

Every Day Witnesses the Arrival of New Spring Merchandise



Annual Advance Sale and Showing of New Spring Stocks of

Carpets, Rugs, Mattings, Linoleums, Lace Curtains, Portierres, Drapery Fabrics

This week we begin advance selling of the season's newest styles in floor coverings, new curtains, draperies and furnishing materials. Preparations for this opening sale have been more extensive and more carefully worked out than ever before and the results will be shown this season in our extremely low prices on immense assortments of the best goods and will demonstrate more forcibly than ever before our superior facilities for placing before the Crawford County people reliable qualities at the lowest possible prices.



LACE CURTAINS—Our entire 1910 spring line is now here and on sale. The assortment of styles and prices is so extensive that we can give positive assurance of our being able to please you in every way.

Etamine Curtains

Colors Egyptian, Arabian and White. This is the new style curtain, now so popular for dining rooms and bed rooms.
Price \$3.50 to \$5.50 the pair

Nottingham Curtains

All white, white and arabian combined and plain arabian. 2½, 3 and 3½ yards long.
Prices 50c to \$5.00 per pair

Cluney Lace Curtains

Our cluney curtains are made of genuine (English Bobinett) materials and the laces and insertions on them are real cluney. Colors Arabian and White.
Prices \$3.00 a pair and upwards

Motifany Curtains

The daintiest styles of lace curtains that we carry and the price so reasonable that we expect an immense business on them this year. Suitable for any room in your house.
Prices \$1.50 to \$10.50 the pair

Irish Point Curtains

They are again one of the most fashionable curtains on the market. We have a beautiful range of designs, up to
\$8.50 the pair

Cable Net Curtains

The best wearing lace curtains made—3 and 3½ yards long. Colors Arabian and White.
Price \$2.00 to \$7.50 per pair

Rugs! Rugs! Rugs! You are doubtless aware of the fact that rugs are now worth more money than they were last season. Early and fortunate purchases enable us to offer you all rugs now in stock, including our new spring lines, at the same prices that obtained last season.

Wilton Rugs

Colonial, oriental and medallion patterns, in all the latest coloring. Size 9x12.
Price \$34 to \$39 each

Axminster Rugs

There are no rugs made richer in colorings and finish or design than Axminster. Our assortment is very extensive and we are sure we can satisfy every desire in this line. Sizes 8½x10½ ft., 9x12, 10½x12, 10½x12½, 12x15 ft.
\$20 to \$37.50 each

Tapestry and Brussels Rugs

This line consists of a beautiful variety of floral, oriental, conventional and medallion designs and a very extensive assortment of colorings. Sizes 8½x10½ ft., 9x12, 10½x12, 10½x12½, 11½x12 ft.
Prices \$11.50, 12.50, 15.00, 16.50, 17.50, 19.00, 20.00, 21.50 and 22.50 each.

Axminster Rugs

Size 27x60 in. We have just placed on sale a lot of (very heavy) axminster rugs in a choice range of patterns and colorings. Very special at
\$2.50 each

Wilton Velvet Rugs

Not as rich looking as the Wiltons, but good for hard service. The colorings and patterns in this line are many and varied. Size 9x12.
\$25 to \$32.50 each

Body Brussels Rugs

Especially desirable for dining rooms and bed rooms, on account of being so easily swept and cleaned. We have these in designs appropriate for the above mentioned rooms. Size 9x12
Prices \$21.50 to 27.50 each

Deltax Grass Matting Rugs

The most practical inexpensive rugs made for dining rooms, kitchens, bed rooms, porches and halls. Sizes 36x72 in., 4½x7½ ft., 6x9 ft., 8x10 ft., 27 in.x8 ft. 27 in.x10 ft., 27 in.x12 ft., 36 in.x8 ft., 36 in.x12 ft.

Wilton Rugs

Sizes 22½x36 in., 27x54 in., 36x63 in., 36x72 in.,
Prices \$3 to 8.50 each

Velvet Rugs

No better rugs made for the price at which you can buy of us. Size 9x12, 10x12, 11½x12 ft.
Prices \$19 to \$28 each

Prices \$21.50 to 27.50 each

Cocoa Door Mats

Better for cleaning your shoes than the wire or iron kind and less expensive.
Prices 75c to \$3.50 each

Curtain Stretchers

\$1.00, \$1.25, \$1.75 and \$2.25 each.

