The Frontier D. H. Cronin, Editor and Proprietor Entered at the Postofficie ot ONeill
Nebraska as Second Cliss
Matter
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For forty-one years I have been in the mercantile business in this city and during all that time I have made frequent trips to the eastern markets to purchase my stock. My close contact with the markets has enabled me to get as fine a selection of goods as you can find in any city store. Quality has been the keynote of my business life, and any customer of mine could take my goods anywhere and he would find no better. Giving a customer quality, is always the motto of this store.

## For the Ladies. . .

Laties Dreseses and Cloatc- Evering Dreseses
 styivid and onic hane ever and we heve alarg
er selection this chrismas than everebefore.
Ladies Shoes-Arch Preserver Shoes that are known to every customer. Tru-Poise spike heel shoes also. Arch Preserver carries style
beyond question. beyond question.
Sweater Coats and Slip Ons, Lounging Robes, Roman Striped, beautiful colorings. See them before you buy your Christmas gift.
Hand Bags and Leather Bags-Good Leather Bags at $\$ 1.25$ to $\$ 4.95$. Many fancy ornaments which would make very acceptable Christmas presents.
Bed Sets in gold and green. Very new items
If you need to supply a friend you can find If you need to supply a friend you can find
just what you want at this store.

Hose-Iron Clad and Muning Wear Hose in all the new shades

Silk Undies - Munsing Wear silk undies, none
better. Every garment better. Ev
guaranteed.

Scarfs, etc.-A very large assortment of Ladies scarfs in all the newshades
and designs. Phella Sets for the furniture in very handsome designs.

Gloves-Kid gloves for the Ladies and the Children at a very low figure. Next week means a lot to you. Drop in, see our line. We know that we can please you with quality and price.

## For the Men

overcoats, new and stylish, belt back... New Whip Cords, sheep lined ... Leather Jackets, zipper or button front ...New Rain Coats Cordory Coats, sheep lined... A number o plaid mufflers.. Sweater Coats and PullOvers. Neck Wear-We have just received a new line of ties and scarfs that excel any other season product, at $75 \mathrm{c}, \mathbf{\$ 1 . 0 0 ,} \$ 1.25, \$ 1.50 \mathrm{up}$ to $\$ 2.50$. different colors and patterns. Just the thing to tone up your suit or overcoat. Hats and Gloves-and speaking of hats, none
of them can compare with a Stetson. We carry a splendid line. We can also take care of your glove needs. We have now in stock a ne
Skin, in all sizes as well as Kid Gloves. FOR THE KIDDIES-"The Kiddies are Not Forgotte selection of Toys for the younger class. The Aeroplane, suitable for side walk use; the Road Roller; A Dump Cart; A Circus Wagon and Animals; Musical Roller. Ycu will find this line a source of delight to the youngsters.

A unique gift is a Trump Shirt. We have just re-
ceived a new shipment in ceived a new shipment in

Shorts-in the new Munsing Wear of today. The them.


Shoes-The very latest in style and qualit,
$\$ 4.00$ and $\$ 5.00$.
shades.

