

# THE FRONTIER.

VOLUME XLV.

O'NEILL, NEBRASKA, THURSDAY, JANUARY 15, 1925.

NO. 33.

# ANTON TOY'S ANNUAL Jan. SALE

**Sale Begins  
January 17**

27-Inches Good Quality  
**OUTING FLANNEL**  
SALE PRICE  
13c per yard

36-inch Light or Dark  
**PERCALE**  
Sale Price 17c  
per yard

Extra Good Quality  
**PERCALE**  
Sale price 22c  
per yard

34-in. Men's Sheep-lined  
Coat, value \$10.75  
Sale price \$8.95

Ladies' Cotton Hose  
15c per pair

Men's leather lined and  
leather sleeves, value \$8.50  
Sale Price \$5.69

Blankets, 50x72—\$1.98  
per pair

68x78 Blanket, sale price  
\$2.39

6 BARS FOR 26c  
of P. & G. Soap—1 order to  
a customer

**COTTON TOWLING**  
Sale price 12c per yard

36-inch Brown Muslin  
10½c per yard

**MEN'S OVERALLS**  
value \$1.75, sale price  
\$1.49

**IDEAL BRAND**  
Overalls, \$2.25 value  
Sale Price \$1.89

6 SPOOLS OF J. & P.  
**THREAD** 24c

Ladies' Cotton Hose  
15c per pair

18 POUNDS OF SUGAR  
FOR \$1.00  
WITH \$15.00 ORDER  
For Saturday and Monday  
only

This sale is to make room for our Spring and Summer Goods as our store is too crowded and we need the room. Be here early, it will pay you. Never before have we gone to so much detail and effort to make you a wonderful saving opportunity, every corner, nook and cranny has been searched for special items that will be of use to you for winter wear.

COME TO O'NEILL—O'Neill is a great shopping center, with its many stores with immense large stocks of all kinds offer the best opportunity in this part of the state for economical and satisfactory shopping. Greater variety is offered, and competition for a part of your business has a tendency to lower prices. Come to our store for greater economy. Some stores operate at higher per cent of profit made necessary by great overhead expenses, which we do not have, and this is the reason the savings are all reflected in lower prices and more buying by our patrons. Do not misjudge the quality by these low prices. Quality is guaranteed to give you your dollar's worth or your dollar back. Eventually you would trade with us more frequently as others are finding this place the and the truth of our noteworthy statement of "Where Quality and Economy Meet".

ANTON TOY

**MEN'S CLOTHING**

\$25.00 Men's and Young Men's Suit, Sale Price	\$17.89
\$32.50 Men's and Young Men's Suit, Sale Price	\$23.95
\$42.50 Men's and Young Men's Suit, Sale Price	\$32.15
\$45 and \$47.50 Men's and Young Men's Suit, Sale Price	\$36.49

**BIG BARGAINS IN MEN'S OVERCOATS**

\$15.00 Men's Overcoats, Sale Price	\$8.98
\$22.50 Men's Overcoats Sale Price	\$14.98
\$37.50 Men's Overcoats, Sale Price	\$26.49
\$40.00 Men's Overcoats, Sale Price	\$28.49
\$38.50 Men's Overcoat, Sheep-lined to the Waist, Sale Price	\$27.98
\$32.50 Men's Opercoats, with fur collar, Sale Price	\$23.95

**SHOE DEPARTMENT**

We have over 200 pairs of ladies Shoes and Oxfords, all odds and ends, prices ranging from \$3.50 to \$8.50 a pair to close out on this sale at—**PER PAIR** \$1.19

Men's Dress Shoes, value \$4.75, sale price	\$3.65
Men's Dress Shoes, value \$5.00, sale price	\$3.89
Men's Walk-Over Shoes, \$8.50, Sale Price	\$6.98
Men's \$9.00 Walk-Over Shoes, Sale Price	\$7.49
Men's \$10 Walk-Over Shoes, Sale Price	\$8.49
Men's \$7.50 Walk-Over Shoes, Sale Price	\$5.49

**LADIES' OXFORDS**

\$3.50 value, sale price	\$2.89
\$3.00 value, sale price	\$2.49
\$5.50 value, sale price	\$4.39
\$6.00 value, sale price	\$4.69

