



AND WE WANT YOU TO SEE THEM DURING

ANNUAL HOT COFFEE WEEK!

Monday to Saturday, October 31, to and Including November 5

During this week, as was the case a year ago, we will serve **HOT COFFEE** (Oakleaf Brand) free to everybody and we want everybody to come, men, women and children. We know you will enjoy a cup of this delicious blend of coffee, by far the best known and most sold coffee in Crawford County and with this coffee, we will serve **HOT BISCUITS** made of **Sleepy Eye Cream Flour** --- you know the kind; they melt in your mouth.

And while you are here, make yourselves at home---this is your store built to provide for you a comfortable as well as a safe place to trade. Look through all the store and see the display of beautiful merchandise---note their value giving character, everything bearing the ear mark of quality, and the prices you will find are reasonable, and permit of such savings as are no where else possible.

REMEMBER---This is a store for everybody. We cater to the needs of men, women and children, their inner needs, their outer raiment and home equipment. We've got the goods. Make this your big fall trading trip.

Sweater Coats

For Ladies, Misses and Children---Ladies' sweaters in plain and fancy knits. Colors plain, navy, browns, reds, tans and greys, tan with brown trimming, white with tan trimming, red with green trimming.

Prices---\$1.50, \$2.50, \$3.00, \$3.50, \$3.75, \$5.50, \$6.60, \$7.50, \$8.50 each

Misses' Sweaters---Plain and fancy knits. Plain colors and combinations of colorings.

Prices---\$1.50 to \$3.50 each.

Children's and Infants' Sweaters in a great variety of knit and colorings. Button fronts, button shoulders and buttons at the side style.

Prices 50c, 60c, 85c, \$1.35 and \$1.50 each

Fashionable Autumn Silks

in choicest weaves and colorings. An unusually large stock is here anticipating your wants, either for Costumes or Waists.

Haskell Silks

are shown exclusively at our store. Their merit consists in their excellent wearing qualities. Our line is complete, representing Satin Ray, Messaline, Taffeta, Chiffon Taffeta, Faile, Peau de Soie, etc.

Waist Patterns

Seventy-five different patterns and no two alike, which speaks for exclusiveness of the pattern you choose. Every pattern distinctly new and this season's latest.

Priced at \$3.75 to 7.50 pattern

Millinery

That we may satisfy the keenest expectancy of those hundreds of women who have abiding faith in this store's presentation of a changing season's styles, we have arranged special displays of fall millinery. Our millinery department has been visited by a great shipment of New Styles, New Shapes, New Ideas in hats, a splendid display of beauty, originality, exclusiveness and practicability. The mission of this notice is but to attract you to our second floor department. To view---to see what we have arranged.

Rugs

You are doubtless aware that all rugs have advanced in prices and are still advancing. We are still in position to offer to you most brands at the old prices and will continue to do so, as long as our present stock holds out. Would advise you to make your selection now while the assortment is at its best. If you are not in position to take them now, we will gladly hold them for later delivery.

- Tapestry Rugs, 9x12, each from\$12.50 to \$20.00
- Body Brussels, 9x12, each from\$17.50 to \$27.50
- Velvets, 9x12, each from\$20.00 to \$25.00
- Wilton Velvets, 9x12, each from\$25.00 to \$34.00
- Axminsters, 9x12, each from\$20.00 to \$37.50
- Wiltons, 9x12, each from\$34.00 to \$39.00

We also have a complete line of larger size rugs in Tapestry, Velvets, and Axminsters. Sizes 10½x12, 10¾x13½, 11¼x12 and 12x15 feet.

Hood River Oregon Apples, the finest in the World due to Arrive early in November. : : : : :

Decorative Linens

Hundreds of beautiful pieces---daintiest dollies, scarfs, tray cloths, center pieces, tea cloths, bed spreads and tablecloths, from almost every part of the civilized world, not excepting the beautiful hand drawn linen from Japan, the exquisite cluny and renaissance from France, the newest effects in Point Venice from Germany and the elegant hand embroidered linens of our own special importation from Germany.

(Art Department---Second Floor.)

Blankets, Comforters and Pillows.

Our Cotton Blankets are all in the new German Finish, softer than wool and just as pretty. The borders are all new and nobby designs and the plaid blankets (of which we have many) are making a hit with everyone who sees them. Up to \$4.50 per pair.

Wool and Cotton Mixed Blankets

It is early in the season, but we have already re-ordered on some numbers of our woolen blankets. This is evidence showing that the styles and prices are right. Compare them with those shown elsewhere and be convinced.

