

Valentines

Complete displays of new 1911 designs in Valentines, Valentine Novelties, Post Cards, Hangers, Favors, Etc., specially arranged for your convenient selection. Early purchasers will secure best choice.

The Balle-Brodersen Co.

DENISON, IOWA.

The Prices Quoted in This Advertisement in Effect on and After Thursday, January 19th.

Stamped Pillow Tops

A large assortment—the accumulation of 1910 designs, which have regularly sold at 25 cents, 35 cents, and up to 50 cents each, and now specially displayed in the show window are offered for quick clearance at **15 cents each**.



JUST AS QUICKLY AS WE CAN WE WANT TO CLOSE OUT EVERY ARTICLE FROM OUR WINTER'S STOCK. IT IS IMPOSSIBLE FOR OUR BUYERS TO EXACTLY ESTIMATE JUST HOW MANY GOODS OUR CUSTOMERS NEED. THE RESULT IS WE

HAVE "LEFT-OVERS," GOOD GOODS LEFT OVER FROM OUR REGULAR LINES. ALTHOUGH OUR PRICES ARE NOW MUCH LOWERED, THE QUALITY OF OUR GOODS IS NOT. THE BEST PICKING WILL BE FOR THOSE WHO COME FIRST.

Furs! Furs!

On account of our line being somewhat broken and the assortments not as extensive as earlier in the season, we have placed on special sale our entire line of fur scarfs, fur collars and fur muffs. This includes all our high grade sets, such as (Manchurian) black Lynx, black Fox, black Oppossum, Russian Mink, Sable Squirrel and Sable Fox sets. Scarfs are priced at 50c and upwards. Muffs are priced at \$2.75 and upwards.

Reduced Prices on Silk Petticoats

\$10.00 values for\$6.75 ..
9.00 values for 6.50
7.50 values for 5.00

25 Silk Waist patterns in plain and fancies—all colors—\$5.00 values, now **\$3.50** a pattern.

10 pieces all wool dress goods—\$1.00 and \$1.10 values—good line of colors—while they last at **68c** the yard.

25 Warner Brothers and American Lady corsets—good styles and sizes, at greatly reduced prices while this lot lasts.

Fancy Crepe de Chine Scarfs—\$2.50 and \$2.75 values, now your choice at **\$1.75**.

Ladies' fleece lined union suits at 50c.

Ladies' wool vests and drawers—75c values now **50c**.

Mentor Underwear—heavy fleece lined ribbed, for ages 12, 14, 16; regular 35c, 45c and 50c—now your choice **25c** the garment.

18, 20, 25c quality 36 in. width fancy sateen and colored brussels comforter fabrics—Now choice at **15c**.

Muslin Underwear Clearance

All odd pieces, slightly soiled pieces and broken lots of muslin underwear are now on sale at 1-2 to 2-3 of their regular values. In this lot are corset covers, drawers, undershirts, gowns, chemise and Princess slips.

\$1.00 Sweaters \$1.00

For women and misses. Regular prices, \$1.50 to \$2.00 each. Colors, blues, reds, grays and whites. Your choice of entire line at **\$1.00** each.

Shoes, Many Lines Greatly Reduced**Men's, Ladies' and Children's Shoes**

Inventory has revealed many odd lots and broken lines that we have now greatly reduced; these reductions are in effect now, but limited space in the announcement does not admit of description. Any family provided, however, will find it to his economical advantage to look here first.

(Economy Shoe Department—Main Floor.)

Annual January Clearance Sales

of Ladies' Misses and Children's Ready to Wear Garments.

This being the close of the winter's garment season with us, we have inaugurated the customary **low price sales**, materially reducing the selling prices on **highy seasonable merchandise**. The reason for these reductions is the same as heretofore at this season, to clear our stocks of heavy merchandise, preparatory to the receipt and display of early spring merchandise.

Every reduction is bona-fide—the original selling price is plainly marked on each ticket together with the Special Clearance Price. In each case you are aware of the **distinct saving** your purchase has effected. We itemize some of the reductions in this advertisement.

Children's Coats.

