

McDONALD'S

invites you to join the fun . . . during its big money-saving

Thrifty 40 Sale

CELEBRATING 40 YEARS OF PROGRESS

SCOOP! WOMEN'S FASHION-WISE IMPORTED BROADCLOTH BLOUSES!

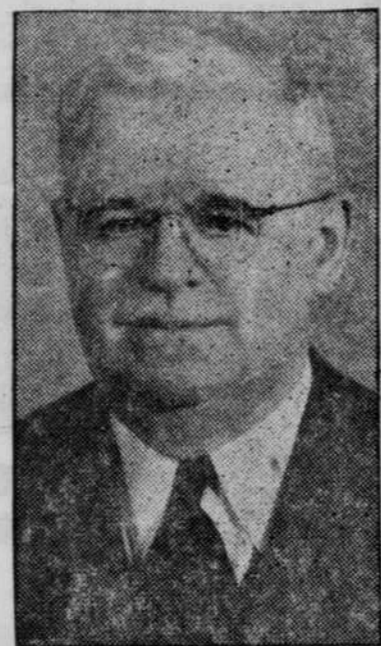
Carefree cotton beauties . . Sanforized for lasting fit!

1.40

LOVELY PRINTS, SOLIDS IN STAY - BRIGHT COLORS



Add spice to your fall wardrobe for little money . . . choose your favorites from our exciting collection of imported blouses. Shown is only one of many short-sleeved styles in colorfast, Sanforized, cotton broadcloth. Prints or solid colors in hues from bold to subdued. Women's sizes 32 to 38. Come choose yours early while choosing's best!



J. M. MCDONALD, SR.



J. M. MCDONALD, JR.

Company's Founder, President

McDonald's is celebrating 40 years of progress. 40 years ago, the first store was opened in Holdrege, Nebraska. The number of stores in the company has increased as the need of more and more communities for modern merchandising has become evident. Today, McDonald's serves 99 communities in 11 Central and Southwestern states. McDonald's growth is built on the policy of selling top-quality merchandise at the lowest possible prices. You get the utmost for your money. Satisfaction is guaranteed . . . you like what you buy or you get your money back. You'll find the biggest bargains ever, during our store-wide Thrifty 40 Sale. Every item is first quality. Join the celebration today!

SAVE \$13.55 ON 40-PIECE SETS OF SILVERPLATE BY WM. ROGERS

Reg. 26.95, now

13.40

Chest \$3



Replacement service guarantee!

12-piece fill insets, just \$4

Beautiful "Lady Blanche" pattern in heavily silverplated flat ware by famous Wm. Rogers. Each of the most-used spoons and forks has an extra plating of silver at the point of wear to insure long service. Hollow handle knives have stainless steel blades. Each piece is guaranteed against original defects in workmanship and material. Don't miss these savings during our exciting Thrifty 40 Sale!



Lady Blanche

STAY-NEAT GABARDINE SURCOATS

shed wrinkles, water, non-oily stains

Regularly 7.95, now

6.40

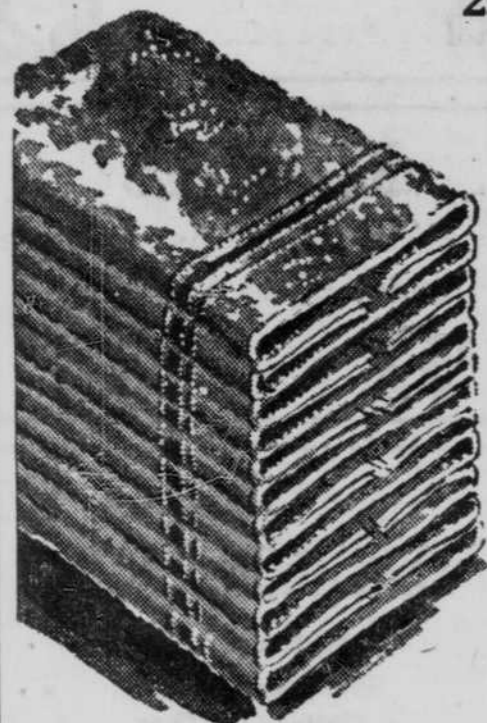


Heavyweight sheen gabardine of 85% rayon and acetate and 15% nylon. Rayon linings; 70% wool interlinings. Collars of Dynel, the fur-like fabric. Maroon, green, or brown; boys' sizes 4 to 12. Made for warmth, long wear. Compare!

