



RED STAR Reduction SALE



Do not miss a single word of this advertisement; it tells of some of the greatest economy opportunities that ever came your way

On Saturday morning at 9:00 o'clock we start the biggest January Sale that has ever been held in this locality—a mighty event so far reaching in its broad importance that it should enlist the attention of every person within walking or riding distance of "The Boys" Department Store. This is

The Red Star Reduction Sale

and everywhere about the store that you see a RED STAR IT MEANS A REDUCED PRICE. Our purchases of Winter goods were heavier than ever before and, although we have sold more than in any past season, we still find ourselves loaded with a surplus that MUST BE DISPOSED OF AT ONCE, and, since this surplus is greater than usual, we have felt the necessity of making the Red Star Reduction Sale prices LOWER THAN ANY EVER KNOWN for such fine qualities of merchandise. In addition we have searched the wholesale houses and factories of the country for SPECIAL lots of desirable goods offered at extremely low prices by jobbers and manufacturers who found themselves overloaded at the end of their season. All these Specials have been combined with our own splendid stock and the whole will be offered during this Red Star Reduction Sale at the powerfully enticing prices told of in this advertisement. You need Winter goods, come to this Red Star Reduction Sale and fill your needs at PRICES WHICH ALLOW OF SPLENDID SAVINGS; come early, don't wait until some friend shows you the big bargains she obtained, but be one of the first to benefit by this grand event. Come often, as, every day while this Red Star Reduction Sale lasts, there will be new items to interest you, new savings that will help you swell your bank account. The Red Star Reduction Sale begins on SATURDAY, JANUARY 14th at 9:00 o'clock, and every wise Denison woman will lay her plans to be present when the doors open to admit the crowd of shrewd economizers.

There is always a time to save money and a time to spend it; this Red Star Reduction Sale is a time when you can save by spending

Tell all your friends about this Red Star Reduction Sale and you will do them a favor that will long be remembered.

Red Star Reduction Sale GARMENTS.



We've been naming attractive prices on suits and coats for some time, sold a great many, too, but here is where the

prices are made doubly advantageous. It will be THE chance of the year. Each garment is sold with our well known guarantee, and the styles are the latest shown.

29 ladies Kersey and Montagne coats, 27 to 32 inches long, colors black, blue, brown, castor and light tan—coats that sold at \$13.50 and \$18.00 Red Star Reduction Sale price. **8.95**

32 ladies kersey and zibelina coats, 27 inches long, colors, black, blue, red, castor, regular \$7.50 coats, Red Star Reduction Sale price. **4.98**

20 ladies short coats, odds and ends, \$5, \$10 and \$12.50 coats, choice for..... **1.98**

6 ladies long coats, belted backs, 16.50 20.00, 22.00 and \$35 coats, Red Star Reduction sale... **13.95**

28 ladies long coats, belted backs, all colors, regular \$12.50, \$15, \$18 and \$25 coats, Red Star Reduction Sale..... **7.95**

20 ladies Suits, in small sizes, \$12.50 suits, for less than actual value of skirt alone—Red Star Reduction Sale price..... **4.95**

4 ladies Suits, in latest style Red Star Reduction Sale..... **8.95**

8 ladies Suits, very latest styles, mostly tourist suits, \$25 and \$35 suits, Red Star Sale price.. **13.50**

Children's and Infants Long and Short Coats at Half Price.

SKIRTS

Don't pass these. They will look just as well for Spring wear as they do now; that is because the styles are very late. Fine fabrics, too, and excellently made up to sell for much higher prices than we name for the Big Sale.

Ladies walking and dress Skirts, values up to \$5.00—Red Star Reduction Sale price..... **2.95**

\$7.50, \$9.50 and \$10.50 Skirts, all new styles, go during the Red Star Reduction Sale at..... **4.85**

All Furs and Fur Goods at Half Price.

