

# Friday-Saturday, March 15-16

IF YOU HAVE MEVER 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 OPEN-ING. WE ONLY WANT YOU TO SEE OUR HIGH-QUALITY GOODS AND THE LOW PRICES WE MAKE ON THEM. THEM YOU WILL BUY THEM; AND WHEM YOU TRY THEM YOU WILL COME AGAIN FOR THEM AS LONG AS YOU LIVE.

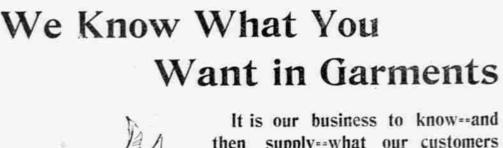
HAT TRIMMED WITH REAL ROSES. SEE IT.

CARNATIONS FOR THE LADIES

# Fashionable Spring Millinery

Including the Famous

# GAGE HATS



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.

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

CAMBRIC SKIRT

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

#### LADIES' SILK HOSE

Pure thread silk hose, wide welt, triple splieing, price.........50c to \$2.00

## NAINSOOK DRAWER

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

## NAINSOOK CORSET COVERS

Nainsook corset cover. Is of fine quality nainsook. Front and back trimmed with dainty lace and ribbon draw.

front and back trimmed with embroid-ery and ribbon draw. All sizes at..50c CAMBRIC GOWN

Gown made of cambric, high neck with yoke of tucks and embroidery insertion, All sizes. Price.....48c

#### GINGHAM PETTICOAT Petticoat made of Bates seersucker

gingham: deep flounce, finished with tucks, Price ......50c, 75c, 90c 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 fin-est Egyptian combed yarns, in the newest floral printing. Also attractive fig-ures, dots and stripes. Per yard....18c

## BOYS' WASH SUITS

Boys' hand embroidered suits of imported and domestic cotton and linen fabrics, specially woven for boys' garments, ages 21/2 to 9 years. Boys' wash 

#### CORSETS Splendidly made and excellently, fin-

ished models, very comfortable and strong. Front and side supporters attached. Price......50c 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:..15c

## TISSUE GINGHAMS

English make; come in new, crispfin-

They are made of good quality muslin, cut full and large, with or without collar. Price......50c to \$1.50

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

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

COME SEE



A DECIDEDLY FOREIGN AIR WITH AN AMERICAN DASH AND SWING

#### Some of Our Splendid Values For Prudent Buyers

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



## 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 Clotheraft Clothes (\$10 to \$20.)

HERCULES SUITS FOR BOYS.

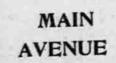


A NEW SEPARATE SKIRT will be useful on many occasions. But it must be a skirt with some fit and style and "Hang" to it.

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

# Friday-Saturday, March

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



McCOOK, NEBR.





