

Women's \$1.50  
Suede Gloves  
for  
**69c**

**A MERCHANDISE UPHEAVAL**  
**PRICES TORN TO SHREDS**

Ladies' \$2.50  
and \$3.00 Silk  
Hose  
**\$1.49**

**Like a Bolt From a Clear Blue Sky**



**WANTON PRICE HAVOC**  
**RICHARD**  
**STOCK**  
**Ordered SOLD**

The time is here when every merchant, great or small, is forced to readjust his business. Merchandise Adjusting is my business. I've been sent here to sell this stock, and sell I must.

Many people in this community and in all other communities alike, are skeptical of The So Called Sales. I come to you with a message, a message of vital importance to one and all. A Sale that measures up to every thing that the word Sale means. Will throw the people of O'Neill and surrounding community face to face with the greatest and most sensational merchandise movement ever attempted in this city. Folks you don't know me, but when I am through with this sale you will know me as I am known throughout the country as the Bargain King of the west. People that have attended my sales will tell you that I will leave nothing undone to make this the most talked of Sale ever held in Nebraska. I came to your city, I locked up the store, and am now hunting and digging high and low for merchandise and bargains. I have full authority to go the limit, in order to sell this stock, and if low prices will sell merchandise I surely will pass out the greatest portion of this high grade stock during the ten days following the opening of this Great Event. Sale is on rain or shine. Don't let anything keep you away.

**Be Here Every Day Of This Sale**

**ENTIRE LINE SILK UNDERWEAR**  
Not a garment reserved, every one will be marked to a price that will sell.  
\$2.00 Camisoles ..... 95c | \$5.00 Chimise ..... \$2.95  
Other Bargains Equally as Good.

**SAMPLE LINE GEORGETTE WAISTS**  
Ladies, if you miss this you will miss the greatest treat of your life.  
Just to think here you have a chance to buy choice of the store for only \$10.95.  
A great many Waists worth upward to \$35.00.

**ONE LOT**  
Ladies' Silk Dresses worth upward to \$35.00, for This Sale ..... **\$10.88**

**HATS**  
Every Hat in the Store Priced for Quick Clearance. Sailors, Values to **\$3.95** \$10.00 for Others Marked Accordingly.

**REGULAR PRICE**  
To \$16.50  
**SALE PRICE**  
Plaid Wool Dress Skirts  
**\$9.95**

**REGULAR PRICE**  
To \$4.95  
**SALE PRICE**  
Ladies' High Grade Sossiette Waists  
**\$1.98**

**REGULAR PRICE**  
To \$6.00  
**SALE PRICE**  
Tricolette or Georgette Blouses  
**\$2.98**

**REGULAR PRICE**  
To \$45.00  
**SALE PRICE**  
Ladies' Fine Silk Dresses  
**\$19.95**

**REGULAR PRICE**  
To \$60.00  
**SALE PRICE**  
Women's Coats Full Silk Lined  
**\$39.75**

**New Items**  
**Greater Bargains**  
**Added Every Day**

*The first 25 people entering this store Monday, December 6th will receive a coupon good for \$1.00 on any purchase made that day.*

**DON'T FOLLOW THE CROWD----GET HERE FIRST**

Women's \$3-50  
Fleece Lined  
Union Suits  
**\$2.19**

**M. RICHARD**  
**R. H. SPEESE, Merchandise Adjuster.**

\$1.00  
Brassiers  
**79c**