

BUSINESS ADJUSTMENT

SALE!

Bill McIntosh Says

THIS IS A SALE WITH A REASON — NOT JUST AN EXCUSE. It's a bitter pill to swallow! But here's the low-down, it nearly breaks our hearts to see our huge stocks of Quality Merchandise GO ON SALE at the ridiculously low prices you see advertised here! . . . But there's not much we can do about it for we have a serious inventory problem. We're OVERSTOCKED with far too much merchandise for a store our size. We're NOT having financial difficulties — NOT TRY TO RAISE CASH — NOR are we in distress. We simply must dump HUGE Surplus Stocks at any cost to adjust our inventory. We have altogether too much of everything with a serious overstocked condition that is not healthy for any business. We're an aggressive firm, maintaining an enviable reputation and selling only the top brand name lines. But — like all well-rated firms there comes a time when mistakes occur and adjustments are in order. That's why profit is not the object of this sale. DUMPING STOCKS — REDUCING INVENTORY and stimulating business is our ONLY REASON for this sudden and drastic move. We consider it good business to take our losses now — swallow our pride and admit our mistakes. Nothing wrong in that — is there? That's why we have ripped, cut and slashed prices in every department — why you can save 20 percent, 30 percent, — yes, even 50 percent. So — come shed a tear with us while we bury our mistakes and take our losses. SALE CONTINUES THROUGH DECEMBER 12th.

SAVE NOW Thru Dec. 12-LAY AWAY FOR XMAS

FREE GIFT!
TO ALL

No Purchase Required
Ask for Yours!!
Clip and Bring in This Coupon (Over 11 yr. old)

BARGAIN!
Men's Jewelry
Values to \$1.50
Now 98c
CUFF LINKS

SPECIAL!
Ideal Gift for Baby! LOCKET or CROSSES with Matching Chain. Gift boxed. Our price 98c

SENSATION!
CIGARETTE LIGHTERS
Fully Automatic Guaranteed. Out They go!! at 79c Each

TERRIFIC!
HEART PENDANTS
\$4.50 Value
\$2.88
Expensive look

FEATURE!
Leather Folding TRAVEL ALARMS
Regular \$9.95
\$6.48

BARGAIN!
CAMBRIDGE SQUARE
Regular \$2.95
\$1.50

SPECIAL!
Fine Pearl CHOKERS
One, two or three strands
Nicely Boxed
Our price 88c

NOTICE
CLOSED ALL DAY
THURSDAY FOR
MARKING DOWN

Haviland China
AUTUMN LEAF
65 Pc. Set for 12 178.60
Regular \$268.00
ROSELINDE
53 Pc. Set for 8 139.95
Regular \$196.55
CONCORDE
53 Pc. Set for 8 159.50
Regular \$218.05

50 Piece Set
William Rogers
SILVER PLATED
FLATWARE
Now 19.95
42 Piece Set
INTERNATIONAL
Stainless Steel
Now 10.00

ONE GROUP
LADIES OR GENTS
WATCHES
Finest Nationally Advertised
50% Off
First Come First Served

BUY FOR YOURSELF; FOR INVESTMENT! Buy Now!
DIAMONDS
WERE NEVER PRICED LOWER THAN THIS!

BRIDAL SETS		MANS DIAMOND RING	
SOLITAIRE SET Regular \$60.00 \$39.95	8 DIAMONDS 3/4 carat tot. Reg \$500 \$349.50	Regular \$125.00 \$99.95	
7 DIAMOND SET Regular \$150.00 \$99.95	1/2 CARAT total set. Reg. \$300 \$209.00	Ladies Solitaire DIAMOND .40 Carats Regular \$300 \$219.95	
ONE DIAMOND SET Regular \$135.00 \$89.88	1/3 CARAT total set. Reg. \$250 \$179.95		

SAVE 20% to 50% ON DIAMONDS
WRITTEN GUARANTEE WITH EVERY PURCHASE!

