

The Greatest of All Clearance Sales, Our Annual

JULY CLEARANCE SALE

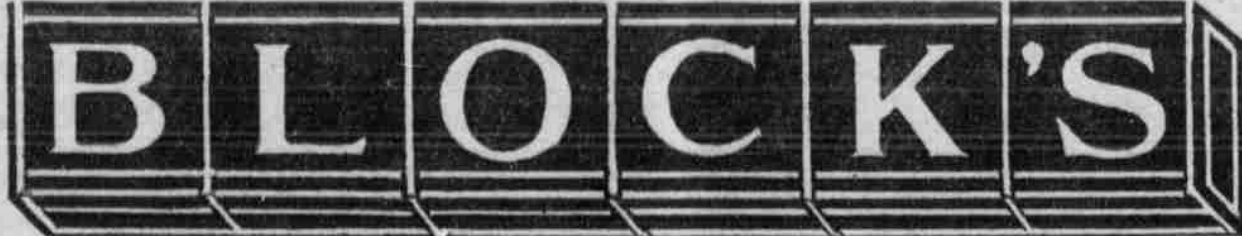
Starts Tomorrow, Saturday, July 15th

And Will Continue Without a Stop to August 1st. 14 Days of REAL LIVE BARGAINS at

EXTRA SPECIAL

One lot of Silk Waists and Blouses, mostly dark shades, all sizes, regular values to \$6.50, while they last

\$1.00



LADIES' OUTFITTING STORE
NORTH PLATTE'S LEADING EXCLUSIVE WOMEN'S STORE

EXTRA SPECIAL

Choice of any White Gabardine Wash Skirt in the store, regular values to \$7.75, while they last your choice

\$1.48

It is the Policy of BLOCK'S to effect an absolute Clearance of all stocks at the close of each season. This must be accomplished regardless of the former selling prices, cost, loss or profit. Our Entire Select Stock of Ladies', Misses' and Children's Coats, Suits, Dresses, Skirts, Blouses and Furnishings takes the count in Fourteen Days of Terrific Price Slaughter. Every Garment bought for this season's selling is Mercilessly Sacrificed at Prices That Beggar Description. Don't Miss a Single Day of This Great Sale.

Ladies' Suits

At a Great Sacrifice About 50 suits left, all new spring models, beautiful styles, values \$27.50 to \$72.50 going at

\$14.75, \$19.75 & \$24.95

Coats and Wraps

at Give Away Prices! Choice of any coat or wrap in the store, regular values \$16.75 to \$67.50, now

\$7.75, \$11.75, \$16.75 to 24.95

Extra Special

One lot of Evening Dresses, beautiful gowns, values to \$35, while they last **\$4.95**
Only One to a Customer

200 Silk Dresses

All brand new spring & summer models divided in 5 Great Bargain Lots.

LOT 1—Silk taffeta and crepe dresses mostly dark colors, values to \$20, sale price **\$7.75**

LOT 3—Beautiful taffeta dresses, printed silk crepe, silk pongee, Shantung crepe knit, in tailored and sport models, values to \$30, sale price **\$14.95**

LOT 3—Wonderful dresses in Canton crepe, crepe knit and taffeta, values to \$42.50
Sale Price **\$19.75**

LOTS 4 and 5—Our highest grade dresses, exclusive models, values to \$72.50, sale price **\$24.95 and \$29.95**

Wash Dresses

Marked down to move and they will move fast at these prices

LOT 1—Gingham dresses, good styles, all sizes, values to \$4.50
sale price **\$1.98**

LOT 2—Voile and gingham dresses, some organdies and linens; values to \$8.50
Sale Price **\$3.98**

LOT 3—Beautiful gingham, voiles, dotted Swiss dresses, values to \$13.50, sale price **\$7.48**

LOT 4—Dresses of real Imported French Gingham, Tissue Gingham, Dotted Swiss and Ratinee, values to \$25.00, now going at **\$9.95 and \$14.98**

Skirts

At the lowest prices ever heard of.

LOT 1—Skirts of all wool serges, prunella. Some silk skirts in this lot. Light and dark shades, values to \$12.50, now going **\$4.98** at

LOT 2—Wool and silk sport skirts in all the newest materials, shades and styles, values to \$16.50, sale price **\$7.49**

LOT 3—Your choice of any high grade skirt in this lot, values to \$25.00, while they last **\$9.98**

A Great Outpouring of Wonder Values Worth Coming Miles to Attend!

One Lot Silk Blouses

And Waists, values to \$7.50

Sale Price **\$3.48**

One Lot Silk Over Blouses

In silk crepe embroidered and beaded, in all the new spring shades, very special at **\$4.98**

25% OFF **One-Fourth OFF**

On Children's Coats, Girls' Tub Dresses, Infants' Wear, Ladies' Silk Underwear, Kimonos and Khaki Garments and Leather Hand Bags.

ONE-FIFTH OFF

Corsets, Gloves, Hosiery, Muslin and Gauze Underwear
ONE-FIFTH OFF

One lot of Silk Hose, silk top values to \$1.50, sale price **79c**

One lot of Pure Thread Silk Hose, all colors, guaranteed to wear or a new pair free, sale price **\$1.49**

Bathing Suits One-Fifth Off

No Charges, No Approvals, Every Sale Positively Final

BLOCK'S

LADIES' OUTFITTING STORE
NORTH PLATTE'S BUSIEST WOMAN'S STORE

1 lot girls' Gingham Dresses, values to \$2.50, now **95c**

For Some of the Greatest Bargains of All Sales See Our Windows