

Mid-Summer Sale!

NEWS OF VITAL IMPORTANCE

Never before in the history of O'Neill have such low prices been quoted on seasonable and dependable merchandise. Every article this season's newest style and fabric. NO OLD GOODS. A new store, new goods, and prices so low, that in justice to yourself and family you cannot afford to overlook this golden opportunity. Be here early Saturday morning, July 19th, at 8:30 sharp. Come prepared to buy liberally, for we are going to give you some MIGHTY BIG BARGAINS. We can positively state that prices will never again, for the next two years, at least, be as low as now quoted on dependable merchandise. Thousands of dollars worth of best merchandise sacrificed. No one should miss this Big Bargain Event.

Sale Starts Saturday, July 19, 1919

This We Consider the Most Important Merchandising Event in the History of O'Neill. Prices Slaughtered. We Want 5,000 New Customers.

COUPON This Coupon and 79c Buys \$1.50 Blue or Grey Chambray Work Shirt. All Sizes.	MEN'S KHAKI PANTS Regular \$2.50 Values. All Sizes. \$1.69	COUPON This Coupon and \$5.00 Buys Ladies' Georgette Silk Waist Sold at \$6.95 and \$7.45.	MEN'S SHIRTS Collar Attached \$1.50 and \$2.00 Values. All Sizes. \$1.19	COUPON This Coupon is Worth 50c With the Purchase of \$10.00 or More in Merchandise. Coupon Goods not Included	COUPONS Are Good For SATURDAY, JULY 19th ONLY
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LADIES' DRESSES LADIES' \$22.50 Silk Dresses \$14.95 LADIES' \$27.50 Silk Dresses \$19.95 LADIES' \$37.50 Silk Dresses \$22.95 LADIES' \$45.00 Silk Dresses \$27.50 LADIES' \$12.50 Voile Dresses \$9.95 LADIES' \$10.00 Lawn Dresses \$6.95 MISSES \$10.00 Gingham Dresses \$4.95 MISSES \$13.50 Rep Dresses \$7.95 GIRLS' DRESSES GIRLS' \$1.50 Dresses 98c GIRLS' \$2.00 Dresses \$1.49 GIRLS' \$2.50 Dresses \$1.98 GIRLS' \$3.50 Dresses \$2.48 GIRLS' \$5.00 Dresses \$2.98 BOYS' WASH SUITS BOYS' \$1.50 Rompers 98c BOYS' \$2.00 Wash Suits 98c BOYS' \$3.50 Wash Suits \$1.49 BOYS' \$4.50 Wash Suits \$2.95 BOYS' \$12.50 Wool Suits \$9.95 BOYS' \$15.00 Wool Suits \$11.50 BOYS' \$17.50 Wool Suits \$12.50 LADIES COATS, SUITS AND DOLMANS \$19.50 COATS at \$12.98 \$22.50 COATS at \$14.95	LADIES' COATS, SUITS AND DOLMANS \$25.00 COATS at \$17.50 \$32.50 COATS at \$22.50 \$37.50 COATS at \$27.50 \$45.00 COATS at \$32.50 \$55.00 COATS at \$37.50 \$32.50 PLUSH Capes \$23.50 \$35.00 PLUSH Capes \$24.95 \$50.00 PLUSH Capes \$39.75 NEW FALL STYLES ALL LADIES' SUITS MARKED FOR QUICK CLEARANCE. INDIVIDUAL MODELS. ONE OF A KIND. ONLY 14 LEFT. SO COME EARLY. SKIRTS \$6.95 SKIRTS at \$4.95 \$7.95 SKIRTS at \$5.95 \$8.95 SKIRTS at \$6.95 \$10.95 SKIRTS at \$7.95 \$12.50 SKIRTS at \$8.95 \$25.00 SKIRTS at \$14.50 \$32.50 SKIRTS at \$19.50 SHOES, SHOES MEN'S \$10.00 Shoes \$6.95 MEN'S \$8.00 Shoes \$4.95 MEN'S \$6.00 Shoes \$3.95 MEN'S \$5.50 Shoes \$3.49	SHOES, SHOES BOYS' AND MEN'S \$5.00 Shoes \$3.18 BOYS' AND MEN'S \$4.50 Shoes \$2.95 BOYS' \$3.00 Shoes \$1.95 LADIES' \$10.00 Shoes \$7.95 LADIES' \$8.00 Shoes \$4.95 LADIES' \$6.00 Shoes \$3.95 LADIES' \$5.00 Shoes \$2.95 MEN'S, WOMEN'S AND Children's White Canvas Pumps, while they last \$1.95 GIRLS' MARY JANE Pumps \$2.75 CHILDREN'S MARY JANE Pumps \$2.49 BABY MARY JANE Pumps \$1.19 LADIES' OXFORD AND Pumps, \$7.50 value \$4.95 CHILDREN'S \$2.50 Sandals \$1.69 BABY SANDALS at 98c LADIES' \$4.00 WHITE Canvas Shoes \$2.49 MEN'S SUITS \$19.50 SUITS at \$12.50 \$22.50 SUITS at \$17.50 \$25.00 SUITS at \$19.50 \$32.50 ALL WOOL Suits \$22.50 \$37.50 ALL WOOL Suits \$25.00 \$45.00 ALL WOOL Suits \$32.50 \$60.00 ALL WOOL Suits \$42.50 MEN'S PANTS \$3.00 PANTS at \$1.95 \$4.00 PANTS at \$2.95	MEN'S PANTS \$5.00 PANTS at \$3.95 \$6.00 PANTS at \$4.95 \$7.50 PANTS at \$5.95 \$12.50 PANTS at \$8.50 \$4.00 KHAKI Pants \$2.95 BOYS' \$2.50 Pants \$1.79 BOYS' SUITS \$9.95 and \$11.50 BETTER BUY EARLY AS THESE GOODS HAVE ADVANCED 50 PER CENT SINCE JUNE 1. LADIES' WASH SKIRTS \$1.49, \$1.95, \$2.95 AND \$3.95 WORTH DOUBLE. APRONS LADIES' \$2.00 Aprons \$1.49 LADIES' \$3.50 Aprons \$2.49 LADIES' \$4.00 Dresses \$2.98 LADIES' \$5.00 Dresses \$3.49 MEN'S HOSE MEN'S 25c Hose 19c MEN'S 50c Hose 39c MEN'S \$1.00 Hose 69c MEN'S DRESS SHIRTS \$1.19 \$1.39 \$1.75 \$2.00 WORTH DOUBLE.	LADIES' HOSE LADIES' 65c Hose 33c LADIES' \$1.00 Hose 59c LADIES' \$2.00 Hose \$1.50 LADIES' \$3.00 Hose \$2.00 LADIES' 35c Vests 19c LADIES' UNION Suits 69c LADIES' EXTRA SIZE Vests 89c LADIES' WAISTS \$2.00 VOILE Waists \$1.49 \$4.00 SILK Waists \$3.98 \$7.00 GEORGETTE Waists \$5.95 \$8.50 GEORGETTE Waists \$6.95 \$10.00 GEORGETTE Waists \$7.95 \$12.50 GEORGETTE Waists \$9.95 \$16.50 GEORGETTE Waists \$12.50 \$20.00 GEORGETTE Waists \$13.50 \$22.50 GEORGETTE Waists \$16.50 PETTICOATS \$8.00 SILK Petticoats \$5.95 \$12.50 JERSEY Petticoats \$8.95 100 LADIES' WAISTS SLIGHTLY SOILED FROM Handling. Worth up to \$3.50 98c MEN'S OVERALLS \$2.00 OVERALLS at \$1.49 \$2.50 OVERALLS at \$1.98 \$3.00 OVERALLS at \$2.49
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Conditions of Sale:

All Goods Sold For Cash. No Credit Extended. Money Refunded or Purchase Exchanged If Unsatisfactory. All Goods Sold as Advertised. One Price to All.

To The Buying Public:

We do not handle any Merchandise that we cannot guarantee. Our word is back of every article we sell. If, for any reason whatever, you make a purchase and after getting home you are not entirely satisfied we will gladly exchange or refund your money. New Goods. New Store- Large Stock.

Chicago Bargain Store

Hickey Building, Opposite K. C. Hall.

O'Neill, Nebr.