

THE FRONTIER.

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O'NEILL, NEBRASKA, THURSDAY OCTOBER 23 1913.

NUMBER 19

\$40,000.00 DRY GOODS STOCK! TO BE SOLD AT UNHEARD OF PRICES

Never again, at this season of the year, will such bargains be within the reach of the public of O'Neill as I am heralding on the market, commencing Saturday, October 25, 1913.

The Largest and Best Sale of 1913

My reason for putting on such a sale is well known to the frequenters of my store. I am short on Store Room. I now have merchandise out on the front sidewalk, on the floors, and in every conceivable nook, trying to find space for a growing stock. My goods are all new, clean, up-to-date merchandise. I did not get ready for this sale by bringing in "any odd junk" and trying to sell it. My goods are the same on next Saturday, when the sale starts, as they have always been.

Dry Goods, Shoes, Hats, Caps, Coats At Greatly Reduced Prices

Commences, Saturday, October 25

Men's Sweaters

A full line at	39c each
\$1.50 sweater at	\$1.09
2.00 sweater at	1.69
2.50 sweater at	1.98
3.00 sweater at	2.49
4.00 sweater at	3.49
5.00 sweater at	4.29

Duck Coats

Men's fleeced coat \$1.50, now	\$1.09
Men's fleeced coat 2.00, now	1.48
Men's fleeced coat 2.50, now	1.98
Men's sheep skin lined 5.00, now	3.98
Men's mole skin, sheep lined, 6.75, now	5.79

Men's Caps

My line at 65 cents, now	49
A line at \$1.00, now	89
A line at 1.25, now	98
A line at 1.50, now	1.29

Children's Knit Hoods and Caps

65 cent line at	49c
75 cent line at	59c
1.00 line at	89c

Men's Mackinaw Coats

Was \$7.50, now \$6.99

Ladies' Auto Hoods

\$1.00 line at	89c
1.25 line at	98c

Children's Shoes

My \$1.25 shoe for	98c
My 1.50 shoe for	\$1.29
My 1.75 shoe for	1.59
My 2.00 shoe for	1.79
My 2.25 Miss shoe at	1.98
My 2.50 Miss shoe at	2.19
My 2.75 Miss shoe at	2.49

Ladies' Furs

All new 1913 Furs at prices greatly reduced
 Red Fox set at \$21.98
 Jap Mink set at 15.98
 Black Martin set at 17.98
 White set at 10.98
 Space will not let me name all I can quote

Entire Corset Stock

At 20 per cent discount

On all Silks, Serges and Suitings

20 per cent discount

Calicoes at 5 cents a yard



Horse hide coat, guaranteed, at \$15.98
 Dog skin 17.85
 Black Galloway 19.98
 Coon skin coat 34.50
 All other fur coats sold accordingly.

Men's Shirts

Men's Negligee Shirts \$1.50, now	\$1.29
Men's negligee wool shirts 2.50, now	1.75
Men's negligee wool shirts 2.00, now	1.60
Men's dress shirts 1.50, now	1.29
Men's dress shirts 1.25, now	98

Men's Union Suits

\$1.25 suit at	.98
1.50 suit at	1.19
1.75 suit at	1.49
2.50 suit at	2.19
3.50 suit at	2.98
Men's under shirts at	42
Men's drawers at	42

Men's Shoes

A Special line of \$3.00 and 2.50 work shoes reduced to \$2.19
 My 4.00 dress shoe at 3.69
 Boys' 2.75 shoe at 2.39
 Boys' 3.00 shoe at 2.59

Table Linens

Red and Colored 65c per yard, now .48c
 All bleached fine linen at 20 per cent Discount

Children's Coats

\$3.00 Coat at	\$2.48
3.50 coat at	2.89
4.00 coat at	3.29
5.00 coat at	4.59

LADIES' UNION SUITS



J. C. Corsets

\$1.25 suit at	\$.98
1.75 suit at	1.49
2.50 suit at	2.19
3.50 suit at	2.98
Separate piece at	42

Shoes At prices reduced to figures that means a loss to me on every pair sold. Ladies' Suede, Gun Metal, Buckskin, Tan.

Russian Shoe, regular price \$4.00, now	\$3.49
Ladies' Black Nubuck, regular \$3 shoe, now	2.49
Ladies' Black Gun Metal \$3.50 shoe, at	2.98
Ladies' Black Gun Metal, \$3.00 shoe, at	2.49

Given Away Free!

A 9x12 Rug, Value \$25.00 and a 100 Piece Dinner Set, Worth \$25.

Come in and Find out How to Get the Rug and Dishes FREE.

J. P. GALLAGHER, O'NEILL



J. C. Corsets

Childs serge dress, from 8 to 14 yrs, 4.50; now \$3.99
 From 8 to 14 years \$3.00 dress now 2.49
 From 2 to 8 years \$1.00 dress now .79