

SPRING OPENING

Thursday, Friday and Saturday, March 13, 14, 15

INTRODUCING THE NEW STYLES FOR SPRING AND SUMMER NINETEEN NINETEEN

Wonderous Creations Sparkling With All the Witchery and Imagery of the Foremost Parisian and American Courturiers Make Their Formal Debut.

SUITS, COATS, DRESSES, WAISTS, SKIRTS AND MILLINERY

As Slender As the Waist of the Budding Miss, As Unrestrained As the Ripples of Joyous Laughter Now Await to Receive Your Admiring Glances.

Once again Dame Fashion has waved her Magic Wand, and from out the innermost recesses of that mysterious place we call the imagination she has summoned the conception for the slender lines and supple forms, she has enveloped the creations which we now ask you to view.

That's the way we feel about them, and that's the way we think that everyone will feel who is fortunate enough to feast her eyes upon the slender lines and the ingenious miracles of miniature style treatments they introduce along their long and graceful sweep.

Creations more charming, more enrapturing, more lovely, we have never had the pleasure of presenting you for selection in any previous Spring Showing. To see them is to admire them, desire them, to own them. That's all we can say.

Original Paris models, their flattering duplications, and various collections of magnificent American originations constitute the long Avenues of models which we offer for your inspection and selection. More over they are all placed where they can be very easily seen and examined at your leisure.

THE NEW SPRING SUITS

Suits this season will be long and narrow and closely reefed, conspicuously minus of all unnecessary frills and fur-belows. Those made of serge, tricotine, poi'ret twill, gabardine and similar wool fabrics seem to outdistance all others in the portraying of this new silhouette, and are now on display here in numbers of stunning models. An early inspection of them is cordially requested.

THE NEW SPRING COATS

Coats of the Cape and Dolman type developed on slender, straight lines seem to be the most favored for Spring wear. Of these, the models with loose flowing lines, straight flaring backs and belted in front sections, are to all extents receiving the greatest amount of attention. Silks and satins, heavy crepes and novelty weaves in silk, vary the range of the varieties on exhibition.

NEW SPRING DRESSES

The narrow silhouette dominates the new dresses, too, and embodies them with a youthfulness which will not fail to bring forth numerous "Ohs" and "Ahs" of genuine admiration from the onlookers. Cunning little puffings, draperies, pleats and the loveliest little sashes, and bows you ever saw adorn these new styles most becomingly. Materials most favored are: Taffetas, Serges, Tricotines, Georgettes and Satins.

NEW SPRING BLOUSES

Color plays a very important part in the new waist styles. Biege and Navy Blue have a long following of admirers, but, to all indications, the hue called "Artillery Red" seems to lead in favor. Materials are of Taffeta, Georgette, Crepe de Chine, Cotton Voile, etc., adorned with square and round collars, bands, blithsome little tucks and pleats. Why not come and see them?

NEW SPRING MILLINERY

The small hat is the call for the Spring season. Curious breaks and points and angles in all manner of odd developments give the new shapes marked individuality over those of the past season. Many of them are trimmed with large bows which reflect the influence of the Alsace Lorraine headdress, while others skillfully portray numerous modifications of the modern aeroplane wing. Be sure to come in and look them over.

NEW SPRING SKIRTS

Simplicity is evident in every line of these new creations. They are fashioned, like the other garments, along slender, straight lines. This is true of all styles, those for dressy wear as well as those for the street and sports wear. Materials are of Serge, Gabardine, Satin, Silk, Linen, etc. Our showing of them now courts your attention.

OUR DOORS WILL OPEN AT SEVEN AND WILL CLOSE AT SIX EXCEPT SATURDAY, WILL CLOSE AT NINE

The Rallo-Brodersen Co.
DENISON, IOWA.

CRAWFORD COUNTY'S GREATEST STORE.

