

OUR GREAT BIG SALE IS NOW ON

PRICES MARKED "WAY WAY" DOWN!
 OUR SALE PRICES SURELY WILL COMMAND YOUR ATTENTION!
 IN OUR FIRST SENSATIONAL PRICE "SLASHING"

STORE - WIDE

Fair Trade Items Excluded

FAMOUS NAT.-ADV. BRAND NAMES YOU KNOW AT POPULAR PRICES AND LESS!

Read This: Over 800 Pairs Men's & Women's Famous Top

1 LOT LADIES' TO \$5.95 FAMOUS BRANDS SHOES NOW 1.99	1 LOT LADIES' TO \$6.95 FAMOUS BRANDS SHOES ONLY 2.99	1 LOT LADIES' TO \$8.95 FAMOUS BRANDS SHOES FOR ONLY 3.99	1 LOT LADIES' TO \$4.95 FAMOUS GOODRICH SUN STEPS Canvas Sport, Oxfords, Straps 1.99	1 LOT MEN'S TO \$5.95 FAMOUS GOODRICH CANVAS SPORT OXFORDS 4.45	1 LOT M FAMOUS OXF N 8
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1 Lot Men's to \$2
TIES
 69c
 2 for --- \$1.00

MEN'S \$1.00
 "Cooper" Stretch
SOX
 79c

MEN'S 55c
 "COOPER"
SPORT SOX
 2 Pr. --- 90c

CLOSE-OUT LOT
 MEN'S 3.95
 DRESS
SHIRTS
 2.29
 2 for --- \$4.00

MEN'S 75c
 "COOPER"
SPORT SOX
 3 PR.
\$2
 Reg. \$1 S-O-X
 2 Pr. --- 1.75

MEN'S \$12.95
 "PENDLETON"
 WESTERN
SPORT SHIRTS
 8.90

MEN'S \$10.95
 "PENDLETON"
 WESTERN
SPORT SHIRTS
 6.90

MEN! BUY YOUR
 "Jockey" BRIEFS
 and
TEE SHIRTS
 NOW!

Men's
 to 7.95
 New Spring
DRESS
Pants
 FOR
5.90

Men's
 Famous
 Brand
DRESS
Shirts
 FOR
2.69

MEN'S TO \$25.00
SPORT COATS
\$14.90

MEN, BUY THAT BARGAIN IN
TOPCOATS
 NOW
1/3 OFF

1 LOT MEN'S \$3.95 TO \$7.95
SPORT SHIRTS
 CLOSEOUTS AT
\$1.90 and \$2.90

1 LOT MEN'S \$9.95 TO \$17.95
SPORT JACKETS
 NOW
\$5 - \$7 - \$9

Petersen's Cloth
 O'NEILL NEBRASKA

\$\$\$ SAVE \$\$\$ - SHOP FIRST AT PETERSEN'S - \$\$\$ SAVE \$\$\$

THERE'S NEVER BEEN A SALE LIKE THIS in this PART OF NEBRASKA