Sizes 6 to 14 years. Very special. Prices \$1.50, 2.00, 2.50 and 3.50 each. Bearskin plain and fancy—crushed plush and velour, heavy kerseys and broadcloths. Every garment lined throughout. Regular prices up to \$8.50 each. Special prices **\$1.50** and upwards.

Ladies' Cloaks

At quick disposal prices.

All the remaining coats in blacks and colored kerseys, broadcloths and fancy weaves, fancy mixtures, plaid trimmed and plain black materials, garments are included in this quick disposal sale. Prices **\$7.50** and upwards.

One Lot of Ladies' Coats

At **\$1.35** up to **\$6.50** each.

This lot consists of all the odds and ends of our entire line of coats. All long coats, ranging in length from 48 to 56 inches—some of them not this season's garments. Regular price up to \$22.50 each. Special prices—**\$1.35, 2.50, 3.50** up to **\$6.50** each.

Ladies' and Misses Suits

If you are in need of a good suit at a low price—now is your opportunity. We are offering some very special numbers at **\$7.50** to **\$15.00** each.

Kimonas and Dressing Sacques

We are showing a beautiful line of long and short kimonas and dressing sacques. Most of them are the **Famous Mendels Make**. Materials are percales, ducking, fleece, crepes and silks. Prices **50c** to **\$17.50** each.

Junior Ladies' Coats.

Sizes 12, 15 and 17. Materials are plain and fancy kerseys, fancy mixtures, broadcloths, etc. Regular prices of garments in this lot up to \$22.50 each. Special prices—**\$2.50, 3.50, 5.50, 6.50** and **8.50** each.

Children's Coats

Sizes 2 to 6 years. Extra heavy plain and fancy colored bearskin coats, lined with quilted linings. Regular prices \$3.00, 3.50 and 4.50. Sale Price—**\$1.65** and upwards.

Children's Heavy Cloth and Velvet Coats

Sizes 2 to 6 years. Prices **\$1.00, 1.35, 1.75, 2.00** and **2.50**. In this lot are included coats that sold up to **\$6.75**.

All goods sold at reduced prices cannot be returned or exchanged. Extra charges will be made for alterations on garments sold at reduced prices.

Fancy Goods

Reductions in our fancy goods and infants' wear sections on Second Floor admit of timely savings in seasonable merchandise. Infants' Sweaters, Felt Baby Bonnets, Bearskin Bonnets, Children's Caps, Children's Felt Hats Pictures, Pillow Tops, Stamped Linens, Fancy Pin Cushions, Shaving Pads, Pipe Racks and Burnt Wood Novelties. All the above at greatly reduced prices.

Annual Discount Sale of China

33 1-3 per cent. off on Fancy China and Fancy Glassware

(Second Floor.)

Special displays arranged in show cases and shelving of very desirable pieces of fancy China, Bohemian glassware, art vases, electroliers, hand painted china, cut glass, etc, all offered for a limited time only at

One-third Off Regular Price.

Remnant Sales

Short lengths and remnant left overs of the past season's heavy business include the following:—Ribbons, silks, wool dress goods, laces, embroideries, trimmings, table linens, etc

All conveniently displayed, legibly ticketed; yardage and prices in plain figures. We are especially anxious to **clean up** on the above named remnants and have made prices that will be conducive to quick selling. Prices in most instances **Reduced One-Half and More.**

January Graniteware Clearance

An assortment of American Graniteware, of which each piece is defective, comprised mostly of tea kettles, pails, coffee pots and coffee boilers, wash basins, etc. at exceedingly low prices.

Size 7, 8 and 9 tea kettle, white inside and out, at only **25c** each.

10 and 12-quart—all white granite pails, at only **25c** each.

(Hardware Department.) . . .

1911 Fancy Dress Gingham

Announcement of arrival of 1911 Fancy Dress Gingham.

During the past week we have been in receipt of the new patterns and designs of spring gingham. Many designs exclusive with us and a variety of patterns such as we have never shown before at any one time; the shipments approximate 5200 yards, in three distinct qualities, priced at **10c, 12½** and **15c** per yard. (Main Floor—Center Aisle.)