

HOLD OUT YOUR HANDS! We'll Fill Them With Bargains! Our Great Emptying out Sale Begins SATURDAY, THE 8TH

Out they go. All winter stocks must be cleared from the shelves! None to be carried over. A price cutting event of the utmost importance to all our people. Prices will move this stock and we are going to slash prices at a money loss.

Ten Days of the Lowest Prices That will be offered in O'Neill this year. Think of it! This store's big stock to be "Emptied Out" of the store in ten days of riotous carnival of bargains!

The Big New Winter Lines--Our store is full of these recent purchases and all radically reduced now. It gives you the most phenomenal savings; it gives you a chance to get back many times in worth, service and satisfaction what you will pay for these goods. "OUR STOCK IS EMPTIED OUT" on the counters at the greatest reductions we have ever made. Thrifty folks are our best friends and this sale will further cement the friendship. We have sacrificed all profit and in many cases have gone below cost for we cannot afford to carry these goods over, There's a full money's worth of service and satisfaction in every item. If you see a yellow price tag in our store that means a big reduction on that article.

THE SEASON'S CLOTHING OPPORTUNITY

Men, Read This:

An extra suit, extra pants, fancy vest or overcoat will be so priced here that you can easily afford a complete outfit. We handle the Lion brand of Men's and boy's clothing with which we offer a guarantee that you will find nothing better, more stylish in any store at similar prices. It seems to us that if price-cutting will sell such clothing we ought to sell every garment. You'll believe it too if you come to see for yourself. Boy's clothing is included in this price cutting event. All men's youths and boys clothing go at actual cost to us as we wish to make room for our new spring stock.

Men's \$4 cordury pants \$3.20
Men's \$2.50 cordury pants \$1.98

Men's \$4 wool pants \$3.20
Men's \$3.50 wool pants \$2.70
Men's \$2.50 wool pants \$1.80
Men's \$1.50 wool pants 98c

MEN'S CRAVENETTES

Will never be sold as cheap again as during this sale, as material advance makes the future garment higher priced.

Men's latest styles \$13.50
Gray striped wool cravenette only \$10.95.

Brown stripe wool coat \$12.50 value for \$9.95.

Black wool coat \$11 value \$7.48.
Gray mix \$10 value \$6.95

SHOES TO SELL CHEAPLY

Despite the "free hide tariff" shoes are announced as going skyward in price. Our lines are full and complete, of a quality that is unquestioned. It will be real money in your

pocket to outfit the whole family during this big sale.

American gentlemen shoes \$3.50
American lady shoes \$3
Men's horse hide shoes \$2.50 value for \$1.68

Ladies gun metal \$2.75 shoes for \$2.19. All other shoes to be sold at prices in proportion.

SUCH COAT BARCAINS ARE SELDOM SEEN

A combination of the most-wanted styles in the best factories is seen in our cloak department. Think of such a line of up-to-date ladies' cloaks to be sold at such cut prices. All ladies, misses and childrens coats we will close out at from one quarter to one half off from our regular price as these coats must go regardless of their cost. We positively will not carry them over until next season.

CURTAINS AT CLEARANCE PRICES

Regular prices at this store are always low, so that even a slight reduction is an unusually good bargain. Then what can you say to such prices as these from the Curtain Department?

75c curtain59c
85c curtain69c
\$1 curtain, 3 yds long.....88c
1.25 curtain98c
1.35 curtain1.19
1.50 curtain1.27
2.00 curtain1.69
3.50 curtain2.98

UNDERWEAR FAR UNDER-PRICED

Our stock is the best we ever had; we have put the most pleasing prices you've seen in a long time on this line; a whole bunch of bargains await you.

Men's heavy fleeced.....39c
Women's heavy fleeced.....39c
Women's heavy fleeced union suits.....79c
Women's fleeced union suits.....48c

Misses' union suits, heavy fleeced.....45c
Boy's union suits, heavy fleeced.....45c
Boy's heavy fleeced garments.....28c
Misses' and child's fleeced, all sizes.....28c

HIGH GRADE RUGS AT UNUSUAL REDUCTIONS

You are planning, no doubt, for a new rug this spring. Don't wait—buy now! Only the best makes are carried by us. The prices are so low at this sale that you must buy now.

9x12 \$25 Axminster rugs.....\$21.00
8-3x10-6 \$22.50 Axminster rugs.....17.20
9x12 \$15 Brussels rugs.....11.00
9x12 \$11 wool Ingrain rugs.....8.20
9x12 \$10 1/2 Ingrain.....7.20

Seventy-five small rugs, all kinds and prices, to be sold at equal values.

BARGAIN NEWS FROM THE FURS

Unusually well made, dependable furs offered at bargain savings. Rather than carry over a single piece we offer these bargains:

Black coney scarfs.....48c
Genuine fox scarf, \$8.50 value.....\$5.95
Isabella fox set, with rug muff, \$15 value.....10.95
6.50 river mink scarf.....4.80
3.50 brown coney.....2.10
5.00 brown coney.....3.00
2.50 brown coney throw scarf.....1.80
2.00 black coney muffs.....1.00
3.50 child's angora sets.....1.98
1.50 child's bearskin sets.....98c
Men's \$1.75 fur caps.....1.00

LAST CALL FOR HATS & CAPS

Our hat and cap line can not be excelled anywhere as to style and quality, and on these lines we expect to lose all of our profits in order to clean up this enormous stock we now have on hand.
Men's 1.50 to 2.00 hats go at.....\$1.09
Men's 2.50 to 3.50 hats go at.....1.79
Men's 1.25 winter caps.....88c
Men's 75c winter caps.....49c
Men's and boy's 50c caps.....39c

FURNISHING GOODS AND NOTION SNAPS.

All furnishing goods and notions will

be sold at prices that will move them regardless of cost as we positively will not carry winter merchandise over until next season.

Children Bear brand 20c hose.....12 1/2c
Boy's 75c Sweater coats.....48c
Men's \$2 Sweater coats.....\$1.48
Men's 65c blue overalls.....48c
Six spools thread.....25c
Calico prints.....5c
Apron check gingham.....7c
75c sofa pillow covers.....39c
25c sofa pillow tops.....16c
Oilcloth, per yard.....15c
Men's 50c suspenders.....39c
4lb 85c cotton batts.....59c
American Beauty corsets.....98c
Men's \$1.25 horse hide gloves.....85c
Men's \$1.25 dress shirts.....90c
\$2 comforts, large size.....\$1.50
\$1.50 comforts, large size.....1.10
Children's and misses' outing night robes.....48c
Child's sleeping garments.....39c

All other notions and furnishings sold equally as cheap.

Remember the Sale positively closes the Tenth day

Ten days of the biggest selling this store ever had. Come early! Seven years of honest merchandising in O'Neill are guarantees to our trade that this sale is honest and the values all that we claim. Back of every item, back of every price, we stand ready to warrant satisfaction. Should you be displeased with anything you buy at this sale, we will refund the price paid on request without a frown.