

THE FRONTIER.

WE NEED THE ROOM, SALE!

As has been our custom we are again putting on our July Clearance Sale. Every offering is a bargain and the thrifty shopper will revel in a multitude of attractive offerings. There is nothing misleading or unreal in this Great Sale. You will find things just as represented. You have heard of big sales, attended big sales, but we ask you to be fair with yourself and your pocketbook, and give this store personal inspection of the CUT PRICES we are offering on every article in stock.

The trusts are going to make us pay for the great war. They shot the prices up on everything, especially on leather goods. We are all affected. I was lucky to have a large stock of merchandise on hand at the old price. I knew it was coming, so prepared for it. You can also be prepared by coming and getting your share of these goods at right prices. We quote only a few prices, but our entire stock is marked down.

Sale Starts Saturday, July 12th

<p>GROCERY LIST</p> <p>5 BARS BEAT-EM-ALL Soap 25c</p> <p>3 PACKAGES OF ARM AND Hammer Soap for 20c</p> <p>LEMONS, per dozen 39c</p> <p>FLOUR, per sack \$2.98</p> <p>CORN STARCH, per package 09c</p> <p>ARGO STARCH, 3 for 20c</p>	<p>LADIES' SILK AND WOOL TOP SKIRTS AT ODD PRICES</p> <p>\$5.00 SKIRT at \$2.49</p> <p>\$9.50 WOOL SKIRT at \$4.98</p> <p>\$10.00 WOOL AND SILK SKIRT at \$6.98</p> <p>\$12.50 SILK AND WOOL SKIRT at \$8.79</p>	<p>MEN'S ODD PANTS</p> <p>WE HAVE ABOUT 200 PAIRS OF THEM. WILL SELL AT RIGHT PRICES.</p>	<p>LADIES' HOUSE DRESSES</p> <p>WE HAVE THE BEST ON EARTH.</p> <p>\$2.25 LADIES' HOUSE DRESSES go at \$1.79</p> <p>\$2.50 LADIES' HOUSE DRESSES go at \$1.89</p>
<p>MEN'S OVERALLS</p> <p>We Have a Big Stock of Overalls at the Right Price.</p> <p>\$1.75 MEN'S OVERALLS, Sale Price per pair \$1.29</p> <p>\$2.00 OVERALLS per pair \$1.39</p> <p>\$2.50 OVERALLS, per pair \$2.16</p> <p>\$3.50 OVERALLS, EXTRA HEAVY, Hold Fast Blue, per pair at \$2.69</p> <p>MEN'S COVERALLS at \$2.49</p>	<p>LADIES DRESSES AT ODD PRICES.</p> <p>WE HAVE ABOUT 10 OF THEM made of all Wool Serge, worth up to \$20.00, at \$3.98</p> <p>LADIES' ALL WOOL SERGE DRESS, up to the minute, \$45.00 dress at \$29.98</p> <p>\$37.50 LADIES' ALL WOOL SERGE Dresses at \$28.98</p>	<p>MEN'S AND BOYS' SHIRTS</p> <p>\$1.25 MEN'S WORK SHIRTS at 79c</p> <p>\$1.50 MEN'S WORK SHIRTS at \$1.19</p> <p>\$1.25 LARGE BOYS' SHIRTS at 89c</p> <p>MEN'S WHITE HANDKERCHIEFS at 07c</p> <p>LADIES' WHITE HANDKERCHIEFS at 05c</p>	<p>We have them in all shades and in all styles and they are all Mina Taylor made dresses.</p> <p>ABOUT 50 LADIES' MINA TAYLOR Dresses, long and short sleeves, price was \$3.50, \$4.00 and \$4.50, all go at \$2.39</p> <p>LADIES' STREET DRESSES, MADE OF the best grades of Gingham, large plaids and stripes, \$9.50 dress at \$6.98</p> <p>\$7.50 DRESS at \$4.99</p> <p>\$6.50 DRESSES, all go at \$4.79</p> <p>\$4.50 DRESSES, all go at \$3.39</p>
