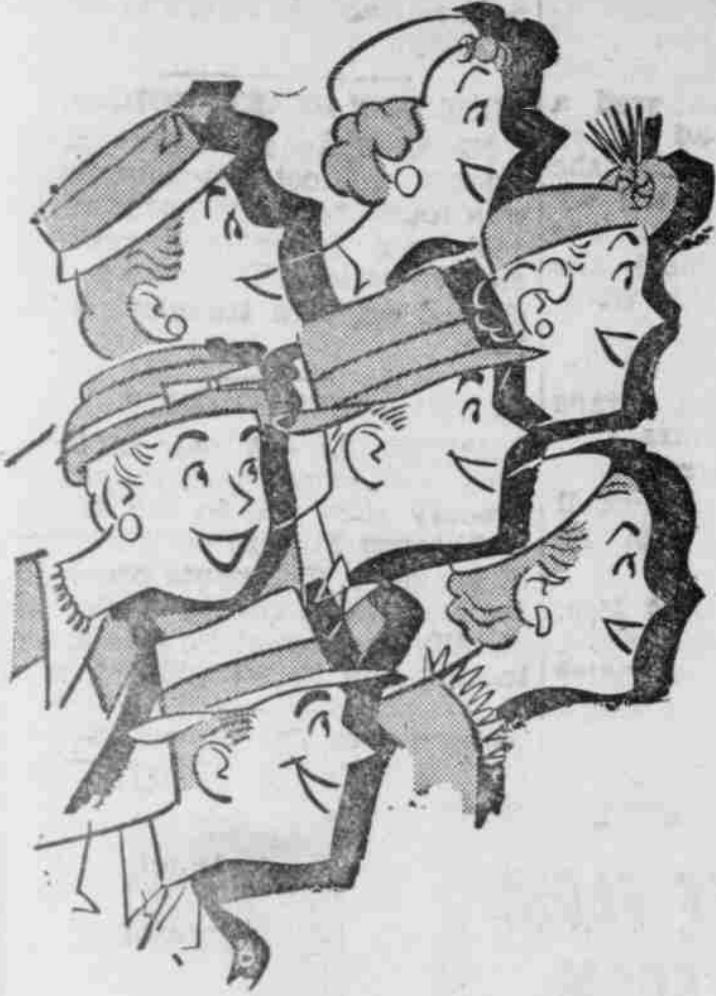


**O'CONNELL'S**  
EVERYDAY LOW PRICES

A backward season finds us with entirely too much winter merchandise! WE MUST CLEAR OUR STOCKS NOW to make room for incoming spring lines. Our former low prices have been literally slashed, profits have been forgotten. Much of this merchandise is priced far below cost. OUR LOSS YOUR GAIN! Positively no merchandise brought in for this sale. BARGAINS GALORE!



**Spectacular January**

**Clearance**

**Prices Reduced Up To 50%**

ON FALL & WINTER MERCHANDISE . . . SHOP NOW! SAVE!



\$1.39 Stretch Nylon  
Women's Gloves  
With Warm Wool Interlining

**88c**

\$2.98 Misses and Ladies  
Hand Bags  
Pouch, Boxie and Shoulder Strap  
Entire Stock Goes at

**\$1.97**

\$2.29 Kiddies  
Play Togs  
Corduroy Playalls  
Gabardine Playalls  
Western Playalls  
Poplin Snaprolls

**\$1.97**

\$1.69 50 Inch  
Drapery  
Beautiful floral effects with  
Metallic Blends  
Much lower than Wholesale Cost

**\$1.00**

Entire Stock  
Millinery  
Values to \$5.90  
Repriced for a quick clean-up

**\$1.00**

89c Drip-Dry  
Party Prints  
Fast Colors  
79c 36 inch Imported

Ginghams  
Beautiful Color Effects

**2 YARDS \$1.00**

**Remnants**

**1/3 off**

Buy 'em by the armload

**CHILDREN'S DRESSES**  
reduced 25% to 50%

Every Child's Dress in our Stock has been cut to the bone. They'll go fast so Hurry

**25% off**

Entire Stock of Women's and Misses

**SKIRTS**

WOOL'S — COTTON'S — RAYON'S — BLENDS

**Women's Blouses**

\$1.98 And \$2.29 Values

Nationally Advertised Land N' Sea  
Washable Cottons in Broadcloth  
and Drip Dry Fabrics Plain Shades  
or Stripe Effects