BIG SAVINGS ON CANNON TOWELS

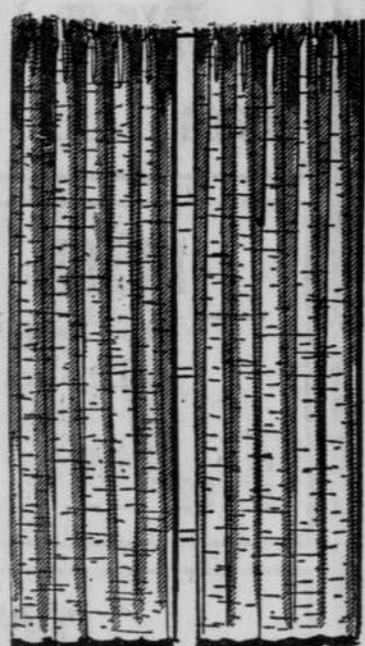
22x44 size bath towels

2 for **1.40**



16x26 hand towel 40c
Wash cloths 2 for 40c

Thick, thirsty terry towels, woven for long wear, add beauty to your bathroom. Cannon's "Carefree" colors stay fresh, clear, lovely. Pink whisper, marine, sun gold, French blue or white. Stock-up at McDonald's!



Rich Chromspun DRAW DRAPERIES

Each Pair Just

6.40

Lovely bark cloth draperies of color-locked Chromspun acetate are sateen backed. Each panel of the pair is 42" wide and 84" long; pinch pleated to hang in graceful folds. Your choice of 7 colors. Can't beat this buy!

BOYS' FLANNEL SPORT SHIRTS

Sanforized Cotton

1.40

Full-cut sport shirts of soft, warm, cotton flannel. Action-built for wear. Color fast scratch patterns and plaids in fall's best colors. Sizes 6 to 18.



MEN'S SMART 3-Piece ENSEMBLES

"Donfield" all wool flannel suits PLUS pair of slacks in a contrasting color!

\$40

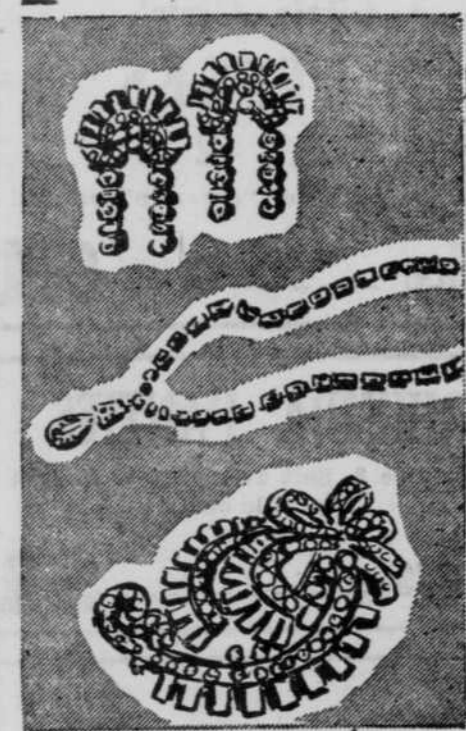
Our top value "Donfield" suits are hand-tailored where it's important to good looks. Coats have shape - retaining inner construction. Slacks are deep-pleated for smooth drape. Blues, greys, and browns. Regulars, shorts, and longs; sizes 36 to 46. Specially priced for our Thrifty 40 Sale. Values!



