

# THE FRONTIER.

VOLUME XXXVI.

O'NEILL, NEBRASKA, THURSDAY, DECEMBER 2, 1915.

NUMBER 25.

Everything on sale is for Cash only.

## CLEARANCE SALE!

Everything on sale is for Cash only.

### NOW IS THE TIME TO DO YOUR XMAS SHOPPING

We are going to give the people of O'Neill and vicinity one of the biggest Clearance Sales ever held in O'Neill. This is all new Up-to-Date merchandise which we are forced to sacrifice. This is a big money saver and now is the time to lay in a winter's supply of seasonable merchandise at prices that will surprise you. Our whole store will be a big bargain counter during the entire sale

## Starting Saturday, December 4th

Below we quote you a few of the astonishing prices that you will be able to buy fresh, clean and new Up-to-Date merchandise. We invite you to come in and look over our bargains whether you buy or not.

#### Our Entire Stock of Dress Goods to be Put on Sale

- \$2.00 yard broadcloth @ .....\$1.49
- \$1.50 yard wool goods @ ..... 1.13
- \$1.50 yard serge, any color, @ ..... 1.19
- \$1.25 yard serge, any color, @ ..... .97
- \$1.00 yard serge, any color, @ ..... .79
- 65 cent serge, any color, @ ..... .49

We have many other different weave cloth that we haven't space to quote prices. It will be on special sale.

#### Our Entire line of Dress Silks

including plaids, stripe silks, novelty silk, messaline, china silk, mohair silks, taffets silk, crepe-di-chin, chinese and imported silk trimmings.

#### Curtain Draperies all on Special Sale at 20 per cent Discount

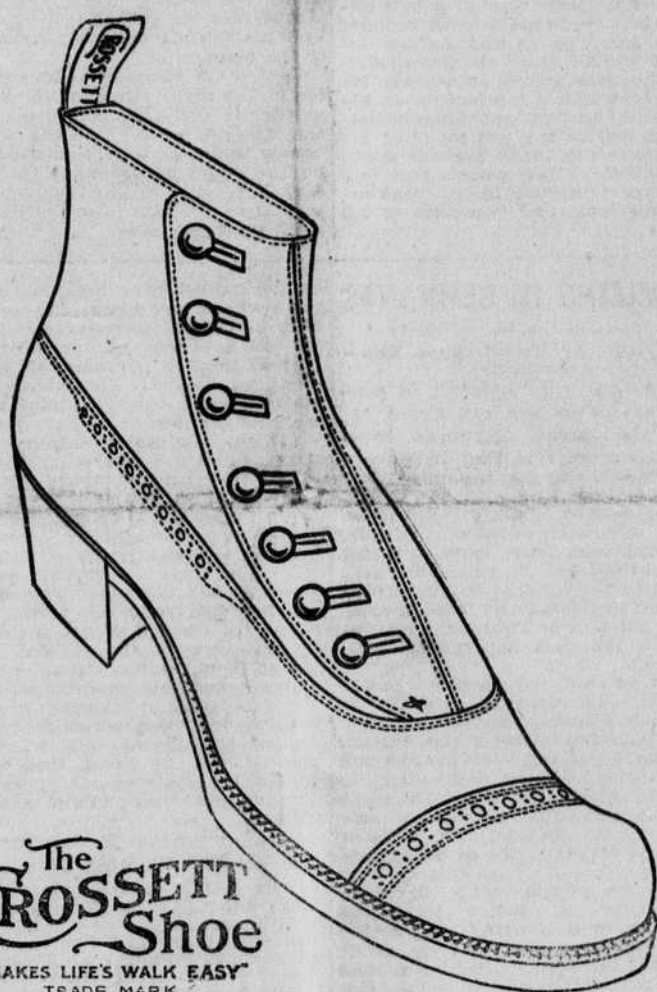
- 15 cent dress gingham @ ..... 11c
- 12 1/2 cent dress gingham @ ..... 9 1/2 c
- 10 cent dress gingham @ ..... 7 1/2 c
- 15 cent percales @ ..... 11 1/2 c
- 12 1/2 cent percales @ ..... 10c
- 10 cent percales @ ..... 8c
- 25 cent poplin, all colors, @ ..... 18c
- 25 cent crepe plaid @ ..... 18c

And many other cotton goods. All our stock in this line is on special sale.