**1.47**

**Orlon Cardigans**

\$4.98 to \$5.90 Finest Quality

Fashioned of High Bulk 100 %  
Orlon . . . (Easy to wash, dries  
quickly) in the Season's most  
wanted Shades that will fit into  
Your Spring Wardrobe  
Sizes 34-40

**3.88**

Extra Special for the Working Man

**\$4.98 Work Shoes**

**\$3.98**

It's been a long time since you bought a work shoe at such a low, low price! Solid leather blucher style with Armocreted Cord-wear Sole. A real "toughie" Sizes 6 to 11

**\$5.90 Chenille Bedspreads**

Lots of Chenille on heavy muslin base.  
A dozen colors to choose from. Full Size

**\$4.77**

**Full Size Sheet Blankets**

Size 70x90 Good Weight

Compare this price and you'll agree to a bargain

**\$1.77**



**Every Woman's Coat**  
REDUCED

Excepting Car Coats

**50 %**

\$47.50 Coats Now \$23.75

\$39.75 Coats Now \$19.87

\$34.75 Coats Now \$17.38

\$29.75 Coats Now \$14.87

**Dresses**

Re-grouped, Repriced at Fraction of Cost

GROUP 1 Values To \$14.75	GROUP 2 Values To \$17.50	GROUP 3 Values To \$19.75
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**\$7 \$8 \$9**

Women's Fall & Winter Style

**SHOES**

Re-grouped! Repriced! Tabled!  
If you can find your style and size  
You'll really get a bargain

GROUP 1 Values to \$5.49	GROUP 2 Values to \$5.90	GROUP 3 Values to \$7.95
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**\$2.44 \$3.44 \$5.44**

Men's and Boys'

**Jackets**  
**25% off**

Including Hooded Parka's, Suedes, Sur Coats — in fact every garment in the house — nothing reserved!  
Priced subject to stock on hand.

**BLANKET LINED JACKETS**  
— REDUCED —

\$3.98 Button Front \$4.98 Zip Front

**\$3.25 \$4.25**

\$2.19 MEN'S SANFORIZED  
FLANNEL SHIRTS

Full cut, well made, assorted fancy patterns. Full tail or Sport styles.....

\$2.19 MEN'S WINTER  
UNION SUITS

Warm ribbed Unions, long leg, long sleeve. Sizes 38 to 46 .....

**1.77**

Men's \$2.98 Flannel Sport Shirts

Entire remaining stock of Flannel Sport Shirts, Full Cut, Well Made, Rich Colorings. Sizes S-M-L. **\$2.39**

Men's Flannel Robes

Former \$6.90 Values. Black Plaid Effects. Easy to wash. Comfortable to wear. Only 6 left. **\$4.00**

Men's Drawers

Warm ribbed drawers with elastic top. Formerly much higher priced. While they last **98c**

Men's Sweat Shirts

Warm Heavy fleeced for that added warmth needed for remainder of winter Sold for much more **\$1.00**

Men's Better Quality Sport Shirts

Regular \$2.98 — Famous Paddle N' Saddle Sport Shirts for men. Ginghams, Rayon Crepe, Rayon Challis, Plains and fancies. **\$2.39**  
2 for \$4.50

TELL YOUR NEIGHBORS!  
CALL YOUR FRIENDS!  
Sale Starts Friday, January 18th  
and Continues Through Saturday,  
January 26th

**9 BIG DAYS**

We cannot guarantee these bargains to last as our sales will be limited to stock on hand. Many, Many Bargains not listed in this ad SO HURRY get your share!

81x108 Lady Pepperell  
Percalé Sheets

Thread Count 182, Second Selection  
A Whale of a Buy

**\$2.19**

\$2.29 Boys' Western  
Denim Shirts

Broken sizes 8 to 14  
Gripper fasteners, real western cut.  
Sanforized

**\$1.50**

Entire Stock of Men's  
Dress Gloves

**1/3 off**

\$1.29 Juvenile's  
Winter Caps

Ear Muffs, made just like dad's.  
They'll go fast.

**50c**

Boys' \$1.69

Flannel Shirts

Plenty of time to wear these and you'll be surprised at their fine quality. Buy a supply at

**\$1.39**

Boys' \$1.98 Fancy  
Broadcloth Shirts

Finest quality Broadcloth priced low at \$1.98. Sanforized, full cut! Plain and Fancies. 8 to 16.

**\$1.59**

ALL SALES FINAL! NO REFUNDS! NO EXCHANGES! NO LAY-A-WAYS! NO PHONE ORDERS!