

FOR OUR GRAND OPENING ONLY!

Straw Hats

CHILDREN'S, Regular 50c—Special **37c**
LADIES', Regular 59c—Special **47c**



Anklets

- Save on Hosiery!
- Easy to Wash!
- Colorful—Style-right!



Foot Rest Anklets!
Special for Women!
29c

Hawthorne Play Sox
For Boys and Girls
25c

Long-wearing mercerized yarn in colorful stripes or solid colors; keyed to young tastes. Turn-down or elastic cuff. Sizes from 6-8½.



Shiny Plastic
For Summer!
98c

Purse styles for grade or high school misses.



27-Inch Square
Crisp White
98c

Acetate crepe fabric; machine rolled edges.



White Hankie
Combed Lawn
10c

Lace corner; 2-tone petit point flowers.

NOTIONS

J & P COATS
Sewing Thread
Large Spool
8c

Over 100 Colors
MERCERIZED
Sewing Thread
Reg. Spool
5c

Embroidery Floss
2 Skins
5c

BUTTONS
• All Colors
• All Shapes
• All Sizes
Per Card
10c

COOL! ABSORBENT! COMFORTABLE!
ATHLETIC SHIRTS AND SHORTS



Swiss Rib Shirts
Soft combed-cotton yarns
Hemmed tail; 34-36
59c



Men's Knit Briefs
Cotton yarns; support
straps. Elastic waist.
69c



Print Foulard Ties
Wool lined for perfect
knitting. Perfect colors!
98c



Men's Socks
Solid color rayon; and
cotton; Rib top; 10-12
17c

Flash!

SPECIAL
Opening Days
ONLY

51 GAUGE
30 DENIER
400 NEEDLE
(Irregulars)



Nylon Hose
PAIR **93c**
LIMIT — 2 Pair per customer.

BIGGEST
TOILET GOODS
COUNTER
IN TOWN!

Colgate
TOOTH PASTE
Giant Tube **43c**

TOOTH BRUSHES
Each **10c**

YORK
WAVE SET
Bottle **10c**
(Plus Tax)

HAIR OIL
6-oz. Bottle
Each **10c**

AJAX
RAZOR BLADES
Ft Gem Razor
7 for **10c**

MEN'S POCKET
COMBS
Each **5c**

Doors Open 9 am

GRAND OPENING SALE

3 Days—Thurs.—Fri.—Sat.—July 29-30-31

Door Prizes - Be Sure to Register - Door Prizes

HERE IT IS, FOLKS . . . our brand new store . . . we want you to see it, and we invite one and all to join in our grand opening celebration!
. . . the finest and the largest variety store outside of Nebraska's biggest cities! Everything is new — the building, the fixtures, and practically all of the merchandise! This handsome store, costing many thousands of dollars, is the result of many years of growth and planning. We're proud of it, In opening this new BEN FRANKLIN store, we renew our pledge to the folks in the O'Neill territory: To offer the last word in variety store-keeping and to provide quality merchandise at the lowest prices.

First Prize: Ekco Pressure Cooker, 6-qt. . . . Second Prize: 36"x60" All-Wool Axminster Rug . . . Prizes Galore

CLOTHES PINS

Sturdy Wooden
Per Dozen **8c**
Sale Price

Stainless Steel
SILVERWARE
• Teaspoons **9c**
• Soupspoons
• Forks
Each
KNIVES, each **17c**

PAINT BRUSHES

Dependable Brushes for any type job.
10c to 75c

SCRUB BRUSHES

Tough Bristles, Easy Grip
SPECIAL PRICE, each **23c**

SUN GLASSES

Up-Swing; White, Ruby or Sapphire Painted.
SALE PRICE **25c**
Each
OTHERS 10c to 98c

Cotton CLOTHES LINE

50-ft. . . Gleaming White
SPECIAL PRICE, each **39c**

Gay Colored
18 - Piece
BREAKFAST SET
Sierra Glass Dishes
FIESTA COLORS
• Gold
• Green
• Gray
• Terr Cotta
OPENING SPECIAL
2.69 Per Set

PICNIC NEEDS
Paper Plates 8-inch, 5c
6 for 5c
9-inch size, for picnics and parties, 5c
5 for
"Dixie" Hot Drink 12-oz. size, 10c
for
BIRCHWOOD Forks and Spoons 12 in. package, 4 3/4-inches. Pkg. 10c
Paper Napkins Rainbo Handy 13x13-inch size 80 in package; white 15c
Sandwich Bags For Sandwiches; left-overs. 40 in. Env. Pkg. 10c
Iced Tea Spoons Plastic in colors, 3 for 10c