SILVERWARE SETS	SILVERWARE SETS
50 Piece Service for 8 Regular \$13.95 \$5.95	Holmes and Edwards, Spring Garden and Danish Princess Regular \$79.95 plus chest \$59.95

SAVE UP TO 75c on the DOLLAR

EARRINGS	Ladies or Gents Expansion WATCH BANDS
Over 300 LATEST STYLES Values to \$2.00 — Now only Now 69c 3 PAIR FOR \$2.00	American made, yellow and white. Compare with \$5 and \$6 models — Now Only!! Now only \$2.49

FOR THE FIRST 100 PEOPLE AT OUR DOORS TOMORROW AT 10 A. M.

\$500 IN SPECIAL GIFT CHECKS!
BE ON HAND EARLY FOR YOURS!

Stone Set **RINGS!**

OUT THEY GO

ONE GROUP
Stone Set Rings
or
Wedding Bands
Now 1/2 Off
YOUR CHOICE
COME ON THE RUN!

NATIONALLY FAMOUS MAKES INCLUDED
WATCHES
AT THE LOWEST PRICES ever OFFERED!!

	Reg.	NOW
17 Jewel Men's Shockproof, Waterproof	22.50	16.99
23 Jewel Mens 'Bulova' Automatic (Allproof)	175.00	125.00
17 Jewel Ladies 14 kt. Gold Diamond Watch	185.00	135.00
23 Jewel Ladies Bulova 18 kt. Gold, yellow	65.00	49.99
17 Jewel Ladies Elgin	49.75	39.75

ALL OTHER WATCHES
(over 49.00)
FROM 20% to 50% OFF

ITS NOW OR NEVER FOR VALUES LIKE THESE!

One Group Shop Worn Silver Holloware	Nationally Known Alarm CLOCKS
50% Off To Clear	Regular \$4.50 Now only \$2.88

SAVE UP TO 75c on the DOLLAR

LIMITED QUANTITY GENUINE LEATHER WALLETS	Nationally Known Pocket WORK WATCH
Secret Pocket with Zipper Compare at \$4.00 Wallets Now only \$1.98	Regular \$3.50 LIMITED QUANTITY Now only \$2.18

SORRY!
No Green Stamps During Our Big Sale
ALL PRICES PLUS TAX

CLOSE OUT!
Grandmother BRACELETS and Charms
Now 25% off

FEATURE!
Cambridge Laurel Wreath
Reg. 3.25, Now \$1.99
Odds 'N' Ends

BARGAIN!
Odd Lot of Sterling Silver THIMBLES
Reg. 3.00 — \$1.69

SPECIAL!
One Group FIGURINES
Your Choice
1/2 Price

BARGAIN!
American 6 Pc STEAK KNIFE SET
Reg. 6.00
Now \$2.88

SPECIAL!
Large Decorator ASH TRAYS
Reg. 1.95
Now 98c

SENSATION!
10 Commandment BRACELETS
Now 98c

EVERY ARTICLE Guaranteed! We Are NOT GOING Out of BUSINESS!

GRAB BOXES!
SATISFACTION GUARANTEED
VALUES \$2.00 UP TO \$50.00

DIAMONDS WATCHES
JEWELRY COMPACTS
WALLETS SILVERWARE PEN SETS
BIRTHSTONE RINGS LIGHTERS

PICK a DIAMOND!
PICK a WATCH!

OVER \$500 IN FREE PRIZES
ENTER YOUR NAME NOW
IN OUR CONTEST

If you'd like to win a prize clip this coupon
Bring it to the store at once for full details
Prizes awarded December 12, 1959

See These Prizes on Display

★ 3 PIECE MODERN BEDROOM SUITE	\$199.95
★ 60 PIECE SET HOLMES-EDWARDS SILVERWARE	\$118.00
★ 5 DAY STRIKING CLOCK	\$79.95
★ 8 DAY STRIKING CLOCK	\$40.00
★ LADIES BLACK ONYX DIAMOND RING	\$38.50
★ MODERN ICE BUCKET	\$13.95
★ LADIES LEATHER HANDBAG	\$13.95
★ Lazy Susan	\$7.50

NO PURCHASE REQUIRED — TO ENTER FOR PRIZES

NAME _____ Phone _____

ADDRESS _____

O'Neill, Nebraska
Phone 166

SALE STARTS AT 10:00 A.M. FRIDAY, NOVEMBER 20
McINTOSH JEWELRY

O'Neill, Nebraska
Phone 166