sizes 3-6X 7-14. Save now!

Reg. to 2.98 **NOW! 1.44**

Reg. to 3.98 **NOW! 1.88**

### Men's Denim Slacks

Most popular summer pants for men! Sanforized for easy washing. Comfortable elastic waist inserts. Reg. 2.98 value.

**NOW! 1.88**

### Boys' and Girls' Sandals

What buys these are! Popular as can be and practical 'cause they're cool and sturdy too! Good leather uppers and flexible long wearing compo soles. Smart enough for dress up. Perfect for play. Size 6-2. Reg. 2.29 values.

**NOW! 1.44**

### Men's Oxfords — Slip Ons

Smart casual shoes in smoke or black. Comfortable crepe soles. Sizes 6 1/2-11. Reg. 5.95.

**NOW! 4.44**

### Work Shoes

Lowest price in O'Neill! Sizes 6 1/2-11. Leather uppers, cork and rubber soles. One piece back. Reg. 5.98.

**NOW! 4.66**

### Summer Shoe Specials



Summer's most popular shoes—and for a low, low price at your Gambles Store! Hundreds of pairs just unpacked. Gleaming whites and light tans in smart as can be straps. Stylish smooth finish or good looking nylon mesh weave. Canvas "Skimmers" Oxfords — Smart Sweater pumps. They're all at Gambles—ready for your selection. Don't miss these wonderful bargains. Values to 2.98.

**NOW! 1.88**

### Canvas Gloves

Best buys in town! Reg. 25c. Men's sizes.

**Now! 18c**

### Bath Towels

Big bath size. White, Pastels, Stripes. Reg. 79c values.

**Now! 44c**

### Plisse Gowns

Cool no-iron plisse in popular full length gowns. Size 34-40. Reg. 1.98

**Now! 1.33**

### Chenille Rugs

Biggest value in O'Neill! Stock up now and save! Reg. 1.49. Plenty of colors

**Now! 99c**