



Announcing Welcome You are Invited to Visit Our Displays

The New Season Beckons

SPRINGTIME is filling our store with a multitude of merchandise messages. The glorious new assortment speak loudly that "Sunny days will soon be here." Everywhere you hear the whispered words: "Spring is almost here."

The days of plenty are coming again, and we realize it more fully as our shelves and counters are graced with the wonderful arrivals that reach us daily.

What joy to satisfy one's desire—to have plenty to choose from. To have just what one wants, instead of having to substitute for something different.

These days are wonderful for seeing the new things first. Come here tomorrow and let our display prove to you that the Spring days are almost here.



Women Will Be Eager to Don These New Suits

JUST one or two of a style, in the smartest and most effective of the new models from the best makers in the craft. The moment you see them, you'll be eager to see how you look in them, for they are radiant with new beauty and becomingness.

The lines of the suits are smart and graceful, but each suit is softened with artful touches of relief and decoration—buttons, belts, sashes, plaitings, braidings, and many other effective and original features.

A Charming Display of New Spring Coats

THESE are glorious days for women to wear their new Spring coats. Styles were never more artistic and graceful. The sport style predominates, but any number of the dressier models are made more alluring with touches of braid or fringe. All styles are here in superb variety of colors, to meet every taste and desire.

You'll enjoy inspecting them most when you see yourself in them and the mirror tells you how delightful they really are. Select yours tomorrow.

Dresses

IN former years women selected their dresses largely because they liked certain style features. Today they are most particular about the quality of the materials and the artistic lines on which they are made.

You'll be interested in the collection we have selected for your approval, for they are designed in modish and becoming styles, some quite simple, others attractively trimmed with touches of embroidery, metallic thread, braid and beads.

Our Style Show, Monday, April 5th.

Our Style Show will take place at the K. C. Hall O'Neill, Monday, April 5, 1920. Everybody welcome. Admission Free. Living Models.

The New Shoes, Oxfords and Pumps Are a Pleasant Surprise to Every Woman.

CHARMING in their smartness of style and finish—the clever lasts—the rich colorings of the leathers—the tasteful adornment.

And then, they are not nearly so expensive as they threatened to be—not one whit more costly than such beauty deserves.

Comfortable styles for business wear, and many trim and shapely models for dressiest occasions.



"The Leader" O'Neill.
O'Neill's Attraction---Everything for Men, Women and Children.