Rubber Mats—

In a variety of designs and patterns. Just what you have been looking for to set your wet rubbers, overshoes and umbrella on, instead of setting them on the rugs or hard wood floors.

Prices \$1.35 to \$2.50 each

Linoleums—

Greenwich Inlaid Linoleums are the best made; that's why we sell them. You will find them in all the best homes of our city, if you will go to the trouble to find out. We also carry the cheaper grades of Domestic Inlaid and a full line of printed linoleums in 6 and 12 ft. widths.

Window Shades

Prices 25c to 95c each
Wide shades to match all colors

Couch Covers

Roman stripes, conventional and oriental patterns.

Straw Matting

We carry none but the fine grade of cotton warp Japanese mattings, the soft pliable kind that does not break easily.

20c to 75c per yard

Ingrain Carpets

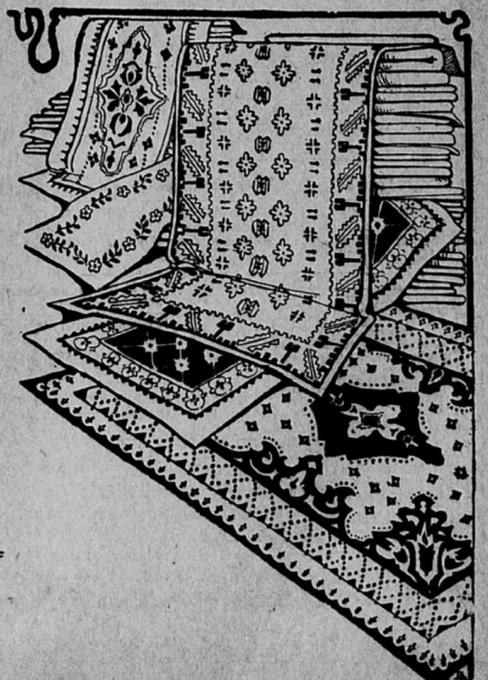
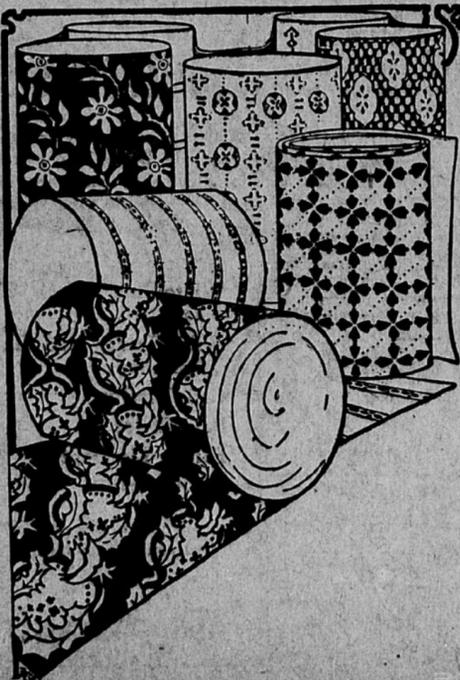
35c to 75c per yard
Sultana (yard wide) Carpets. 25c per yard
Sanitary (yard wide) Carpets. 35c per yard
Stair Carpets. 22½ and 27 in. wide. 25c to \$1.15 per yard

Drapery Fabrics—

This season, more than ever before, is our drapery stock representative of all that is new and desirable and including the following materials.

Colonial Draperies Alameda Draperies Artcraft Draperies
Primrose Dimity Mosaic Tapestry Capitan Twilled Cretone

Curtain Nets, white, arabian, ivory, 54 to 72 inches wide—
Curtain Nets, fancy, white, arabian, green, red— 20c to \$1.00 per yard
Curtain Swisses, white, and white with colors— 10c to 25c per yard
Madras, Imported and Domestic, white, ecru, light and dark colors in combination, at 25c to \$1.00 per yard
Plain Serim, white, ivory, arabian, ecru, 36 to 54 in. wide, in great demand, at 18c, 22c, 28c, 45c and 60c per yard



The Balle-Brodersen Co.
DENISON, IOWA.

EXCLUSIVE AGENTS FOR "COLONIAL DRAPERY FABRICS"