

# McCARVILLES...

**FREE BALLOONS**

For the Kiddies!

ALL DAY SATURDAY IN OUR RED GOOSE  
SHOE DEPARTMENT FOR CHILDREN!

Refreshments for Mom and Dad!

IN  
OUR NEW  
STORE

•  
304  
East Douglas  
O'Neill

# GRAND OPENING

## ALL DAY Saturday, March 24

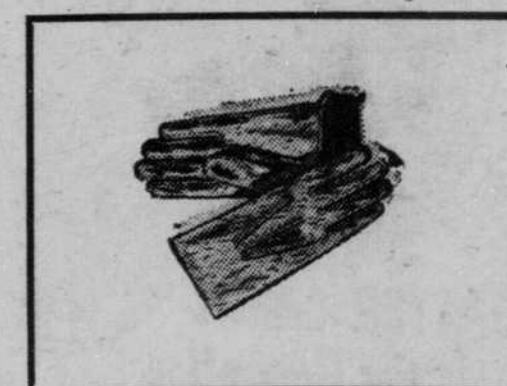
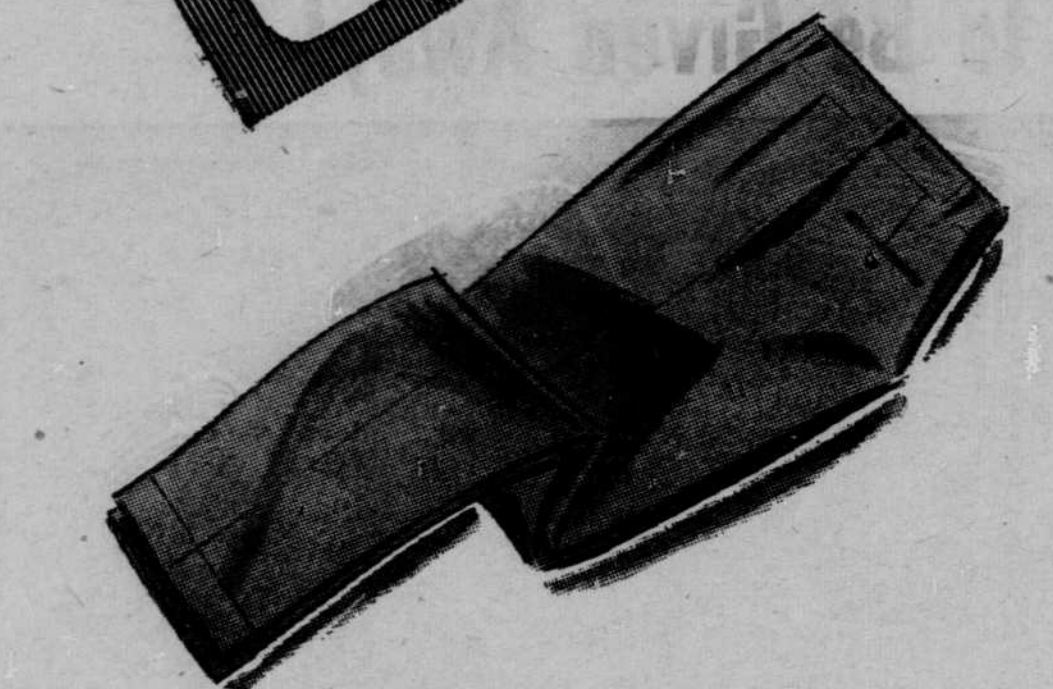
### FREE PRIZES! ASK FOR DETAILS!

McCarvilles cordially invite you to attend the Grand Opening of their New Store and join in the celebration of Fifty Years in serving South Central South Dakota and North Central Nebraska!

### Featuring All Nationally- Advertised Brands



- **Men's Suits and Sport Coats**  
J. Capps & Sons  
Curlee Clothing Co.  
Merit Clothing Co.  
Cricketeer  
Middishade
- **Hosiery for Men and Women**  
Holeproof  
Bachelor's Friend  
Davis 4-D  
F. Brody & Sons
- **Jackets**  
Field & Stream  
Shan House  
F. Brody & Sons
- **Underwear**  
Munsingwear  
Haynes  
Duofold
- **Work Clothing**  
Key Work Clothes  
Big Smith  
Levi
- **Sweaters**  
Lamb Knit  
Duocraft
- **Hats**  
John B. Stetson  
Stevens Hat Co.
- **Shirts and Ties**  
Van Heusen  
Beau Brummel  
Levi
- **Luggage**  
Samsonite
- **Rubber Footwear**  
Ball Band



## ... SHOES ... for the entire family!

Friedman Shelby  
Grace Walker  
Florsheim

John C. Roberts  
Red Goose  
Wolverine

### Shop Our Bargain Tables

Many items on Special Sale . . . too numerous  
to mention!

## McCarvilles in O'Neill

TUNE IN SATURDAY!

Frequent KVHC broadcasts throughout the day direct from our store.