Gay Colored
TURKISH TOWELS
20" x 40"

EACH Only **49c**
WASH CLOTHS 11x11, each **10c**

All Metal
FLASHLIGHT

Regular 79c
Special **57c**

JUMBO JELLIES
CANDY SPECIAL
Assorted Flavors
Special Price **18c**
Pound

FLY SWATTERS

SPECIAL PRICE **9c**
Each
FLY RIBBONS 6 for **9c**

DINNERWARE
Plain White
Cups and Saucers **10c**
Each
Dinner Plates **20c**
Each

Radiant OIL MOPS
Complete

SPECIAL PRICE, each **79c**

LADIES' BELTS

• Narrow or Wide
• Smart White
25c Up

WALLPAPER

More Than 10,000 Rolls on Hand!
The latest designs . . . Year around we are the WALLPAPER center for the entire O'Neill area. Visit our WALLPAPER DEPARTMENT and select your patterns.

Per Roll **15c** and Up!

FLOOR COVERINGS
6- and 9-Ft. Felt Base
LINOLEM YARDAGE
SPECIAL PRICE
PER SQUARE YARD **80c**
LINOLEUM RUGS
Sizes: 6x9, 7 1/2 x 9, 9x10 1/2, 9x12

PAINTS

CHI-NAMEL
WE'RE PROUD to be the O'Neill representative for CHI-NAMEL Paints & Varnishes. CHI-NAMEL is a big name in the paint industry.
"Try It Once . . . Use it For Life!"

- Super House Paint
 - Rapido Enamel & Floor Varnish
 - Kitch-'N-Tint Enamel
 - Coat-O-Lite (Semi-Gloss)
 - Rex Flat Wall Paint
- No Advance in Prices with CHI-NAMEL

Hey Kids! HELIUM BALLOONS 10c-15c
I-N-F-L-A-T-E-D
FLY 'EM LIKE A KITE - PERFECT PARTY FAVORS - DECORATIONS - FUN FOR ADULTS!

A. E. BOWEN, Owner ICE COLD POP, All Flavors **5c** O'NEILL, NEBR.

BEN FRANKLIN
LOCALLY OWNED - NATIONALLY KNOWN

SAVINGS DURING THIS BIG SALE!

10-Inch Water Pump
Strong 30-gauge metal designed in 4 colors.
49c

All Plastic RACER

Assorted Colors
Special Price **49c**
Each

All-Rubber BALL

• Inflated
• 5-in. Diameter
Special Price **69c**
Only

Jr. Size FOOTBALLS
Imitation Leather
SPECIAL PRICE **1.98**
Each

TOYS for FUN

THE YEAR 'ROUND Bowen's BEN FRANKLIN store is the O'Neill headquarters for toys. We've assembled a special array for our Grand Opening celebration. Any youngster will be thrilled any time with a visit to our toyland.

LAY - A - WAY
Horseman
DOLLS
• Unbreakable Head
• Exquisitely Dressed
• All Rubber Body
6.95
Payable Monthly



Children's
PHONO - RECORDS
All new colored and non-breakable . . . the biggest value in records today. Volume of
3 for 1.05

JUMP ROPES

Tough, Long Wear Cord, Colored Wood Handles
SPECIAL PRICE **15c**
Only

summer glassware

for COOL drinks on HOT days
8 GLASSES IN TUMBLER RACK
Handy for serving. Protects Tumblers from breakage **97c**

Rose Decorated Glass Jug
Sparkling optic design; tapered shape with ice lip. Holds 80 ounces and stands 8 1/2-inches high **49c**

CRYSTAL GLASS TUMBLER
9-oz. Optic-Shaped.
3 for 10c

NEW! IVORY "FIRE-KING"
Oven and Table Glassware
• Practical for the Oven! • Beautiful for the Table!
you'll be proud to serve in Fire-King Oven ware!

It's Handsome and Versatile . . . Blends with Your Fine China and Your Best Linens!

1 1/2-Quart Casserole Snug lid; lug handles for easy lifting. Only **75c**
Nine-Inch Cake Dish To make baking easier. Moderately priced too! **45c**
9 1/2-Inch Loaf Pan For open-roasting meats . . . or baking apples, etc. **50c**

9-Inch Pie Plate Bake, serve and store pies on the same plate. **30c**
Deep Pie Dish 5 1/4-inch size. Bakes and browns crust nicely. **10c**

10 1/2-Inch Bake Dish Bakes crust evenly on pudding and coffee cake. **50c**
Deep Custard Cups For molding desserts, etc., 6-oz. size **2 for 15c**

Starter Assortment 12-pieces for only **1.29**