



# SCHOOL TIME AGAIN

NEW BOOKS. NEW CLOTHES. LET THEM GO TOGETHER. IS NOT DRESSING WELL A NECESSARY PART OF EDUCATION? APPEARANCE COUNTS. STYLISHLY DRESSED YOUNG FOLKS AND STYLISHLY DRESSED OLD FOLKS, AND STYLISHLY DRESSED TEACHERS, NOT ONLY FEEL BETTER, BUT DO BETTER.

IN LAYING IN OUR SUPPLY OF MERCHANDISE FOR SCHOOL-TIME WE HAVE CONSIDERED STYLE, WEARING QUALITY AND PRICE. WE SELL NONE BUT GOOD GOODS; YET WE HAVE LOOKED OUT FOR THOSE CAREFUL WITH THEIR PURSES.

## The Balle-Brodersen Co.

DENISON, IOWA.

### \$2.50 School Sale of Man Tailored Skirts to your Own Measure at Only \$2.50 for the Making. For any dress goods you may choose priced at \$1.00 or more per yard.

Sale Begins Thursday, August 25th and continues the remaining days of August

We are making this offer at this time that we may of service to the school girls, the teachers, or the girls preparing to go to College, and for the reason that our new Fall Dress Goods are in the shelves and we want you to see them. Never such a yardage or variety in the store before.

Fall Models---We will have on display a liberal assortment of models of new fall skirt styles, some made up from our own materials. The skirts are modish, possessing the charm and smart correctness that are the distinguishing features of high class strictly tailored skirts.

### Great Variety of New Weaves in Dress Goods Besides the usual popular materials, the line comprises:

WHIP CORDS  
BEDFORD CORDS  
MON REVE  
WOOL TAFFETAS  
VOILES

DIAGONALS  
SERGES  
POPLINETS  
TAMISE  
PANAMAS

MIXED SUITINGS  
BLACK CRYSTAL SHANTUNG  
CHIFFON PANAMAS  
BROADCLOTHS  
SICILIAN



TAILORED IN THE WORKSHOP OF WORTH

(The cost of the skirt will be only the cost of material plus \$2.50 for the making. No extra charge for findings. For making voile and silk skirts \$1 extra will be charged owing to the additional work required on the materials.)



MAN-MADE IN THE WORKSHOP OF WORTH

### New Fall Suits \$15.00 to \$35

At these prices the assortments are most complete in severely plain and demi-tailored suits; fashioned after the smart new straight line effects, with style touches that consign them to a class by themselves.

The care and study given to the designing of our \$20.00 line has its reward in the enthusiasm of the buyers and the increasing number of well dressed ladies who supply their wardrobes from our \$20.00 assortments.

At \$25.00, you will find an incomparable offering in which practically every smart style and fashionable fabric is to be found—carefully selected patterns in novelty worsteds, two-toned tweeds, barathea and basket weave with satin, taffeta and messaline linings.

Any \$25.00 intent on investing itself in a charming tailored suit with the newest ideas in line and cut, will find this the assortment it is seeking. The season's correct designs in straight-line, banded skirts and medium to short coats are here in the latest fall colorings, including the staple navy blue and black and the new browns.

SILKS—Advance shipments of fall purchases on display in connection with the made-to-measure skirt sale. The cost of making silk skirts to your measurement will be \$3.50 during the special sale days.



TAILORED IN THE WORKSHOP OF WORTH

### School Jackets for Misses' and Children

Children's English Box Jackets—plain blues, reds, tans, browns and fancy stripes and checks. Materials are coverts, flannels and suitings. Sizes 2 to 6 years. Prices \$1.00 and upwards.

Junior Jackets—for large girls and little ladies. Sizes 13, 15 and 17. These are made semi-fitting and box back styles. Materials are chevots, coverts and twilled flannels. Colors are tans, navys, cadets, reds, brown and fancy stripes. Prices \$2.50 and upwards.

English Box Coats and Jackets for children from 8 to 14 years old, made of California flannels, coverts and fancy stripe suitings. Some of them trimmed with fancy braids and buttons. Others are made up in the plain tailored styles. Prices \$1.75 to \$10.00 each.

Children's School Suits for girls from 8 to 14 years of age. Made of plain and fancy panamas and fancy suitings; jackets are in the English box styles—skirts are plaited all the way round—may be worn with or without the shoulder straps. Prices \$5.00 and upwards.

### School Supplies—Large assortment—great variety—large values—small prices, will bring your business here if you take the time to look. It is particularly safe to permit the children to do their own shopping here, the prices and values are the same to everybody—children or grown persons.

Tablets, Slates, Pencils, Crayons, Spelling Books, Rulers, Erasers, Inks, Pens, Book Straps, School Bags, Pencil Boxes, Drawing Books, Composition Books, Sponges, Lunch Boxes.

### School Shoes

For Boys and Girls

Good wear together with good appearance and good fitting qualities are the essentials in the life of school shoes and we have endeavored and successfully so, to secure such combinations in the shoes we have to offer for the approaching school days.

- Boys' School Shoes, \$1.50 to \$4.00 per pair.
- American Boy Shoes, \$3.00 to \$4.00 per pair.
- Boys' Vanguard Special, \$1.75 per pair.
- Girl's School Shoes, \$1.35 to \$2.00 per pair.



### The Fall Quarterly Style Book

A Magazine Illustrating The Ladies' Home Journal Patterns now on sale.

A 35c Book of Fashions for 20c and a 15c pattern free—net cost 5c. Accompanying each book is a pattern certificate that entitles the purchaser of this book at 20c to any 15c pattern in stock free, either at the time of purchase or later. In the new fall style book will be found excellent illustrations for the different style fall costumes. To show how thoroughly useful the book is to every home dressmaker, we simply give the table of contents and let you be the judge.

- The American Woman's Uniform.
- Popular Coats, Suits and Dresses for Early Fall.
- Attractive and Practical Fall Models.
- Patterns for Maternity Wear.
- The Economical Separate Waist and Skirt.
- Separate Waists for Various Occasions.
- Evening Coats of Distinction.
- Four Simple Evening Frocks.
- Clever Fancy Dress Costumes.
- New and Practical Ideas for Children.
- Practical and Seasonable Embroidery.

### Boys' Furnishings

For School Wear.

- K and E waists and blouses, 50c, 75c and \$1.00.
- Boys' shirts, white and colored at 50c each.
- Boys' ties in plain colors, plaids and figures, 25c each.
- Boys' Suspenders, 10c, 15c and 25c per pair.
- Boys' Handkerchiefs, 5c and 10c each.
- Boys' hats and caps—new fall models.
- Boys' Balbriggan underwear, 25c the garment.
- Boys' Munsieq union suits, 50c and \$1.00.
- Boys' knee pants, 50c, 75c, \$1.00 and 1.50 per pair.
- Boys' pocket knives, 10c, 25c and 50c.