Prices---\$3.00, \$3.50, 4.50, \$5.50, \$6.50, \$7.50, \$9.75, \$10.50 and \$12.50 per pair.

Emmerich Guaranteed Feather Pillows---(A guarantee with every pair) are sold by us exclusively at \$1.50 to \$9.50 per pair.

Comforters---Home made and factory made. We carry only those that are full size and filled with sanitary cotton. Prices \$1.50 and upwards.

The Presto Shawl-Collar Coat Something New

It is shown in the illustration, the practical Presto Convertible Collar in conjunction with a stylish shawl-collar.



The "Presto" Collar is converted as simply and as quickly as you would "turn up" the collar of your ordinary coat, and the presence of the Presto feature is no more apparent than if it were not there. But the protection is always present and at the first sign of storm or wind the military collar may be brought into use; it is neat and close-fitting---the very acme of style.

The model pictured, is developed in a rich grey tweed of medium weight and quite warmful; full length, semi-fitted, cut and made to produce that smart, mannish air, which is the true tailor's last trick with women's garments. The sketch gives some notion of the good lines. We do not think you can get a more appropriate or more stylish utility coat than the one we have described.

\$18.50

For one who motors regularly, or only occasionally, a Presto collar coat is the "handiest" thing imaginable. For traveling and walking nothing could be more appropriate.

Many charming coat models embodying the newest style touches are fitted with the Presto collar; they come in diagonal weaves, chicken-foot checks, Scotch plaids, pretty tweeds, chevots, serges and broad-cloths. The season's attractive weaves and colors are shown; price tickets begin at \$10 and go by easy stages to

\$22.50

Presto-Collar Coats for children also a feature of new fall lines. : : : : :

Skirts Made to Your Individual Measurements.....

at \$2.50 for the making. At this low price for the making we will accept orders for made-to-your-measure skirts from materials you may select in our dress goods section at \$1.00 or more per yard; only during---HOT COFFEE WEEK.

Fancy Silk Scarfs

At no previous time were silk scarfs so much in demand, nor before so pretty, dainty and desirable. In our second floor department of fancy goods, we are showing dozens of styles in all wanted shades and colorings and at prices to meet the conditions of every purse, ranging from---50c up to \$6.50 each.

Hand Bags

An important sale of hand bags for women at remarkably low prices. Models and materials are this season's newest. The cleverest craftsmen have fashioned these bags into the most attractive shapes which will be seen this Fall and Winter.

Besides the leather kinds, our stock makes generous showings of Mesh and Beaded Bags, which have attained marked prominence this season.

Ladies' Leather Hand Bags up to \$16.50 each, with the strongest showing ever made before in moderate priced bags---namely 50c, \$1.00, \$1.50 and \$2.00 each.

Mesh. Bags---up to \$7.50 each.
Children's sizes at 50c to \$2.00 each.
Beaded Bags up to \$12.00 each.
Splendid variety at \$4.00, \$5.00 and \$6.00 each.

Dress Goods

in extensive showing of New Fall Lines. All the leading shades are represented in the various weaves and qualities, and we direct particular attention to the unusualness of the values we enumerate below:

- BLACK DRESS GOODS:
- HEAVY WEAVE SERGES
- FANCY STRIPE SATIN SOLIEL
- DRAP DE ALMA
- SATIN CLOTH
- SATIN PRUNELLAS---at
- 75c, \$1.00, \$1.25 and \$1.50 per yard.

Outing Flannel, Night Robes for Men, Women, Children

of the "Brighton" kind. They are so well made, so generous in girth and length, well trimmed and hemmed, that they preclude any necessity for home manufacture. They are easily and more economically bought than made.

Prices 50, 75c, 85c, \$1.00, \$1.25, and \$1.50.

Knit Goods for Women and Children

Superior to previous seasons' manufacture, made generous in size, of fine yarns and fast in color and styles strictly of this season. Line comprises---Knit Petticoats, Toque Hoods, Leggings, Bootees, Shawls, Fascinators and Combination Skirts and Waists for tiny tots.

The Balle-Brodersen Co.
DENISON, IOWA.

A Warm and Comfortable Store in Which to do your Shopping.

China Department

offers visitors delightful moments in the inspection of its many varied stocks of fancy china, cut glass, crystal glass, blown glassware, imported hand decorated fancy china, dinnerware, lamps and electroliers. It is not too early to select your Xmas presents in this department. Choose now and have them delivered later.