

**O'CONNELL'S**  
EVERYDAY LOW PRICES

On Opening Day Friday, Sept. 21  
**FREE** . . . Roses to the first 1000  
Ladies . . . balloons for the Kiddies.

# GRAND OPENING

**FRIDAY & SATURDAY, SEPT. 21 & 22, 9 a. m.**

We are indeed happy to announce the opening of Plattsmouth Newest Department Store. A store dedicated to you, to bring you the things you want at the price you want to pay . . . This is your personal invitation to visit us and get acquainted. You'll find our store jam-packed with Standard Brands of Merchandise at prices the smallest budget can afford. Our policy -- Cash 'n Carry with every day low prices.

CANNON  
20 x 46 HEAVY  
**Towels**

Specially priced for our Opening. They're big, heavy and Thirsty Terry's (Slightly Irregulars) from Cannon's. Higher priced line. Bought to sell at 59c. Buy 'em by the armload at only

**43c**

54 x 81 TRULON RAYON  
**Panels**

For every room in the house. A Beacon Mill product. Washable, permanent finish, pre-shrunk. Need no starching, no stretching! Hand wash and Hang.

**\$1.49**

27 x 48  
**Loop Rugs**

Heavy looping with raised design for the home beautiful! Non-skid back! Durable shades and pastel to select from

**\$2.98**

**BUDGET PRICED  
SHOES**  
For The Family

We are stocking famous "PETERS" Shoes for the family. If you desire good sturdy shoes at popular prices, we believe we can give you the utmost in value. Come in and get acquainted with these famous brand shoes.

First Quality  
Budget Priced

**Nylons**

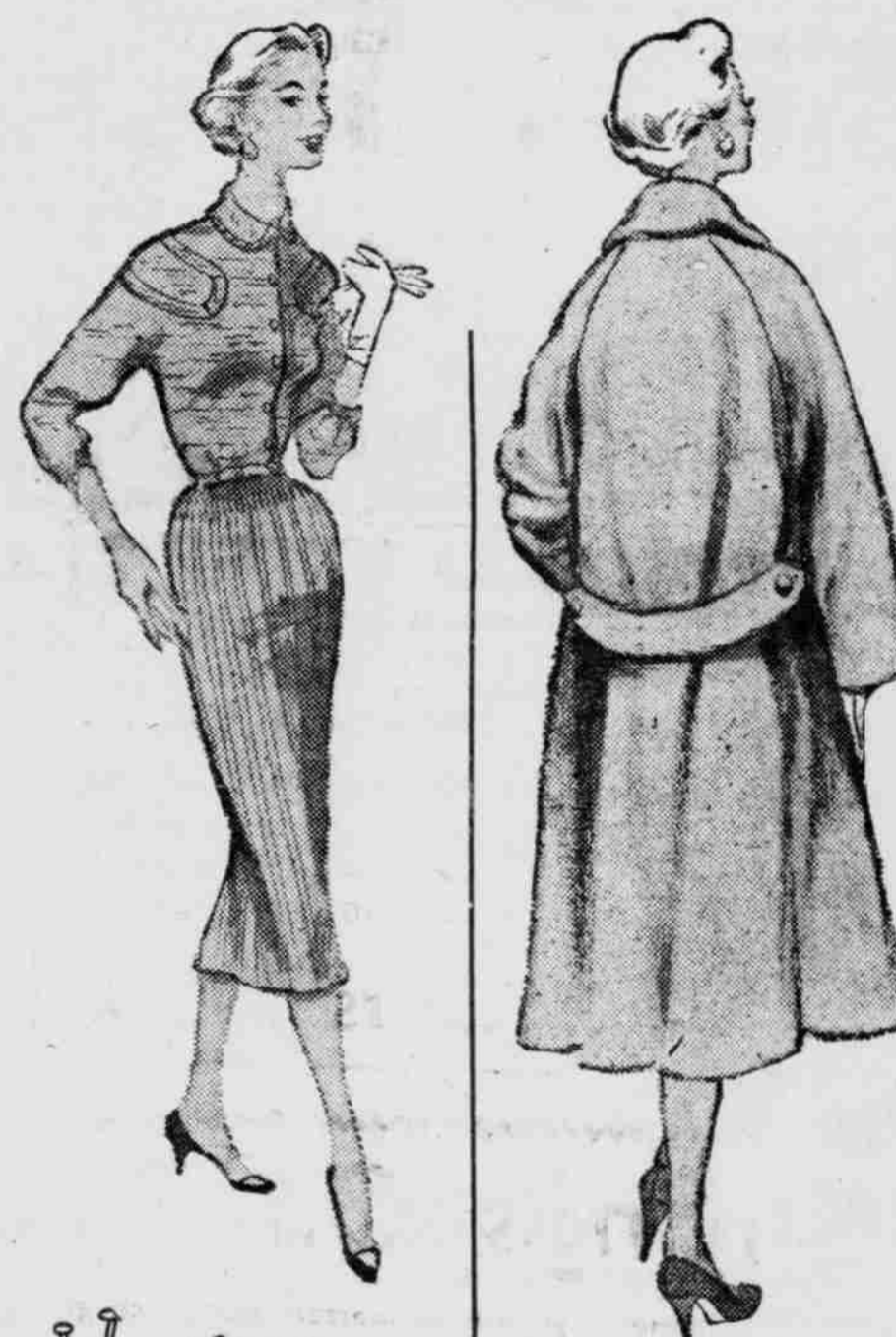
"BALLET" run resist, Seamless Nylons, Shell Toe and Heel, 474 Needle 15 Denier \$1.25