Red Star Reduction Sale Muslin UNDERWEAR

Without question the finest line ever brought to Denison. Bought and priced to your advantage. Every wanted kind, including a vast number of new and beautiful designs. We especially invite you to inspect this muslin underwear stock at your earliest convenience. You will enjoy looking them over, still more will you enjoy the savings made possible by this Red Star Reduction Sale. Every garment is full in size and thoroughly well made under the best possible sanitary conditions. Buy the cheapest selected fabrics and you can sell the dearest.

Red Star Reduction Sale DOMESTICS.



A series of supreme offerings that will open your eyes to the advantages of this unusual mercantile event. Matchless items alone made possible by skillful buying in large quantities for prices that most stores would find it impossible to obtain. Come early for these.

MUSLIN: At mill prices, every standard brand, bleached and unbleached at what it cost at the mill. No restriction as to quantity. Prices per yard or piece will be the same.

GINGHAMS: The famous Amoskeag apron gingham, reduced from 7c to..... **05c**

FLANNEL: Extra grade outing flannel, the best styles, reduced from 10c per yd to..... **07c**

There has been no counting of cost in this Red Star Reduction Sale, every price is dictated by the necessity of disposing of the goods at once

WHITE GOODS.

White goods loom large in this Red Star Reduction sale. The reasons for that—you need them now and the values are so out of the ordinary as to really entitle the snowy fabrics to the center of the stage. The very finest and broadest selection of Nainsooks, French Nainsooks, Persian Lawns, India Linens, Long cloths, etc., that we have ever shown. The price story below tells of the importance of each item.

Wash Chiffon, 72 inches wide, yard..... **50c**

French Lawn, 54 inches wide, yard..... **60c**

Persian Lawn, fine quality, yard..... **23c**

India Linens, special values yard 9c, 12 1/2c &..... **15c**

Long cloths at special prices. A full line of fancy white goods and waistings at special prices.

Red Star Reduction Sale CARPETS

Real carpet goodness for little money. Of course you need a new carpet? Then buy during this sale at the money saving store.

Ingrain carpets, 36 inches wide, half wool good patterns, 45c quality, per yard..... **34c**

Best all-wool Lowell Ingrain carpets, 75c quality, per yard..... **63c**

RUGS

Frankly, we've too many rugs, hence these important reductions in price.

\$22.50 Axminster Rugs in room sizes at... **17.50**

\$17.50 Smyrna Rugs in room sizes, at... **9.75**

30x60 Smyrna Rugs, \$3.00 value, at... **2.19**

Red Star Reduction Sale LINENS.

A stock without an equal in Denison, from which we have selected these Big Sale Items to prove our statement. Read them and tell us if we have made out a case.

Damask, rich in quality, yet surpassingly low in price. Many new patterns.

Best quality 72 inch imported satin damask, yard..... **\$1.15**

\$1.35 quality satin damask, 2 yds. wide, yd... **95c**

\$1.25 quality satin damask, yard..... **85c**

60c quality damask, fine white, silver bleached or unbleached..... **39c**

TOWELS

Gems of the Red star Reduction sale: you will be wise in buying these by the dozen.

Large size Linen Huck towels and Jacquard border honeycomb towels, each..... **10c**

Linen damask towels, knotted fringe, each.... **15c**

Turkish towels, good grade unbleached, each.... **8c**

Every towel in stock reduced, too many holiday towels: your gain if you buy now.

RIBBONS AND LACES.

A special counter sparkling with bright values for this big sale. The price story tells the tale.

All silk taffeta ribbons, 1 1/2 in. wide, per yard **5c**

All silk taffeta ribbons, 3/4 in. wide, per yard **10c**

“ “ “ also fancy ribbons 4 inch wide, yard..... **12 1/2c**

Valenciennes laces, 2 1/2c quality, per yard..... **1c**

“ “ “ 6c quality, per yard..... **3 1/2c**

BED CLOTHING

Short shirt for this stock; we've no room for the goods. Have you a use for them at about a third of regular prices?

