

Announcement

The New Toggery, O'Neill, Nebraska

Will open the door to the buying public

Saturday, Sept. 8, 1923

We have leased the Coyne building east of the Golden hotel, and have just installed a complete up-to-the-minute set of fixtures suitable for our particular line, which consists of Ladies' Ready-To-Wear garments of the latest styles direct from New York City, and also an up-to-date line of Men's and Boys' Clothing and Furnishing.

We wish to extend to you, your family and your friends an invitation to visit this store. We want to meet you personally, regardless of whether you buy or not. We want you to know that this store values your friendship and will do everything possible to merit your confidence—
THANK YOU!

THIS STORE'S POLICY

Buying and Selling for Cash enables us at all times to offer you the best quality of Up-to-Date Merchandise for less money.

We Guarantee You a Saving in Price

KUPPENHEIMER GOOD CLOTHES

You'll reap a rich harvest of satisfaction when you make an investment in good appearance this Fall. The new Kuppenheimer styles are ready for your inspection. Fine, sturdy fabrics. Superlative tailoring and exclusive styles.

Suits and Overcoats. Prices to suit anyone's pocket book ranging from
\$17.50 to \$50.00

Every suit is guaranteed regardless of price.

BOYS' TWO PANTS SUITS

From \$7.50 to \$12.50

Look over our line for your boy's school suits.

"EMERY" SHIRTS

Smart—snappy—comfortable!

Interpreting Fashion's latest decree.

These shirts are gaining increasingly in favor for all-round wear. "Emery" Shirts were designed to give ultimate comfort, are so finely finished as to be suitable for all occasions.

Distinctively new patterns and colorings—

Prices ranging from \$1.25 upwards.

COOPER'S UNDERWEAR

Standard make, none better made.

Priced from \$1.25 to \$5.00 per suit.

NECKWEAR

The latest design of cravats now being worn in New York City. We will have the largest assortment of the latest in neckwear ever shown in this section of the country.

Our rest room for the ladies is in the rear of the store



**ARROW & VAN HEUSEN
COLLARS**
From 20c to 50c

PHOENIX HOSIERY
That speaks for itself.

JUST A WORD

I returned about the middle of August from a four weeks tour of the New York wholesale markets, which are the largest mercantile markets in the world. While there it was my privilege to purchase my entire line of Ladies' and Gents' clothing and furnishings at a very reasonable figure. By being able to pay cash and because of the fact that I was present at all purchases gave me an opportunity to pick the best for the low dollars. I am giving you the benefit. Respectfully,
MIKE S. ABDALLA.

AN INVITATION

The management of the Toggery wants you to come to the store sometime during the opening day or evening and enjoy a little treat with them. Everybody is cordially invited. Bring the children. The ladies of the Woman's Club will serve the refreshments. Ted Cooper's orchestra will furnish the music.

OUR GUARANTEE

Every article sold by us will be backed by an iron-clad guarantee of complete satisfaction. Any article bought here may be exchanged, or if you desire we will return your money.

LADIES' COATS—THE LATEST NEW YORK STYLES

A beautiful line of coats direct from the manufacturers and of the latest designs. In order to appreciate the coats you must see them.

Prices from \$12.50 to \$60.00.

MISSES' AND CHILDREN'S COATS

Our line of Misses' and Children's coats is extra large. We can fit any young lady or child with a beautiful garment at a low price.

LADIES' DRESSES

Ladies' Dresses is a hobby of ours. We pride ourselves upon the lines we are showing. They were purchased while we were in New York City and we think they are the finest in the land, and it will not cost you much money to buy them. The line consists of wool dresses, satin dresses, crepe dresses, velvet dresses, and in fact anything that is being sold can be found here. Prices \$12.50 to \$40.00 for the best ones.

CHILDREN'S DRESSES

Our line of Children's Dresses is exceedingly large and we are in a position to fit any child.

We have a beautiful line of Ladies' Skirts and Blouses.

Bon Ton Corsets—as good as any corset in America.

Ladies, Don't forget our Phoenix hosiery.

FITZ BRAND OVERALLS

Known everywhere for their full cut and heavy weight.

Price \$2.00

Every pair guaranteed.

HATS AND CAPS

Stetson Hats from—\$7.00 to \$11.50
Supercraft Hats \$2.50 to \$5.00
Beautiful assortment of Caps ranging
from..... \$1.00 to \$2.50

REMEMBER THE PLACE!

Four Doors East of the
Golden Hotel

THE TOGGERY

O'NEILL, NEBRASKA

MIKE S. ABDALLA, Prop.

READ EVERY ITEM!

Then be here on Opening Day and compare the values. Bring your friends and make this store your headquarters.