

CHRISTMAS

Our Leadership

The greatest business in Crawford County has risen here on the best values, greater assortments and lowest prices. We never have allowed anyone to undersell us and we never will.

Our store is at its best today.

Our announcement of the readiness of our great stocks of Christmas merchandise is meeting with an unusually heavy response. Hundreds of purchasers have been availing themselves of the advantage for selection offered in the unbroken assortments. With the comfort and convenience of our patrons in view, we feel that too much emphasis cannot be placed upon the advisability of making purchases from our splendid assortments of Christmas goods now, before the inevitable rush of the last days before Christmas.

Best Interests

The greatest stock is here — greater assortments, too. Prices are closer than elsewhere — our great volume of business enables us to undersell.

Your best interests say — buy here.

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Art Wares

(Second Floor)
Electrifiers,
Bronze
Statuary,
Brass Wares
Pottery



Rich gift pieces at very popular prices. The beauty, variety, and low pricing of the art wares in this second floor section gives this store a unique position among owners of beautiful bric-a-brac. In no other store will find a more brilliant showing, such distinction and originality in the individual bits of beauty at prices so uniformly low. Christmas shoppers must not fail to visit our fancy goods section on the second floor.

Fancy Xmas Baskets

On our second floor are to be found fancy baskets from Great Britain, Germany and Japan, all the latest novelties in Scrap baskets, Work baskets, Photo baskets, Handkerchief baskets, Waste paper baskets, Fancy candy baskets and School baskets.

Priced moderately—a price sure to suit.

Silk Petticoats for the Holidays.

(Main Floor)

Every woman wants a silk petticoat herself. Many are planning to buy them for Xmas gifts. We have them adapted for either purpose in rich handsome quality of silk, well made in latest style. Most every color that is desirable. Priced

\$5.00, \$6.90 and \$10.00

Visit Our Hardware Department for Gifts

Carpet sweepers, sewing machines, cutlery, silverware, nickel plated kitchen ware, rifles, tool chests, Gillette Safety Razors, clocks, coasters, sleds, wagons, pocket-knives, etc.

Variety enough to make selection easy.

Visit our Toy Section with the Little Folks

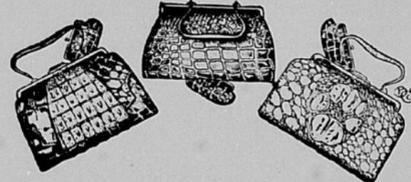
You'll enjoy it as much as the youngsters. Everything is now in readiness for the bright holiday throngs and we have arranged to give special service in our children's section.

Complete assortment of desirable playthings, enough to satisfy the desire of every child, dolls by the hundred, of various designs, priced

5c to \$5.00 each

and books, blocks, musical toys, tops, balls, horses, elephants, cats, dogs, dray-wagons, games, Koch's Paper Toys, animal floats, boats kindergarten and drawing outfits, sewing boxes

Keep this section in mind when shopping



Christmas Novelty -- Small Wares

Handsome bags, combs, jewelry novelties, new belts, dainty neckwear, neck throws, etc.

No place such extensive assortment of dry goods novelties. Our line of bags including genuine alligator and the tooled bags is unsurpassed in variety and moderateness of price. Any price you want to pay from

25c to \$18.50 each

Combs, neckwear, belts and jewelry as displayed here make gift selection a pleasure.

Xmas Gifts for Men--- Remembrances Men Appreciate

PAJAMAS—The warm fleecy kind, made the "Gaford" way, large, roomy, well made, neatly trimmed. Prices \$1.00, 1.50, 2.00, 3.00.

HOLIDAY HOSTERY—It goes without saying that this is the only logical place to buy hosiery—stocks larger—values better. Silk half hose, black and colors, \$1.00, 1.25, 2.00, 3.00 per pair.

Silk Lisle hose, black, 50c value—Special 40c pair. Silk Plaited, Fancy and Plain Lisle, Imported, 50c pair. Special Imported Half Hose, Plain and Fancy, also embroidered, 25c the pair.

HOUSE SLIPPERS FOR MEN—Men like to be at ease and comfortable when around the house. Nothing can contribute more solid comfort than a pair of house slippers. Our stock comprises all styles, leathers and felts. Prices range 50c, 75c, \$1.00, 1.50, 2.00 per pair.

LEATHERS SUIT CASES—No where else such thorough values as here. A special value always in 24 in. at \$5.00. Other prices \$4.50 to \$10.50 each.

TRAVELING BAGS—Never before such a line to choose from. All kinds and leathers. Black, Chocolate, Tan and Alligator. Prices \$1.50 to \$2.50 each.

MEN'S CAPS—of Longley manufacture insures best value for the outlay. Prices 25c, 50c, 75c, \$1.00, 1.25, 1.50.

SWEATER COATS FOR MEN—Colors silver, maroon, navy, brown and in best color combinations. Prices range from \$1.50 to \$4.50.

