

# THE GREATEST BARGAIN EVENT O'NEILL HAS EVER KNOWN

STARTS

## FRIDAY, MAY 25th, 9 A. M. SHARP

AND WILL CONTINUE FROM DAY TO DAY UNTIL ONE-HALF OF THIS STOCK IS SOLD. NOTHING IN THE ENTIRE STOCK WILL BE RESERVED



### Percales

36-inch book fold Percales. New Spring Patterns. You will all want merchandise of this quality at this price. Per yard

14c

### Peter Pan Gingham

Guaranteed fast colors. All new patterns for spring and summer wear. Per yard

38c

# \$25,000 WORTH OF LIFE'S NECESSITIES GOING THE BARGAIN WAY



### Overalls

Men's 220 weight blue denim overalls. Don't take time to shop around. Our prices are positively the lowest. Per yard

98c

### Startling Reductions

#### Pillow Tubing

42-inch Pepperell pillow tubing. Make your dollars do their duty by buying now. Per yard

25c

#### Sheeting

9-4 bleached sheeting. If your supply is low—take advantage of this low price. Per yard

38c

#### Muslin

36-inch bleached or unbleached muslin. For real bargains you can't beat this one. Per yard

10c

Come On O'Neill Let Us Show You A Real Sale

## Are You Bargain Proof?

LET YOUR OWN EYES BE THE JUDGE OF THESE LOW PRICES

HORSESHOE TOBACCO, PER LB.	70c	PIE PEACHES, NO. 10 CAN	48c
Calumet Baking Powder, per lb.	23c	Durham Tobacco, per package	6½c
Alaskan Pink Salmon, Beegles, per can	16c	Yeast Foam, 2 for	15c
Quaker Oats, large package	25c	Bulk Macaroni, 3 lbs.	27c
Kelloggs Bran Flakes, 3 for	24c	CREAM OF WHEAT—NOW	17c
Thompson's Seedless Raisins, per lb.	7½c	Kelloggs All Bran, per package	11c
Rub-No-More Washing Powder	4c	Quaker Macaroni, per package	11c
Swift's Classic White Laundry Soap	3½c	Post Toasties, per package	11c
Shredded Wheat, per package	11c	Fancy Rice, per pound	5c
Grape Nuts, per package	16c	Syrup No. 10, Dark	52c
Lewis Lye, 3 cans	33c	Syrup No. 10, Light	57c
K. C. Baking Powder, lb.	18c	Green Japan Tea, per pound	30c
Milk, Large Cans, 3 for	29c		

### Here's The Reason

We are going to be frank with you and tell you just why we inaugurated this sale. Conditions in and around O'Neill have not been the best for several months. For this reason our business has suffered. Our sales are behind last year, and with the coming of green grass, we feel that now is the time the farmer will have a little extra money he can call his own.

At no time and no place have the buying public of this country been able to buy better merchandise for so little money as they will right now.

We are determined to sell—we are determined to move a large portion of this stock and turn it into cash.

Every dollar's worth of merchandise in our store has been bought at the right price, and every dollar's worth will be sold at prices that cannot be duplicated any place in the country. You can depend on that.

These bargains are being offered you right in the heart of the buying season, and just at a time you need things most. The orders are to cut all profits—make things hum—give the people bargains that they will long remember.

We ask you in all fairness to yourself to compare this list with any bargains you may find anywhere.

### Don't Follow the Crowd---Beat 'Em To It

#### Ginghams

32-inch Kilburnie gingham in plain and fancy patterns. Don't be a stay-at-home when you can buy merchandise at this price. Per yard

14c

#### Men's Underwear

Men's balbriggan union suits, short sleeves, ankle length. All sizes. How is this for a low price

59c

#### Men's Khaki Pants

If you want bargains make haste for this store. Men's khaki trousers. A real bargain at

\$1.00

# WE'VE KNOCKED THE "ICE" OUT OF PRICES

#### Dress Shirts

New spring patterns in collar attached shirts. We know you can't buy them any place in the country at this price. Choice

59c

#### Table Damask

Turkey red table damask. The price is within the reach of all. Get your share at this price. Per yard

49c

#### Boy's Overalls

Boys' highest quality overalls. High back, extra heavy 220 weight blue denim. All sizes

89c

#### Hosiery

Ladies' rayon hose in the new shades for spring. What do you think of this low price. Per pair

38c

#### Towels

18x42 Turkish Towels. Fancy colored border. This is the best buy you ever made. Lay in a supply. Each

18c

#### House Dresses

Ladies' house dresses. Good patterns. All sizes. If you believe that time is money—spend time in the greatest of all sales.

75c to 1.70

#### Straw Hats

This is the time of year you need straw hats. We've got all kinds and sizes. Priced from

15c to 46c

### Prices Hit Bottom

#### Oil Cloth

This item will interest every housewife. 48-inch oil cloth in plain and fancy patterns. Per yard

22c

#### Children's Play Suits

Children's play suits in Khaki, blue denim and stripes

75c

#### Gingham

Toil du Nord gingham. You all know the quality of this gingham. Guaranteed fast color. Per yard

17c

#### Cretonnes

36-inch cretonnes. A large selection of patterns to choose from. They are rightly priced at per yard

16c

#### Athletic Union Suits

Men's Athletic Union Suit. We ask you in all fairness to yourself to avail yourself of this opportunity

49c to 89c

### A Thriller For Your Pocketbook

Space does not permit us to mention but a few of the many bargains to be found here. Every article in the store has been reduced in price. We want to reach the thousands of men and women who are about to buy their season's supply, and we are going to give you prices on this merchandise that will move it as if on rollers. This mighty merchandise event starts Friday, May 25th, 9:00 a. m.

# GEO. BRESSLER

## O'NEILL, NEBRASKA

#### Candy

Oh what a treat this will be. You can buy candies worth up to 40c a pound for only 20c. Chocolates included, per lb.

20c

#### Coffee

Nash Coffee, highest quality. During this sale, per pound

49c

#### Soaps

Swift's Quick Naptha Soap Special at 8 Bars

25c

#### Stock Salt

100 Pounds Stock Salt. Plenty to supply you all. Sack

\$1.10

### Bring In Your Eggs and Cream

We will pay you the highest market price. Independent cream buyer.