The extra pair means **DOUBLE** the wear!



Glamorous Rhinestone Costume Jewelry Values!



Appealing styles for every taste!

1.40

plus tax

Bracelets, necklaces, and earrings in many designs. Each sparkling rhinestone is prong-set for greatest beauty. Choose yours now!

HURRY IN FOR THESE!

- Men's "Donfield" white combed cotton T-shirts . . . 79c
- Men's big, soft, white cotton handkerchiefs . . 6 for \$1
- Boys' "Wear Well" white combed cotton briefs . . 59c
- Boys' "Wear Well" white cotton undershirts . . . 49c
- Women's trique striped acetate tricot gowns . . . 2.98
- Spiral-stitched cotton or nylon Lovable bras . . . \$1

YOUNG MEN'S HANDSOME LOAFERS

of supple elk leather

5.40



Gleaming black loafers accented with muted pink. Long-wearing soles, rubber heels. 6 1/2 to 11.

Boys' sizes 2 1/2 to 6 . . 4.40

FOOT-PAMPERING PENNY LOAFERS

Growing girls' sizes . . .

3.40



Fashion - important penny loafers of glove-soft elk; wedge heels, platform soles. Black/white trim, red/black trim. Sizes 4 to 10.



Soft, Super Absorbent

One dozen **2.40**

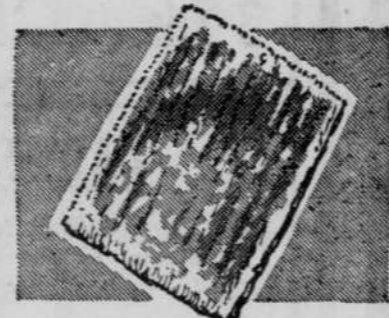
Gauze diapers dry twice as fast as other diaper fabrics. 2 layers held together in a pinked selvedge fold without bulking to give your baby greater comfort. Save!



Machine - washable

Cotton **CORDUROY 98c**

Pinwale corduroy looks smart, wears well, tailors easily, gives you more for your money. A rainbow of stay-bright colors. 36" wide.



Loop Cotton Rugs 27x40 size **2.98**

Short closely-tufted loops of cotton chenille, firmly anchored to a skid-resistant Latex back. Washable. White, pastels, decorator colors.



Fitted Sheet Buys Twin **2.19** Full **2.39** size

Fitted sheets cut bedmaking time in half, end wrestling with wrinkles. Sanforized for lasting fit. White.



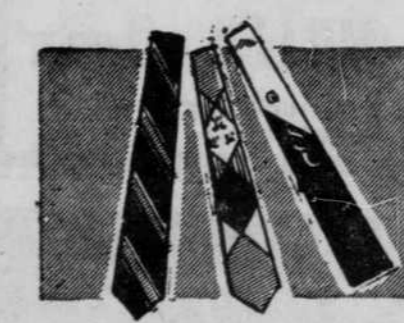
Pastel Sheet Buys 72x **2.19** 81x **2.39** 108 **2.39** 42x36 pillowcases . . . 49c

Give your bedrooms fresh color with our "Money Back" sheets. Color fast green, maize, rose, blue, lilac.



S-t-r-e-t-c-h nylon HALF HOSE **79c**

Give you perfect fit, more comfort, extra - long wear. Men's ribbed half hose have elastic tops. Navy, brown, maroon, green or charcoal.



Tie Perfect Knots Thrift-priced **\$1**

Wool-lined "Donfield" ties tie perfect knots. Designs for every taste . . . many in fashion-flavored charcoal, pink, and helio. Compare!



Sanforized Broadcloth Men's Shirts - **2.98**

Combed mercerized white cotton broadcloth shirts with stay-neat contour collars. Full-cut for comfort, good looks. 14 to 17.