

Spring Dress-Up

Dress Up Yourself · Your Home · Your Surroundings

Announcement



The Spring Season

Will soon be at hand and we desire to call your attention to our facilities for caring for your wardrobe

Ladies' Suits and Wraps, Plumes and Furs, Men's Suits as well as other articles of wear can be restored when soiled, faded or mused; and kept as clean, fresh and neat appearing as new, by sending them to us for

DRY CLEANING, DYEING AND PRESSING

Our methods are the most modern known and all work is done by careful, expert employees. Prices reasonable. Phone call brings a wagon promptly.

Sanitary Cleaners and Tailors

F. M. RIEF, Prop. Phone 755
WILLMAR - MINNESOTA

HEAR YE! HEAR YE! THE SEASON FOR "DRESSING UP" IS HEREBY OPENED

Willmar and Vicinity Formally Enters Into the Spring of Latest, Neatest, and Best Wear

MERCHANTS STRONGLY EMPHASIZE SERVICE

Summer's Demands in Wear Upon Us and Our Merchants Are Prepared to Offer the Best Prices of the Season

That old suit and gown! That hat which has offered good service for many seasons! Those shoes, shabby and ready for a pension! Their time is being counted and fresh goods and styles are already on the scene. "Dress Up" is not legal or official holiday or a period set aside by custom but just a natural bent of the person to discard the old and well worn wears and start the summer right with new apparel. You can't stop that inclination. The merchants know it and prepare for it. Their shelves reflect it. Business booms and the public is delighted with the satisfaction and service it receives.

Cheer Up

Conceded that business conditions and conditions in general are not normal and as they should be. There are reasons and we are trying to search out these reasons. Efforts are being made by those most in authority to

analyze the situation and to loosen the grip which hard times seems to have on every line of business activity. The relief signs are visible however. And when the boom does come — be on the job for this grand old United States will be a bee hive and every busy mind and hand will be needed. This period is now being ushered in. The world is the market for us and the world needs us. The past war depression will speedily be hurled aside. So keep up your spirit and boost along by thinking normalcy and living it. The merchants are aiding in their way. The public must assist.

Be Normal Yourself!

With this idea in mind there should be no extreme and uncalled for personal restriction and denials as to the needs of the body for this season. Purchase your spring and summer suit, a real hat for the apology you are now wearing, better ornaments this season than in the past, soft walking shoes for the summer in all their latest makes and the innumerable articles of wear which the season calls for. If you want the times to be normal **BE NORMAL YOURSELF!**

On this page and thruout the issue for this week particularly will be

found announcements from our merchants in Willmar. Their invitations to visit their places of business should be accepted. They will have something to show you. They will clothe you with what your desire and fit you out with the latest. Look at the display windows! Inquire as to prices and show an interest in the business life of the community.

Summer stock is complete. Get your private wishes gratified by being given exactly what you desire. Purchase now while the assortments are being replenished and most varied.

Home Patronage

The advertisers on this page are leading businessmen of our city. They will serve you well. There is no need for extending your hand of patronage outside the limits of our city. In rare cases some benefit may be yours. But home patronage is both essential to the growth of our city, and is, in fact, a duty to the local consumers. Our business leaders in the city are up to the line with bigger business and are striving to fulfill your needs and at the prices most acceptable to you.

Merchants are Optimistic

The merchants of our city are not hanging up pessimistic signs on their shops but are endeavoring to acquaint the public with their confidence in rapidly nearing good times and prosperity for all. Consequently this "Dress Up" movement. It is on thruout the country and the state. Coupled with the "Clean Up and Paint Up" movement the same idea is being brot out—that of boosting behind the wheel of business and setting the wheels of industry going.

Women Must Do It

Every woman knows that her House has to be cleaned thoroughly every Spring. During Winter, dust, dirt and germs accumulate in the corners, under the rugs, in the curtains, "an" every place. Just so with your system—it should be given a thoro cleansing, purifying every spring. **HOLLISTER'S ROCKY MOUNTAIN Tea** does the job slick and quick. Without fail, make every member of the family take it once-a-week during the month. Can't "be beat" as a Spring Laxative, cleanser, purifier. Especially good for women and children. S. B. Carlson & Son.—Adv. April



C. A. Nelson
JEWELER
Corner Pacific and 5th
Willmar, Minn.

TAILORED AT FASHION PARK



KAY-BAC

HE WEARS THE PARKAY SUIT. THE COPYRIGHTED KAY-BAC TREATMENT DEVELOPED BY OUR TAILORS AT FASHION PARK ASSURES PERFECT BALANCE



CUSTOM SERVICE WITHOUT THE ANNOYANCE OF A TRY-ON READY-TO-PUT-ON



OUR MERCHANDISE BEARS THE UNION LABEL

Our Specialties: Crawford Shoes, McDonnell Shirts. We carry a complete and latest display of hats in values from \$3 to \$7.50.

See Our New Line of Neckwear, 50c to \$2.00.

THE MODEL CLOTHING HOUSE
LEONARD C. JOHNSON COMPANY Willmar, Minn.



McKibbin hats

The new wide band effect. High open curl to brim. Maple Brown, Seal Brown, Dark Green, Light Green, Olive, Dark Steel, Navy Blue and Pearl. **\$5**
WEUM-ELKJER CO.
Willmar, Minn.

Diamonds

Your dress up is never complete without a small piece of Jewelry in the form of a Diamond Ring, Brooch, Bar Pin, Pendants or Bracelet Watch. April is the month for Diamonds, so we have endeavored to make our stock as complete as possible at prices within reach of all.



Wrist Watches

Our line of Ladies' Bracelet Watches consist of all the new styles & shapes at very attractive prices.

Will be pleased to have you call and see our display.

OSCAR J. ELMQUIST
QUALITY JEWELLER

Now Showing New and Up to the Minute Styles in Footwear

Ladies will find a large stock of Oxfords, Straps and Pumps, in the leading colors and patterns to select from.

Mothers, will here find a large assortment of Childrens Low Cuts, in Oxfords, pumps and ties. Something that will please the little ones.

Men's brogue Oxfords, that are pleasing to the eye and a comfort to the wearer. Men's high shoes in all popular styles.

Men's Work Shoes that will meet all requirements.

When in need of Shoe Polish, Laces, Buckles or Straps, remember that **The Capital** always carries a complete stock.

You are invited to come in. It will indeed be considered a pleasure to us to have the privilege in showing you good values both as to style, quality and price.

Capital Shoe Co.
WILLMAR, MINN.
Where Quality and Style Stand Alone

We Shoe the Whole Family

Spring Dress Up Start to Plan It Now

A Sturdy Little Sports Suit for traveling and knockabout. An inexpensive silk frock to save laundry A cool Organdie or Georgette for dancing. Possibly a skirt or a waist is needed. True, you could get them most anywhere if you would accept most anything. But you like little touches of distinction about your things, don't you?

Then come to us. We've had just the best time getting ready for your Spring Dress-Up We have dreamed with you about your clothes, we have gotten together a splendid lot of smart summer wearables at moderate prices.

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Come In and See Them

O. A. SANDVEN CO.
The Ladies' Store

