



EASTER IS THE CELEBRATION OF REGENERATION. THIS MEANS: LAY ASIDE YOUR OLD, WARM, WINTER CLOTHES, AND GET INTO FRESH, CRISP SPRING ATTIRE.

SELECT YOUR EASTER OUTFIT NOW. YOU WILL BE SURE TO HAVE IT. OUR STOCK IS NOW AT HIGH TIDE. YOU WILL FIND ON OUR COUNTERS GOODS YOU WILL BE PROUD TO WEAR. IF YOUR EASTER OUTFIT COMES FROM US, THE QUALITY, STYLE AND PRICE WILL BE RIGHT.

Easter Shoes

\$3.50, 3.00 and 3.50

Every woman of taste desires to be well-gowned upon Easter above all days of the year, and to every woman correct, well-fitting shoes are not less essential than a becoming bonnet or faultless gloves. Our new line stands pre-eminent among popular price makes, splendid fitters, perfect styles.

And it goes farther. Now that the cost of leather and materials has so sharply advanced, most manufacturers are cheapening their shoes to offset it. Not so with these, too big a reputation at stake, the makers simply can't afford to risk it by lowering their standard. See the **Easter display**, all that is new and desirable in footwear for men and women are on our shelves.

Floor Matting

Just received a large shipment of Japanese matting, a splendid range of colorings and new designs, also the plain—not cheaply made either, only such as have recognized worth, heavy and durable, the best bedroom floor covering. Prices range from

25c to 75c per yard...

Carpet Department.

Easter Neckwear

As usual, the new additions are the cream of what are to be worn during the season—neckwear perfection, correct in style and most admirable in workmanship. The display is ready for your inspection, and every day or two other examples of fine neckwear will be added thereunto throughout the season. Give yourself the treat of looking at our lavish display of neckwear beauty.

Handsome Outfits for Easter—Natty Suits, Dapper Coats and Smart Outer Raiment.

We await your selection of new spring apparel—confident of our ability to show you preferred garments expressive of all that is correct in style, material and workmanship. Special efforts were made this season to provide extensive assortments in the popular priced apparel, as well as those in kinds more expensive. The new season shows many delightful innovations, novelties and inspirations of designers, in models that will meet your ready acceptance.

IT RARELY HAPPENS THAT SUCH SPLENDID GARMENTS ARE SOLD SO REASONABLY LOW BEFORE EASTER.

Spring Coats and Jackets

Coverts are again the popular materials. Short nobby jackets of plain and fancy coverts, length 24 to 27 inches long, semi-fitting and fitted backs.

Prices --- \$2.50, \$3.50, 5.50, 6.50, 7.50, 8.50 10.50, 11.50.

Plain and fancy covert jackets, 30 to 36 inches long, most of them lined throughout with plain and fancy silk and satin.

Prices---\$5.50 to 16.50.

Covert long coats. These are here in plain and fancy weaves, made in tight fitting, semi-fitting and princess styles.

Prices---\$13.50, 15.00, 16.50, 20.00 each.

Black Jackets--

of broadcloth, french serges, panamas and fancy weave materials, 24, 27, 30 and 36 inch lengths.

Prices---\$3.50 to 16.50 each.

Black Silk Coats--

made of soft finished taffeta silk, trimmed with black and fancy trimmings. Length 27, 30, 36, 45 and 50 inches. All loose fitting styles.

Prices--\$6.50, 7.50, 9.00, 10.50, 12.00, 16.50 each.



Children's and Misses' Jackets

made of plain broadcloths, plain flannels, covert and a large variety of fancy materials.

Prices, \$1.00, 1.35, 1.50, 1.75, and up to 10.50 each.

Shower Proof Coats--

in semi-fitted box and light fitting styles. Materials are rubberized silk, plain and fancy cravenette poplins in brown, blue and black, shower proofed cloths in plaids, stripes and checked materials.

Prices: \$11.50, 12.50, 13.50, 14.50, 17.50 and \$20 each.

Very Modish Suits--

\$12.50 SUITS -- made of fancy suitings and plain and all wool panamas. Colors, reseda, navy, browns. Jackets are 30 inch long, made in a neatly tailored style, trimmed with self trimming and buttons of same material.

\$16.50 SUITS--made up in tailor effects and fancy styles. The fancies have the 3-button cutaway jacket, some of them have large revere collars, others are made in the collarless style with square shape effect. Skirts are all made over the new hipless models. Plain fancy materials in all the newest shades.

\$22.50 SUITS -- made of plain storm serges. Colors, blacks and blues. Semi-fitting jackets, strictly tailor made styles. Very special.

\$25 to \$35 Suits. At this price we have a vast assortment of styles and varieties of materials to select from. New arrivals almost daily.

Easter Showing of Fine Gloves

Nowhere else--and we speak broadly--will be found such glove values as this store holds. Stores in larger cities may excel in quantity but measured by style and value, this store ranks with the foremost.

For glove wear of high merit, every pair made by noted French glovers, our prices will be found always extremely moderate.

Our well known *Virginia Glove* beautifully made, strongly and neatly sewn. Our price **\$1.50 per pair**.

Our popularly known *Voltaire Glove*, equally well made, with neat finger tips and well shaped hands, a splendid quality of kid. Our price **\$1.00 per pair**.

Groceries

GARDEN and FLOWER SEEDS

Strictly reliable and sure growth large variety. Extra fine large Navel Oranges, **25c per dozen, 2 dozen 45c.**

One lot of California canned fruits, 2 1-2 lbs., regular 18 and 25c values, special at **13c per can.**

Fancy seedless Sultana raisins at **7 1-2c per pound.**

Malta Vita Breakfast Food at **10c, 3 for 25c.**

Fancy Japan Rice, 10 lbs. for **60c.**

Royal Laundry Soap, 100 bars at **\$2.35.**

Wyandotte Cleaner for the kitchen, 5 lb. sack, **25c per sack.**

Easter Novelties

At lowest possible prices. Many interesting and tempting things for the little ones are now being shown. The assortment the largest we have ever carried.

Chicks, ducks, rabbits eggs, baskets, booklets, post cards, etc., etc.

Easter Candy Novelties

consist of the famous "*Gunther*" manufacture. Ask for

Chocolate and Cream Eggs all solid, yellow yoke center, **5c, 10c and 20c each.**

Easter sale of Lace Curtains

The time for spring house-cleaning and renovating is near at hand, and those who take time by the forelock can benefit by early selections. Ask to see our Missionet Curtains at \$1.50 per pair, Nottingham Curtains at \$1.00 per pair. We have better one too, of course.

The Balle-Brodersen Co.

DENISON, IOWA.

SPRING GOODS NOW ALL THROUGH THE STORE

Go-Carts and Baby Carriages

We are already showing a fine line of the new pattern go-carts, for we know that you will wish to take baby out as soon as ever the weather permits.

Prices are as usual--the lowest.