



Easter Opening

Featuring "Prinzess" Garments

THE STYLE STORE is in complete spring attire. There is a magnificent display here of the handsome new apparel unfolding the style surprises that will rule the fashion world this season.

We do most cordially invite you to attend this exposition of spring's smart creations during one of the Opening days. Every advantage will favor you by being present.

During these days you will have at your command a showing of coats, suits and dresses that will far surpass any future displays; it will be most satisfactorily complete in assortments so varied that any price, color or style preference is easily complied with. And you may feel sure that the garment you select will express in lines, material, trimmings and color the best of the season's fashion ideas.

We want you to see this display---COME---be our guest---we bid you heartily welcome.

Opening Days

Thursday, Friday and Saturday, March
23, 24 and 25

Now's the Time to Get Your Gossard Corset

For women who are unacquainted with the Gossard facts we give them in outline as follows:

The pre-eminence of the front lacing corset is to-day a demonstrated dress fact. The Gossard ranks as the fashionable corset of the world. It is the original and perfect front lacing corset and affords the truest union of style and healthfulness, something which has heretofore never been accomplished. It is the only corset that adds to general beauty of line---a closed habit back that is unrivaled in distinctiveness.

It is the only corset in which you will get "ELECTROBONE"---a boning which lends suppleness and strength to wonderful degree. It is also guaranteed not to rust.



Millinery Opening Thursday, Friday, Saturday

Every lady should make it an object of great importance to visit the SPRING OPENING. The display of SPRING HATS is so much more elaborate than ever before. You'll find here many styles that are not shown by the exclusive shops, in as much as the East has contributed so wonderfully to our collection. Another feature of the display which deserves attention and is worthy of mention, is the values we are offering. You'll find that our department store prices will be far under any price made by exclusive shops, either in this city or elsewhere.

BALL & COMPANY



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