

H. C. CLAPP

Dry Goods, Millinery and Ladies' Furnishings.

We announce to all our patrons and earnestly request everybody in McCook
—and vicinity to be present at—

Our Grand White Opening
Wednesday = Thursday, April 27-28



YOUR ATTENTION is especially directed on these dates to Our Millinery Department, which will be in full boom, resplendent with exquisite new models and beautiful midsummer creations in Lingerie Hats, White Picture Hats, Nobby "Chantecler" Combinations, Light Airy Turbans, Street and Evening Hats. Never before has this opportunity been afforded the ladies of McCook, to see in one grand collection such a beautiful array of summer models in Trimmed Millinery.



Exceptional Reductions in WOOL SUITS and COATS

On these opening dates we make special great reductions on all Wool Suits, Jackets and Coats, affording an unprecedented opportunity to purchasers of these garments in the very height of the season.



All \$35.00 Suits go for	= = \$26.00	All \$17.50 Coats go for	= = \$13.25
„ 30.00 „ „	= = 22.00	„ 15.00 „ „	= = 11.75
„ 25.00 „ „	= = 19.00	„ 8.50 „ „	= = 6.75
„ 22.00 „ „	= = 16.00	„ 7.50 „ „	= = 5.75
„ 20.00 „ „	= = 15.00	„ 6.00 „ „	= = 4.50
„ 18.00 „ „	= = 12.50	„ 5.00 „ „	= = 3.75
„ 15.00 „ „	= = 10.00	„ 3.75 „ „	= = 2.85



Special values in Silk Dresses, Pongee Coats and Capes and an exceptional showing of White Linen and Lingerie Dresses and Waists.



Including DAINTY MUSLIN UNDERGARMENTS

which will be on display at this opening in the largest assortment, presenting the greatest values ever before offered in Princess Slips, Combination Suits, Corset Covers, Gowns, Skirts and Drawers.

—Every Desired Weave and Quality in White Dress Goods and Waistings.—

Reductions in EMBROIDERIES, including Wide Flouncings, Waist Frontings, Edgings, Insertions, Galoons and Corset Cover Widths.

Extra help has been secured for these two days and we will make a record in Value Offerings never before paralleled in our city. Dont fail to attend this Grand White Opening. Come whether or not you buy, you will receive the same courtesy as is at all times tendered our patrons.

REMEMBER THE DATES, TWO DAYS ONLY
WEDNESDAY AND THURSDAY, APRIL 27-28

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EXCLUSIVE DRY GOODS, MILLINERY AND
LADIES' FURNISHINGS. 222 Main Av, McCook