**OPENING SPECIALS**  
79c First Quality 51-15 full-fashioned Nylons, (dark seams) New fall shades while 30 dozen last!  
**2 Prs. \$1.10**



**GIRLS' COTTON DRESSES**  
**\$1.98 to \$2.98**

Adorable cottons for the young school miss. Attractive prints and gingham that launder beautifully and retain that fresh bright look. Choose from many new styles, all with the new look . . . Pick several in fetching bright colors or beguiling dark fall shades. Sizes 7-12.



very fitting  
\$19.75

Casually Perfect

Knits that fit and flatter, and so very fitting for your way of life, here at prices to fit your budget!

Time for a coat, & we've the well-fashioned casuals that are easy to dress up or down, go anywhere.

**VAULES FOR MEN!**

**UNION SUPER MADE "BIG AND TUF" MEN'S BIB OVERALLS**  
10-oz. per square yard (36"x36") formerly 8 oz. (28"x36"). Full cut, well made, double stitched throughout. Big roomy pockets. Graduated patterns to fit all builds correctly. Fully Sanforized.

**\$2.79**

**On The Job, Off Duty "TEST" MATCHED SETS**  
Graduated patterns, tailored to fit. Heavy duty, quality fabrics. Pants have 5 extra roomy boat-sail drill pockets. Vat Dyed-color fast, zipper fly.

**PANTS \$3.29  
SHIRTS \$2.79**

**OPENING SPECIAL!**

**\$1.59 BLUE CHAMBRAY WORK SHIRTS \$1.39**

Full cut Sanforized quality Chambray, that will take the hard knocks. Sizes 14 to 17.

**Savings On Piece Goods!**

Make O'Connell's your headquarters for piece goods . . . Nothing stocked but good, every day needs in cottons at budget prices.

"TOPMOST" (Nationally Advertised)  
**80 SQUARE PRINTS**

Full 36-inch sharp patterns and colorings, every piece individually selected.

**Yd. 45c**

36-Inch Imported  
**79c PLAID GINGHAMS**

in dozens of plaid effects—all new fall patterns

**2 Yds. \$1.00**

36-Inch PARTI PRINTS

Wash by machine or Hand Tumble, Spin or Drip Dry, Wrinkle Shed, Sanforized.

**Yd. 89c**

**38" CORDUOYS**

New Fall Colorings, for Skirts, Jumpers, Jackets, Etc.

**Yd. \$1.15**

**A DOOR'S BUSTER!**

Selected Group, Full Pieces!  
**80 SQUARE PRINTS**  
Big Savings on Every Yard While 50 Pieces Last!  
**3 Yds. \$1.00**



**EXTRA SPECIAL SELECTION! CHENILLE**  
**Bedspreads**

Double or Twin Size. One of the largest manufacturers worked with us on this extra special for our opening. Come in look them over, you'll be amazed at the assortment and their outstanding value.

**\$5.49**

81 x 108  
**PEPPERILL PERCALE**  
**Sheets**

Slight irregulars, but a lot of value! Now you can sleep on luxury sheets at low, low cost. Buy a supply of these fine sheets . . . they'll go for only

**\$2.19**

**WOMEN'S HAND-LACED BUDGET PRICED Moccasins**

Sturdy leathers hand laced with beaded design on vamp. Serviceable soles to insure the maximum of wear. Colors — Black, or Creme. Sizes 4 to 9. Regular \$3.98 sellers at Only

**\$2.98**

**BOYS' SANFORIZED Flannel Shirts**

Sanforized flannels in rich colorings. Full cut, well made, Plaids, western, diamond chest style design, and novelty patterns. Sizes 6 to 16.

**\$1.69**

**BOYS' 10-oz. BIG N' TUF**

**Denim Jeans**

Cut to fit and sturdily constructed to withstand hard wear. Triple stitched with zipper fly pockets. Sizes 8 to 16.

**\$1.49**

**JUVENILE'S Overalls or Jeans**

Made just like "Dad's" with bib or waistband with detachable suspenders. Junior will love these. Sizes 2 to 666.

**\$1.29**