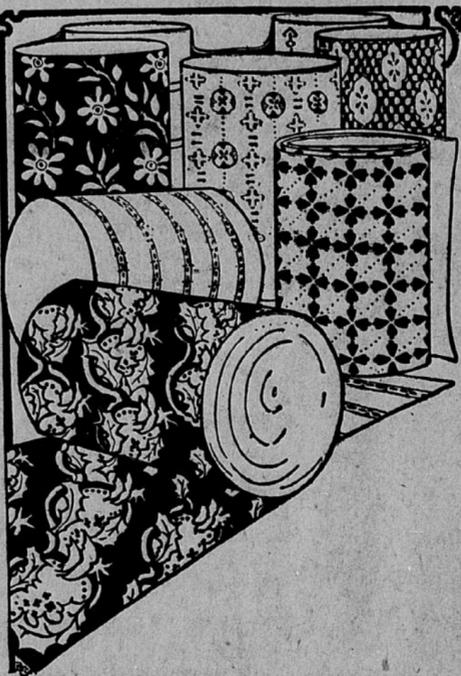


# Every Day Witnesses the Arrival of New Spring Merchandise



Mid-Season Sale and Showing of New Spring Stocks of

## Carpets, Rugs, Matting, Linoleums, Lace Curtains, Portierres, and Drapery Fabrics

From now on there will be unusual selling of the season's newest styles in floor coverings, new curtains, draperies and furnishing materials. Preparations for this mid-season 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 pair

**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.  
Price \$1.50 to 10.50 pair

AT \$1.00 PAIR—A very special lot at \$1.00 per pair. Missionet and Nottinghams, colors Arabian and White.

**Nottingham Curtains**  
All white, white and Arabian combined and plain Arabian, 2 1/2, 3, and 3 1/2 yards long.  
Prices 50c to \$5.00 per pair

**Irish Point Curtains**  
They are again one of the most fashionable curtains on the market. They have a beautiful range of design. Up to  
\$8.50 the 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 White.  
Price \$3.00 a pair and upwards

**Cable Net Curtains**  
The best wearing lace curtains made—3 and 3 1/2 yards long. Colors Arabian, and White.  
Price \$2.00 to 7.50 per pair

**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 the rugs now in stock, including our new spring line, 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

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

**Velvet Rugs**  
No better rugs made for the price at which you can buy of us. Size 9x12, 10x12, 11 1/2x12 ft.  
Prices \$19 to \$28 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 8 1/2x10 1/2, 9x12, 10 1/2x12, 10 1/2x12 1/2 and 12x15 feet.  
\$20 to \$37.50 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

**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

**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 8 1/2x10 1/2, 9x12, 10 1/2x12, 10 1/2x13 1/2, 11 1/2x12 feet.  
Prices \$11.50, 12.50, 15.00, 16.50, 17.50, 19.00, 20.00, 21.50 and 22.50 each.

**Deltov Grass Matting Rugs**  
The most practical inexpensive rugs made for dining rooms, kitchens, bed rooms, porches and halls. Sizes 36x72 in., 4 1/2x7 1/2 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 22 1/2x36 inches, 27x54 inch, 36x63 inch, 36x72 inch.  
Prices \$3.00 to \$8.50 each

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

## 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, Capatan Twilled Cretone.

- Curtain Nets, White, Arabian and Ivory, 54 to 72 inches wide— 20c to \$1.00
- Curtain Nets, Fancy, White, Arabian, Green and Red, per yard 20c to \$1.00
- Curtain Swisses, White, and White with Colors, yard 10c to 25c
- Madras, Imported and Domestic, white, ecru light and dark colors in combination at, per yard 25c to \$1.00
- Plain Scrim, white, ivory, arabian, ecru, 36 to 54 inches wide, in great demand at, per yard 18, 22, 28, 45 and 60c

**Curtain Stretchers**  
\$1.00, \$1.25, \$1.75 and \$2.25 each



The "EMMERICH" Pillows are filled with pure, clean and odorless feathers. Enough feathers are used to properly fill the ticking cover. A pillow not properly made or filled cannot give satisfaction. Every pair of "EMMERICH" Pillows is sweet and pure, and is guaranteed to give entire satisfaction, or money refunded.

## Linoleums

Greenwich Inlaid Linoleums are the best made; that's why we sell them. You will find them in all of 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 feet widths.

## 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 floor.

Prices \$1.35 to \$2.50 each

## Straw Matting

We carry none but the fine grade of cotton warp Japanese matting, 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. 22 1/2 and 27 in. wide. 25c to \$1.15 per yard

## Couch Covers

Roman stripes, conventional and oriental patterns.

# The Balle-Brodersen Co.

DENISON, IOWA.

EXCLUSIVE AGENTS FOR "COLONIAL DRAPERY FABRICS."