**REAL BARGAINS—MEN'S DRESS SHIRTS**

\$2.00 Men's Dress Shirts, sale price	\$1.39
\$2.50 Men's Dress Shirts, sale price	\$1.69
\$3.00 Men's Dress Shirts, sale price	\$2.59
\$3.50 Men's Dress Shirts, sale price	\$2.89

**BOY'S SHOES**

\$2.25 Shoes, sale price	\$1.89
\$3.50 Shoes, sale price	\$2.69
\$4.50 Shoes, sale price	\$3.69

**LADIES' WALK-OVER DRESS OXFORDS AND SLIPPERS**

\$7.50 Oxford, sale price	\$5.98
\$8.50 Oxford, sale price	\$6.98
\$9.00 Oxford, sale price	\$7.49
\$9.50 Oxford, sale price	\$7.98
\$10.50 Oxford, sale price	\$8.98

**MEN'S WOOL FLANNEL SHIRTS**

\$3.00 value, sale price	\$2.39
\$3.50 value sale price	\$2.69

**MEN'S WOOL UNDERWEAR**

\$2.95 Union Suit, part wool, sale price	\$2.39
\$4.50 Union Suit, part wool, sale price	\$3.69
\$6.00 Union Suit, part wool, sale price	\$4.49

**MEN'S HEAVY RIBBED UNION SUIT**

\$2.00 value, sale price	\$1.59
\$1.75 heavy fleece-lined, sale price	\$1.49
\$2.50 heavy fleece-lined, sale price	\$1.98

**LADIES' UNDERWEAR**

\$1.25 lt. wt., short sleeves, sale price	98c
\$2.00 heavy wt., long sleeves, sale price	\$1.59
Silk an dwool union suits, \$3.00 and \$3.50 to close out at	\$2.49

**LADIES' COATS AND DRESSES**

In order to sell the most coats and dresses during our January Sale, we have reduced our prices to less than the cost of manufacturing.

\$15.75 Ladies Coat, sale price	\$7.98
Ladies' Plain Plush Short Coat, value \$12.50, sale price	\$7.49
Ladies' Coat with fur collar, value \$29.75, sale price	\$18.98
Ladies' Coat with fur collar, value \$45.00, sale price	\$31.98
Ladies' Coat, with no fur collar, value \$27.50, sale price	\$17.98
Ladies' Coat with fur collar, value \$52.50, sale price	\$34.98
\$25.00 Ladies' Wool Dress, sale price	\$16.45
\$19.75 Ladies' Wool Dress, sale price	\$13.49
\$35.00 Ladies' Wool Dress, sale price	\$23.98
\$40.00 Ladies' Wool Dress, sale price	\$28.98
\$57.50 Ladies' Wool Dress, sale price	\$43.75
\$42.50 Ladies' Wool Dress, sale price	\$30.98

**Sale Ends  
January 31**

70x80 Wool Knap Blanket  
Sale Price \$4.69

Ladies' Silk Hose, value  
\$1.25, sale price 98c

Men's Work Shoes \$5.50  
value, sale price \$4.69  
\$3.50 value, sale price \$2.89

36-inch Charlie Cloth, sale  
price 19c per yard

**STRAW TICKING** 19c  
per yard

**MEN'S ODD PANTS**  
\$2.50 value for \$1.98  
\$4.50 value for \$3.69  
\$6.50 value for \$4.98.

**OIL CLOTH**  
sale price 31c per yard

**LADIES' RIB HOSE**  
85c value, sale price 69c

**LADIES' APRONS**  
Light only, sale price 89c

All Linen Towling, 25c value  
Sale price 19c.

36-in. OUTING FLANNEL  
good quality sale price 24c

**MEN'S CAPS**  
\$1.25 cap for 98c  
\$1.50 cap for \$1.29  
\$2.00 cap for \$1.49

Ladies' Princess Slips \$1.75  
value for \$1.49

Extra good Men's Work  
Shirts, value to \$1.25 for  
89c

27-in. Good Dress Gingham  
Sale price 16c per yard

36-in. Outing Flannel, light  
weight sale price  
22c per yard

**OVERSHOES**  
Men's Red 4-Buckle Over-  
shoes, sale price \$3.89

48-lb. SACK OF OUR  
BEST FLOUR  
with \$10 order for \$1.49 for  
Saturday and Monday Only

**ANTON TOY**

O'Neill, = = = = Nebraska