Sale Starts THURSDAY MARCH 1

A & M Shoes announces A Sale with A Reason—and 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 trying 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%, 30%—yes, even 50%. So—come shed a tear with us while we bury our mistakes and take our losses.

EMERGENCY UNLOADING Sale

Women's Brushed Pigksin Oxfords
By Viner and Petite Deb
A Regular 6.95 Value
Marked Down
To $3.98 Pair

Women's Natural Poise, Red Stacked Heel Pumps
Reg. 7.95 — Now
$4.99 Pair

Women's Red Stacked Heel Pumps
By Miracle Tread — A Regular 9.95 Value
Marked to $6.99 Pair

Women's Medium Stacked Heel in Suede
By Miracle Tread — Reg. 12.95 Value
Now $5.99 Pair

HERE'S YOUR INVITATION TO WIN A BEAUTIFUL PRIZE

WANTED! FIFTY WOMEN TO JOIN GRAND PRIZE CAMPAIGN CREATED BY OUR ADVERTISING AGENCY—JUST TO HELP US ADVERTISE THIS SALE.

HERE IS FUN—FASCINATION—EVERY CONTESTANT RECEIVES FULL, FAIR OPPORTUNITY TO WIN

These Beautiful Prizes Given To the Contest Winners the Last Day of the Sale . . . Which One Do You Want?

1. 3-Pc. and Mirror Bedroom Suite $199.95
2. 5-Pc. Dinette Set 129.95
3. Swivel and Platform Chair 79.95
4. Berkline Chair 69.95

All purchased & on display at Meyer's Midwest Furniture

5. Gift Certificate at A & M 30.00
6. Gift Certificate at A & M 25.00
7. Gift Certificate at A & M 20.00
8. Gift Certificate at A & M 15.00
9. Gift Certificate at A & M 10.00
10. Gift Certificate at A & M 5.00

All to be Awarded March 24, 1962 at
A & M SHOES
O'Neill, Nebraska

Bring this Coupon to Our Store Today!

Name _____
Address _____
Phone _____

Men's
Roblee Oxfords
Black or Brown
Reg. 16.95 Value
Marked to
$12.95 Pair

Women's
Alligator Type
High Heel
Pumps
By Miracle Tread
Reg. 12.95 Value
$5.99 Pair

Women's Canvas
Low Cuts
by Sunstep & Solaire
Reg. 4.99 Value
Now
$1.99 Pair

Women's Black Calf
Pumps
Medium & High Heels
by Williams — Reg. 7.95 Value
Now $4.99 Pair

All Children's Step Master Shoes
Choice of the House
20% & 25% Off

One Lot
Men's Better Oxfords
by Pedwin — Reg. 10.95 Value
Reduced to $5.99 Pair

Lovely Plastic Party Slippers
Choice of Heel Heights
Reg. 8.95 Value
Now $4.99 Pair

One Lot
Suede Flats
by Trampeze — Assorted Colors
Values to 7.98
Marked Down to $3.98 Pair

One Lot
Ladies' Naturalizer and Life Stride Shoes
½ PRICE
$12.95 TO $6.49 Pair
$13.95 TO $6.98 Pair

Girls' Cotton Cord Low Cut Tennis Shoes
Lilac and White
Square Toe and Cushion Inner Sole
$2.99 Pair

Women's Ties, Flats, & Laces
Values to 6.95
Williams & Petite Debs
A Real Bargain at $1.99 Pair

$600.00 in Lovely Prizes Awarded March 24, 1962

A & M SHOES
Shoes for the Family
O'NEILL NEBRASKA

Come in and Vote Every Day — Free Votes Every Day