

The Greatest Sale of Them All

WILCOX DEPARTMENT STORE'S

Mighty July Clearance

NOW IN FULL SWING!

THERE IS NO DOUBT

That today there is nothing more appreciated by the people than low prices on good and reliable merchandise.

If you could have seen the big crowds of eager buyers that have thronged the two big selling floors of this store ever since we opened the doors for this WAY OUT OF THE ORDINARY SALE last Friday at 1 o'clock, you too would quickly be convinced. This sale started out with a great rush and satisfied and pleased customers keep right on coming again and again--the best evidence that most people know a good thing when they see it and buy!

DID YOU GET YOUR FULL SHARE of these good things? We can truthfully state THAT THIS IS BY FAR THE MOST IMPORTANT SELLING EVENT that has been staged in Western Nebraska for many a year. The values this store is offering in high class goods are such that no thinking and saving man or woman can afford to pass up. We say to you



COME NOW! BUY NOW! SAVE NOW!

SHOES
FOR THE ENTIRE FAMILY
At Worth While Savings

WOMEN'S SHOES Values to \$7.50 **\$4.98**
LADIES' OXFORDS In Fine Kid **\$3.98**
CHILDREN'S SHOES Ass'td leathers & styles **\$1.98**
MEN'S DRESS SHOES In black and brown **\$3.79**
BOYS' DRESS SHOES In black and brown **\$1.98**
Every Pair of Shoes Under Priced.

We are Mentioning Today Only a Very Few of the Many Items Picked at Random From Our Stock.

You Will Find **LARGE SAVINGS**
Here in such Famous Brands as

MUNTING-WEAR
"BLACK CAT" HOSIERY
BRADLEY BATHING SUITS
"KAYNEE" BOYS BLOUSES
And Many Other Nationally Known Brands.

RUGS JAP. MATTING 9x12 feet \$4.95	LADIES' COATS Sold to \$18.00 \$9.79	LADIES' COATS Sold to \$35.00 \$18.48	INFANTS' DRESSES White only 69c	GIRLS' WASH DRESSES Very special 98c
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LADIES' HATS TRIMMED Values to \$10.00 \$2.48	CHILDREN'S BLOOMERS Good black satine 47c	SKIRTINGS Finest all wool, 54 in. wide reg. \$5.00, yard \$2.79	"BUCILLA" EMBROIDERY PACKAGES Odd lots, at 1-Half Price	Hundreds of other bargains Not Advertised	PERCALES Light and dark, 36 in. wide, yard 14c	OUTING FLANNELS Light and dark, yard 12 1/2c	FINE TABLE LINENS In full widths, yard \$1.19, \$1.48, 3.59, 4.29	TAFETTA SILKS Black and colors, yard \$1.98 \$2.59
BED SHEETS Durable quality 89c, \$1.39, \$1.69	BED SPREADS With plain or scalloped edges \$2.48, \$3.48, 4.48, 5.98	FINE DRESS VOILES Priced very low, at yord 19c, 37c, 53c, 79c	"FAIRY SPUN" SILK in black and colors, regular \$4.00 quality, yard \$2.98	Your Dollar Does Double Duty Here	CREPE DE CHENE in black and colors, regular \$2.00 quality, yard \$1.29	DRAPERY GOODS Regular \$1.00 value, yard 69c	CORSETS "Gossard" and "Justrite" each reduced \$1.00	MIDDY BLOUSES "Paul Jones" brand \$1.39, \$1.59, 2.39, 2.59
LINOLEUM, FELT BASE, 2 yards wide, per square yard 59c	BRASSIERES July Clearance bargains at choice 48c, 79c	CAMISOLE LACES 15 in. wide, yard 19c	BUNGALOW APRONS Priced exceptionally low at 79c, \$1.19, \$1.69	PETTICOATS one large lot priced especially at \$1.79	EMBROIDERY Special per yard-- Lot 1, 7c Lot 2, 19c	COTTON BLANKETS Large size, 68x80 in. yours at \$2.19	EMBROIDERY FLOUNCINGS 45 in. wide, yard 59c	

A DOLLAR SAVED IS A DOLLAR EARNED

Wilcox Department Store North Platte, Nebraska

YOU CAN SAVE MANY DOLLARS HERE