Unusual selections of desirable cuff buttons, stick pins, watch fobs, chains, etc. priced moderately.

SILK REFER MUFFLERS—A useful acceptable present. Our Mufflers are cut full and long. A generous selection of styles and colors. All grades—prices ranging, 50c, 75c, \$1.00 and upwards.

SILK HANDKERCHIEFS—Every man appreciates handkerchiefs as a gift. Our assortments are made of pure Japanese silk. Prices 25c, 50c and \$1.00.

IMPORTED LINEN HANDKERCHIEFS—No stock more important than this one, when it comes to value giving. Prices 25c, 35c, 40c, 50c each. Special value cambric handkerchiefs, 5c, 10c and 15c.

BUY HIM A HAT—Our styles in hats offer many suggestions. Tell us the price you wish to pay and the size and we will choose a stylish model. Elk Hats—\$2.00; Longley Hats—\$3.00.

FANCY SUSPENDERS—Our stock specially selected to meet the usual big demand here for novelties. Specially boxed in individual Xmas boxes. Prices—35c, 50c, 75c, \$1.00.

HIS GLOVES—Should be specially selected in reference to fitting quality. Any kind ank color can be found here. Silk lined, warm lined or fur lined. Prices 50c, \$1.00, \$1.50 and up to \$5.00.

MEN'S NECKWEAR—Whatever else you give him, be sure and include a tie from our stock. Specially boxed, harmonious color combinations. 25c, 50c, 75c, \$1 each.

MEN'S UMBRELLAS—A suitable gift. Plain and mounted handles, Cotton Gloria or Silk coverings. Prices—\$1.00, \$1.50, \$2.00, and up to \$5.50 each.

Make Your Presents Look Right

We are specially prepared to serve you with materials for doing your gift packages up attractively. New designs of narrow tying ribbons, gold and silver tinsel twine, holly red and white tissue wrapping paper, Dennison's Xmas Seals, labels, tags and holly boxes in generous abundance.

(Main Floor)

Christmas Stationery

Attractive display of fine stationery in handsome gift boxes of holly and flower designs, in small and large packages, price to suit any demand from

10c to \$2.50 each.

Grocery Department

Prepared to meet any demand for Nuts and Candies in large and small quantities. Special inducements to offer Church Tree Committees.

Just received a new line of pickles, fancy dried fruits. This week's Specials:

Swift's Winchester Hams, 12½ lb Angelus White Grape Juice, 10c per bottle.

Pure New York State Buckwheat Flour, 10 lbs. for 45c.

Beautiful Holiday Handkerchiefs

Handkerchiefs have first place as a rule in every holiday shopper's list and if the shopper has had experience in past seasons he or she will come to our handkerchief section where will be found a bewildering assortment of all that is new, dainty and pretty. From the common inexpensive sort our line ranges to the hand embroidered, imported, oriental lace edged designs, priced upwards from

5c to \$5.00 each

Dainty Initialed Handkerchiefs at 10c and 25c each for Ladies and Gentlemen.

Post Card Albums---

A Xmas Suggestion

The ever increasing growth of the post card fad foreshadows without a doubt a post card album business of such a volume that even the most forehanded will not prepare for. Album purchases should be made early to admit of best choice. Our stock at present is thorough in its completeness. Prices range

5c to \$3.50--Hundreds of them



Suggestions Brought to Mind in our Handsome

China and Glassware Department

No department in the store is more attractively arranged and suggestions offer themselves on every hand. Everything displayed so that you can see and examine to advantage.

Dinner sets and odd pieces, glass ware and decorative ware of all kinds, of which no housekeeper ever had too many. The plates, bowls, cups and saucers, chop dishes, pitchers, salads, vases and all that class of attractive china and glassware that adds so much to her dining room equipment. Things that are at once useful and decorative—a great selection from which to choose for gift purposes. (Second Floor)

The Balle-Brodersen Co.
DENISON, IOWA.

Magnificent Christmas Stocks.

Variety large enough to fill most every want, at prices so tempting that no one can hesitate. With the same equal fair treatment to all.

Rugs, Floor Coverings--

Most useful of Gifts for the house.

Domestic Rugs—large and small. Very sensible presents. We are in position to meet unusual demand for 9x12 rugs and other large dimension rugs. Most stores will tell you that they can have them made for you, which means weeks and very often months before they come from the mills. Here you find them in stock in a great variety of patterns, both small and large designs, exclusive at this store, and as everything else in the store—moderately priced.

The Pleasantest place in Town to Shop

A rest room on the balcony.

A good place to meet your friends, a good place to rest while shopping.

Roomy Aisles, Perfect Ventilation, Warm and Comfortable.

All these conspire to make this store a decidedly pleasant place to conduct Christmas shopping. Goods are well displayed so that you can inspect them to the greatest advantage. When here we want you to feel "at home."