



# SPRING OPENING

Friday-Saturday, March 15-16

IF YOU HAVE NEVER DEALT WITH US, BREAK THROUGH THE SHELL OF HABIT AND AT LEAST, COME TO OUR STORE AND PEEP AT THE CHARMING NEW GOODS WE HAVE ON SHOW DURING OUR SPRING OPENING. WE ONLY WANT YOU TO SEE OUR HIGH-QUALITY GOODS AND THE LOW PRICES WE MAKE ON THEM. THEN YOU WILL BUY THEM; AND WHEN YOU TRY THEM YOU WILL COME AGAIN FOR THEM AS LONG AS YOU LIVE.

HAT TRIMMED WITH REAL ROSES. SEE IT. CARNATIONS FOR THE LADIES

## Fashionable Spring Millinery

Including the Famous

### GAGE HATS

Among the tailored hats shown are the English Walking Hat, London Helmet, English Derby, Paris Turbin, Dalila, Taffeta and the "Gaby."

We have made a careful study of the desires of our customers and have made every purchase an effort to get shapes suitable to your taste.

We believe we can give every lady a choice of a hat that will become her and also add to her womanly charm.



A DECIDEDLY FOREIGN AIR WITH AN AMERICAN DASH AND SWING

COME SEE

### Some of Our Splendid Values For Prudent Buyers

Kitchen Aprons, Amoskeag Gingham ..... 25¢ to 95¢  
Dressing Scaques and Kimonos ..... 50¢ to \$8.50  
Women's Pure Silk Hose ..... \$1.00  
Battenberg Lunch Cloths, drawn work, lace border, 18 inches to 36 inches wide ..... 25¢ to \$3.00  
Silk Floss Pillows, large size, cambrie cover ..... 45¢  
Children's Amoskeag Gingham Aprons ..... 50¢



**MEN! This Store WILL SET YOU RIGHT ON WHAT YOU WANT TO WEAR FOR EASTER.**

To You who are considering the question of Easter Clothes: This store presents a wealth of helpful suggestions. From Scarf to Suit you will find here a stock that completes every dress need and taste—that correctly expresses the season's every style tendency. That Easter Suit will be especially easy to select from our unusually fine showing of Hirsch-Wickwire Clothes (\$20 to \$30) and Clothcraft Clothes (\$10 to \$20).

HERCULES SUITS FOR BOYS.

## We Know What You Want in Garments

It is our business to know—and then supply—what our customers want.

There is one thing that everybody wants, and that is style. And another thing is reliability. And a third is reasonable prices.

All these are here always—and we hope you will give us a chance to prove this if you have not already found it out.

But with all these sterling qualities they are reasonably priced. And every Wooltex garment is guaranteed to retain its good appearance and give satisfactory service for two full seasons.

We show Wooltex suits and coats in all the seasons favored fabrics and styles, including the "Wrapped About" effect and other new features.



LADYLIKE YET INEXPENSIVE

### Skirts.

A NEW SEPARATE SKIRT will be useful on many occasions. But it must be a skirt with some fit and style and "Hang" to it.

Some of the best tailoring we have seen is put into Wooltex separate skirts and the cloths shown are both beautiful and serviceable. Bedford Cords, Whip Cords, Novelty Cloths, Serges in White, Tan, Navy and Black. MODERATELY PRICED.

**CAMBRIC SKIRT**  
Skirt made of cambric. Sectional flounce, finished with tucks and deep embroidery ruffle. All lengths. \$1.00

**CAMBRIC DRAWER**  
Drawer made of Cambric, lawn ruffle, finished with tucks and hemstitched hem; open or closed. Very special. 25¢

**LADIES' SILK HOSE**  
Pure thread silk hose, wide welt, triple splicing, price.....50¢ to \$2.00

**NAINSOOK DRAWER**  
Drawer made of fine Nainsook, lawn ruffle finished with tucks and linen edge; open and closed. Price.....50¢

**NAINSOOK CORSET COVERS**  
Nainsook corset cover. Is of fine quality nainsook. Front and back trimmed with dainty lace and ribbon draw. All sizes. Price.....25¢  
Corset cover made of fine nainsook, front and back trimmed with embroidery and ribbon draw. All sizes at. 50¢

**CAMBRIC GOWN**  
Gown made of cambric, high neck with yoke of tucks and embroidery insertion. All sizes. Price.....48¢

**GINGHAM PETTICOAT**  
Petticoat made of Bates seersucker gingham; deep flounce, finished with tucks. Price.....50¢, 75¢, 90¢ and \$1

**NEW WASH GOODS**  
This is the newest Wash fabric and it is in greatest demand for spring and summer. We are offering a big variety of sheer, dainty goods, made of the finest Egyptian combed yarns, in the newest floral printing. Also attractive figures, dots and stripes. Per yard.....18¢

**BOYS' WASH SUITS**  
Boys' hand embroidered suits of imported and domestic cotton and linen fabrics, specially woven for boys' garments, ages 2½ to 9 years. Boys' wash suits from .....50¢ to \$3.00

**CORSETS**  
Splendidly made and excellently finished models, very comfortable and strong. Front and side supporters attached. Price.....50¢ to \$6.00

**IRISH LINEN HANDKERCHIEF**  
Very dainty Irish Linen Handkerchief beautifully hand embroidered and hemstitched in assorted patterns. A very sheer linen handkerchief. Price: 15¢

**TISSUE GINGHAMS**  
English make; come in new, crisp finish, plaids, checks, stripes, colors; per yard.....25¢

**MEN'S NIGHT ROBES**  
They are made of good quality muslin, cut full and large, with or without collar. Price.....50¢ to \$1.50

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To give better merchandise and better service has been our constant aim and intention

MAIN AVENUE **C. L. DeGROFF & CO.** McCOOK, NEBR.