- 15 cent outing flannel @ ..... 12c
- 15 cent silkline flannels @ ..... 11 1/2 c
- 8 cent quilting flannels @ ..... 5 1/2 c

Our entire stock of flannels wool flannels, fleece lined goods, quilting and silkline on special sale.

#### Ladies' and Men's Dress Shoes



The **CROSSETT** Shoe  
"MAKES LIFE'S WALK EASY"  
TRADE MARK

#### 20 Per Cent Reduction

Such as Red Cross shoes for ladies; all styles absolutely the very latest.

#### Ladies' and Men's Winter Underwear

Our entire line of Ladies' and Men's winter underwear.

- Ladies' \$3.25 silk and wool suit ..... \$2.69
- Ladies' \$2.25 wool suit ..... 1.79
- Ladies' \$1.50 fleeced suit ..... 1.17
- Ladies' \$1.25 fleeced suit ..... .96
- Ladies' 65 cent fleeced suit ..... .49
- Men's \$4.50 wool suit ..... 3.59
- Men's \$3.50 wool suit ..... 2.79
- Men's \$2.75 wool suit ..... 2.25
- Men's \$2.50 wool suit ..... 2.13
- Men's \$2.00 wool suit ..... 1.69
- Men's \$1.50 fleeced suits ..... 1.17
- Men's \$1.25 fleeced suit ..... .96

#### Special

Our entire line of blankets and comforts at such a big reduction that you can't resist the temptation to buy.

If you are in need of any blankets and comforts now is the time to buy your winter's supply at prices that surprise you.

#### Men's Dress Shirts

- \$1.50 values @ ..... \$1.15
- \$1.25 values @ ..... .95
- \$1.00 values @ ..... .70

#### Ladies' Furs

We have just received our furs which are the latest style and color. While they last they are to be sold at a

#### 20 Per Cent Reduction

### SPECIAL CALICO, ALL COLORS AND PATTERNS, 5 CENTS PER YARD

Every ladies' coat or skirt in the store must go at prices below cost. These garments are all the very latest color, style and material; it is all new merchandise. If you are in need of a suit, coat, or skirt, it will pay you to come in and look them over



Every ladies' coat, suit, or skirt in the store must go at prices below cost.

- Ladies' \$25.00 coats ..... \$19.89
- Ladies' \$22.50 coats ..... 17.95
- Ladies' \$20.00 coats ..... 15.95
- Ladies' \$18.50 coats ..... 14.79
- Ladies' \$16.50 coats ..... 10.79
- Ladies' \$12.50 coats ..... 8.98
- Ladies' \$25.00 suits @ ..... 19.49
- Ladies' \$22.50 suits @ ..... 17.85
- Ladies' \$18.50 suits @ ..... 14.49
- Ladies' \$10.00 skirts @ ..... 7.29
- Ladies' \$8.50 skirts @ ..... 6.69
- Ladies' \$6.50 skirts @ ..... 4.98
- Ladies' \$5.00 skirts @ ..... 3.95
- Ladies' \$3.50 skirts @ ..... 2.69

The above is just a few of the prices that we offer you in our ready-to-wear garments.

#### Notions, Hose, Sweaters all on Special Sale

Notions, hose, ribbons, sweaters, kid gloves, waists, petticoats, knitted caps and scarfs, baby shoes, rain coats, gingham dresses and aprons, combs, barretts, novelty pins, ruching, suit cases, trunks, corsets, curtains, laces, trimmings, pocket books, bath robes, handkerchiefs, table linen and napkins, all on special sale.

#### Men's Furnishings

Men's overalls, work shirts, over shoes, leggins, winter mittens and gloves at remarkable low prices.

12 1-2 and 10 Cent Outing Flannel 7c.

#### Special

Men's two-piece underwear, 50 cent values at

#### 39 Cents

Only 19 Shopping Days before Christmas. Do your Shopping Early.



- \$3.00 hats ..... \$2.39
- \$2.50 hats ..... 1.98
- \$2.00 hats ..... 1.69
- \$1.50 caps ..... 1.15
- \$1.25 caps ..... .93
- \$1.00 caps ..... .73
- 65 cent caps ..... .39

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# Lindquist & Palmer

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