

Our Semi-Annual CLEARANCE SALE

HERE AGAIN! OUR JULY CLEARANCE SALE
 Beginning **SATURDAY JULY 6** Continuing Through **WEDNESDAY JULY 31**

Hosiery-Low Prices

Were' showing hosiery specials that will interest you—greatly, and we can't continue such values very long—better ACT.

MEN'S HOSE SILK LISLE AND FIBRE

\$1.50 Silk Sox...\$1.20	.35 Lisle Sox... .28
1.00 Silk Sox... .80	.25 Lisle Sox... .20
.75 Silk Sox... .60	.20 Lisle Sox... .16
.50 Silk Sox... .40	

Yes sir, here again—just as live, just as value-ful as ever. You would never know woolens were sky high and going higher—that everything a man wears has taken an upward course—by the prices we are naming now. And you will not have to think about high prices for many a day, if you get in on these values.

Harcourt prices and Harcourt values brought us the biggest seasons business we've ever had—and this clearance sale will be the biggest sale in assortments, reductions and crowds that ever happened in North Platte.

Buy Underwear Now

You'll need it until cold weather comes. Why not lay in a supply while the prices are down? We cannot tell when it will be possible to offer such values again—we know it will be a long time however.

MEN'S UNION SUITS

\$1.00 Unions...\$.80	2.50 Unions... 2.00
1.25 Unions... 1.00	3.00 Unions... 2.40
1.50 Unions... 1.20	4.50 Unions... 3.60
2.00 Unions... 1.60	

Suit Prices are Away Down

Sounds good doesn't it. Then add

Collegian Clothes

and you'll have the whole reason why we call them wonderful bargains. Many a man will get one suit for now, and another for fall right away while the picking is best.



MEN'S ALL WOOL SUITS

ALL YEAR WEIGHTS

\$15.00 Suits...\$12.00	25.00 Suits... 20.00
16.50 Suits... 13.20	27.50 Suits... 22.00
18.50 Suits... 14.80	30.00 Suits... 24.00
20.00 Suits... 16.00	32.50 Suits... 26.00
22.50 Suits... 18.00	35.00 Suits... 28.00

MEN'S PLAM BEACH SUITS

MOHAIR, ALPACA, KOOL CLOTH

\$ 7.50 Suits...\$ 6.00	15.00 Suits... 12.00
8.50 Suits... 6.80	16.50 Suits... 13.20
10.00 Suits... 8.00	

Boys Can Come To

Here's a partial list of the reason why parents will welcome this sale. Plan six weeks ahead—get his school outfit now, and save the savings to pay for his school books.

Boys Wash Suits

Ages 2 1-2 years
to 8 years

Selling from

\$1.00 to \$2.00

Your Choice

95 cents



Boys all Wool Suits

\$ 3.50 Suits...\$2.80
4.00 Suits... 3.20
4.50 Suits... 3.60
5.00 Suits... 4.00
6.00 Suits... 4.80
7.50 Suits... 6.00
8.00 Suits... 6.40
9.00 Suits... 7.20
12.00 Suits... 9.60

NEED SHIRTS! HERE'S GOOD NEWS

Keeping faith with the public—that's all. No earthly reason for special prices, when we could hold them for advances. But our July Sales have always been winners and we aren't going to disappoint the hundreds of men who are looking for this opportunity more than ever this year.

Men's Dress Shirts

Manhattans and Others	
\$ 1.75 Shirts...\$1.40	
2.00 Shirts... 1.60	
2.50 Shirts... 2.00	
3.00 Shirts... 2.40	
3.50 Shirts... 2.80	
4.00 Shirts... 3.20	
4.50 Shirts... 3.60	
6.00 Shirts... 4.80	
7.50 Shirts... 6.00	
12.00 Shirts... 9.60	



SPLENDID TIES LOW PRICES

Rich colors, beautiful patterns, silk or washable, big assortment of the very latest styles ready just when you need a variety of fresh unshrinkable ties.

NORTH PLATTE'S FINEST NECKWEAR.

\$.25 Ties...\$.20	.50 Ties... .40	1.00 Ties... .80
.35 Ties... .28	.75 Ties... .65	1.50 Ties... 1.20

Sport Shirts	Boys Wash Waists	Men's Work Shirts
.75 Values... .60	and Shirts	.75 Values...\$.55
1.00 Values... .80	In Chambray and Ma-	1.00 Values... .85
1.25 Values... 1.00	dras cannot be bought	1.25 Values... .95
1.50 Values... 1.20	on the market for 75c	1.50 Values... 1.30
3.50 Values... 2.80	ON SALE SATURDAY	2.00 Blk Satin 1.60

Low Shoes



Low Prices

Men's Oxfords, Russia Calf, Vici, Gun Metal at \$4.00 to \$6.00 Broken lots, all sizes at \$2.95

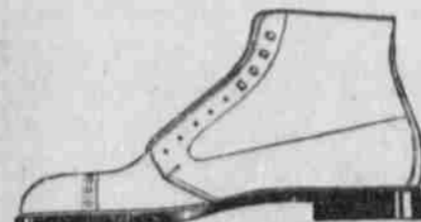
Special in Oxfords that represent broken lots of Regals in Calf Gun Metals, Vici, Selz in Russ Calf and Kangaroo we've been selling for considerably more money. Also assortments that we bought some time ago, which we offered at prices that would be cost if we bought them at wholesale today.

Get present needs and fix yourself up with a couple of extra pairs for next summer. You'll save if you follow our suggestions.

MEN'S SHOES

Regals and Calf Gun Metals and Vici Selz Russ Calf and Kangaroo. Donovan's in two tone effects.

\$3.50 Shoes...\$2.80	7.00 Shoes... 5.60
4.00 Shoes... 3.20	7.50 Shoes... 6.00
5.00 Shoes... 4.00	8.00 Shoes... 6.40
5.50 Shoes... 4.40	8.50 Shoes... 6.80
6.00 Shoes... 4.80	9.00 Shoes... 7.20
6.50 Shoes... 5.20	
4.50 Shoes... 3.60	



STARWS—HURRY UP PRICES

Styles right, variety complete, prices down—a lucky combination for the man in need of a new straw. If there's a man in town without a straw hat after the first day of this sale—it probably will be because he got there too late.

New Straw Hats

All Sizes, All Prices

\$1.95

Men's Panamas

\$3.50 to \$6.00

\$2.95



TUNKS SUIT CASES AND BAGS

Here's travel proof luggage for everyone, in an assortment which varies from light weight bags and cases for short jaunts to trunks that will withstand the bangs of long hard trips. Featured at prices which will surely bring you to this store for your every traveling need.

ALL KINDS OF TRAVELING GOODS

\$ 3.50 Traveling Bags and Suit Cases...\$ 2.80
4.00 Traveling Bags and Suit Cases... 3.20
5.00 Traveling Bags and Suit Cases... 4.00
6.00 Traveling Bags and Suit Cases... 4.80
7.00 Traveling Bags and Suit Cases... 5.60
10.00 Traveling Bags and Suit Cases... 8.00
12.50 Traveling Bags and Suit Cases... 10.00
15.00 Traveling Bags and Suit Cases... 12.00
17.50 Traveling Bags and Suit Cases... 14.00

Harcourt Clothing Co.