11-4 fine all wool grey California blanket, worth \$4.75, pair..... **3.75**

11-4 white, grey or tan, heavy, extra fine California blankets, \$6.00 value, pair..... **4.90**

\$1.15 fleece lined blankets, 11-4, pair..... **89c**

\$1.75 Comforts, stitched, tufted..... **1.19**

\$2.50 Comforts, satteen, 72x84..... **1.95**

Red Star Reduction Sale UNDERWEAR



Economical marvels; a gathering of seasonable underwear that truly emphasizes the importance of knowing when and where to buy for the lowest prices. Do not be content with inferior qualities when the best can be obtained for such prices as these:

Ladies ribbed Union Suits, fleeced, cream color, good 50c quality, for..... **37c**

Ladies heavy fleeced ribbed Vests and Pants, special, per garment..... **25c**

Men's Morris mills underwear, in tan stripes, 95c values, per garment..... **49c**

A lot of odd garments in Men's and Boys' underwear, special..... **10c**

Every article offered during this Red Star Reduction Sale is worth at least a third more than the price we name, some a half, some double

Red Star Reduction Sale HOSE.

A vast quantity of dependable hose for men, women and children, at prices that will warrant buying in quantities. Every item represent a distinct saving rendered doubly important by the ruling high cost of raw yarns.

Men's 45c fancy all wool cashmere hose, pair..... **25c**

Women's and children's black fleeced hose, all sizes 19c qualities, per pair... **14c**

Women's 50c cashmere hose, all wool, plain or ribbed, pair..... **39c**

Every pair of hose in stock a bargain.

NOTIONS.

Small things at smaller prices, winter dressmaking needs on which you save many pennies, nickels and dimes if you buy during this Red Star Reduction Sale.

Velveteen and corduroy skirt bindings, 5c quality, yard..... **2c**

200 yd basting cotton, spool..... **2c**

Red Star Reduction Sale DRESS FABRICS.



One of the big features of this big sale. You will find these dress goods the best values you ever saw at any season of the year, and most decidedly welcome at this time when you need them most. There is a nice range of patterns and fabrics from which to make choice. About one hundred waist, skirt and dress lengths at a reduction of 1/4, 1/2 and 2/3 from former prices.

Plain all wool fabrics, zibelines, cloth fabrics, evening shades, fancies, plaids and black dress fabrics, sold for 75c, \$1 and \$1.25, to clean, yard... **49c**

Wool challies, in pretty styles, both light and dark, 35c quality, at..... **25c**

Embroidered flannel waistings, 50c quality, yard..... **38c**

SILKS

A late season is responsible for the splendid Red Star Reduction Sale silk specials. Examine closely into the quality of each piece and you'll agree with us that they are the best silk values ever placed before economical shoppers.

36-inch black beau de soie silk, \$1.50 quality, yard..... **95c**

20-inch all silk beau de Cygne, \$1.25 quality, yard..... **85c**

36-inch black taffeta, oil boiled and guaranteed, yard..... **85c**

19-inch black wash taffeta, 75c quality, yard..... **54c**

Wash Fabrics and Prints

There are a score of good reasons why you should visit this counter during the Big Sale, we'll mention one—some of the grandest values of the entire event are to be found here.

Beige voiles, a new wash fabric, all colors, per yard..... **10c**

New styles Red Seal zephyrs, per yard..... **10c**

Standard calicos, blues, grays, black and whites, reds, yard..... **04c**

Red Star Reduction Sale SPECIALS

A mighty gathering from all over "The Boys" Department Store, each one showing a big advantage in lowness under ordinary prices and what other stores ask. Whatever you do, do not miss reaping the generous saving told of in the The Red Star Reduction Sale Specials

3000 yards embroideries worth 15c 25c and 35c quality, yard..... **10c**

50 pure silk umbrellas, with fancy borders or plain, in black, brown, green, blue or red, \$2.50 ones for... **1.75**

\$1.25 umbrellas, with fancy pearl and silver handles, special..... **75c**

7c brown Crash, yard..... **4 1/2c**

Table Oil Cloth, short lengths, up to 2 1/2 yards, per yard... **08c**

\$1.25 Kid Gloves, all sizes, colors, per pair..... **08c**

'THE BOYS'

DENISON, IOWA