<p>SHOES! SHOES!!</p> <p>Our Entire Stock of Shoes on Sale.</p> <p>\$2.50 MEN'S WORK SHOES at \$1.98</p> <p>\$3.75 MEN'S WORK SHOES at \$2.98</p> <p>\$4.50 MEN'S WORK SHOES at \$3.89</p> <p>\$4.75 MEN'S DRESS SHOES, Black only, at \$3.98</p> <p>\$8.50 AND \$8.00 SHOES at \$7.69</p> <p>\$8.50 AND \$9.50 WOMEN'S DRESS Shoes, Black and Dark Tan at \$7.79</p> <p>\$2.50 BOYS' SHOES, per pair at \$1.98</p> <p>\$5.50 BOYS' SHOES at \$4.79</p> <p>\$6.00 BOYS' SHOES at \$4.98</p>	<p>LADIES' SUITS</p> <p>LADIES' SUITS AT A BARGAIN Price. Worth up to \$37.50. Your choice at \$18.99</p> <p>\$45.00 AND \$48.00 SUITS ALL GO at \$29.50</p>	<p>SEE WHAT A LITTLE MONEY WILL DO THE FIRST DAY OF THE SALE</p> <p>30c APRON GINGHAM per yard at 16c</p> <p>10 Yards to Customer from 3:00 to 4:00 P. M.</p> <p>ALL LAWNS WE HAVE ON HAND per yard at 16c</p> <p>ALL THE SHEETING ON HAND, worth up to \$1.25 per yard, bleached and dark, all goes at 69c</p>	<p>CHILDREN'S DRESSES, MINA TAYLOR made, \$6.00 dress at \$4.98</p> <p>\$3.50 DRESSES at \$2.89</p> <p>\$3.00 DRESSES at \$2.49</p> <p>WELL MADE CHILDREN'S DRESSES, good for school wear. \$1.25 Dress at 98c</p> <p>\$2.00 DRESSES at \$1.49</p> <p>\$3.25 DRESSES at \$2.79</p>
<p>WOOL SERGE</p> <p>58 INCHS WIDE, BLUE AND BLACK, regular price \$2.50, per yard, Sale price \$1.98</p> <p>BLUE, BLACK, GREEN, GRAY, RED Wool Serges, 36 inches wide, value \$2.00 per yard, Sale price \$1.39</p>	<p>MEN'S FURNISHINGS</p> <p>50c MEN'S TIES each at 29c</p> <p>25c MEN'S SOX, PER PAIR at 16c</p> <p>\$1.00 SOX at 49c</p> <p>MEN'S CLOTHING</p> <p>WE HAVE A GOOD MANY OF THEM ON HAND.</p> <p>MEN'S BLUE SERGE SUITS, worth up to \$27.00, all go at \$19.98</p> <p>\$37.50 ALL WOOL SUITS. All go at \$29.00</p> <p>\$42.00 SUITS, ALL GO at \$29.98</p> <p>\$18.50 MEN'S SUITS. at \$14.98</p>	<p>LADIES' WAISTS</p> <p>LADIES' WAISTS, WORTH UP TO \$3.00, fine Voiles, sale price \$1.69</p> <p>LADIES' BLUE, PINK AND LAVENDER Voile Waists, worth up to \$2.50, all go at \$1.59</p> <p>LADIES' GEORGETTS CREPE, ALL shades, worth up to \$12.75 go at \$7.98</p> <p>\$7.50 AND \$8.50 GEORGETTE Waists, all go at \$4.79</p> <p>ALL SILK WAISTS, UP TO \$4.00 go at \$2.15</p>	<p>MEN'S HATS</p> <p>MEN'S FELT DRESS HATS, LIGHT Green, Dark Green, Light Brown, Dark Brown, Blue and Black, Price \$4.75, all go at \$2.98</p> <p>LADIES' CREPE KIMONAS</p> <p>DARK AND LIGHT Price \$2.75, go at \$2.29</p> <p>\$3.25 KIMONA go at \$2.69</p> <p>\$3.90 KIMONA go at \$2.98</p>
	<p>MUSLIN</p> <p>ALL MUSLIN ON HAND, WORTH UP to 45c per yard, goes at per yard 24c</p> <p>ALL PERCALE ON HAND, 36 INCHES wide, worth up to 45c, per yard at 27c</p>	<p>LADIES' MIDDIES</p> <p>LADIES MIDDIES AT RIGHT PRICES.</p> <p>ALL OUR VOILS ON SALE. 50c Voils go at 34c</p> <p>90c VOILES at 79c</p> <p>ALL OUR GINGHAMS ON SALE. Priced up to 45c per yard go at 29c</p> <p>30c GINGHAMS go at 19c</p> <p>OUTING FLANNEL UP TO 40c, Buy all you want at 24c It will be higher.</p>	<p>CORSETS</p> <p>\$1.25 CORSET, Sale price 98c</p> <p>\$2.50 CORSET, Sale price \$1.98</p> <p>\$3.50 CORSET, Sale price \$2.98</p> <p>ODD SKIRTS AT ODD PRICES</p> <p>WE HAVE ABOUT 50 OR MORE OF these Skirts; worth up to \$6.00. All White. At 98c, \$1.49 and \$2.98</p>

Bring this with you so you can compare prices

Anton Toy,

O'Neill, Nebraska