

**THE SALE**  
**Begins**  
**Saturday**  
**JANUARY**  
**7th.**

# THE RED TAG SALE

**THE SALE**  
**Closes**  
**Tuesday**  
**January**  
**31st.**

## AT THE BIG STORE of ELI SHIRE

The Greatest Cut Sale ever inaugurated in North Missouri. \$75,000 worth of Dry Goods, Clothing Etc. to be thrown on the market regardless of cost. Everything marked in plain figures and strictly one price to all. This sale is positively cash and no premium tickets given during this sale.

### DRY GOODS DEPARTMENT.

In order to give zest to this sale we have gone through our entire stocks and marked prices down to a fraction of their real value. Look for the Red Tag Price Tickets that mean Money-Saving Chances wherever you see them throughout our store during this great Red Tag Sale.

#### Red Tag Sale of CALICOES, DOMESTICS

Low prices made to move goods out quickly. We want you to come expecting good big values for your money during this sale. Best Calicoes in the house during the Red Tag Sale... 3 3-4c. Lonsdale bleached domestic, others ask 10c, our price... 6c. Hope bleached domestic, others ask 9c, our price... 6 3-4c. Fruit of the Loom bleached domestic others ask 10c, our price... 6 1-2c. Great Western heavy brown domestic others ask 9c, our price, 6c. L. L. C. Island full yard wide, fine quality, others ask 7c, our price... 4 1-2c. Best quality Amoskeag Shirting, others ask 10c, our price... 7 1-2c. Best quality Cheviots for Shirts, others ask 12 1-2c, our price... 9c.

#### Red Tag Sale of DRAWERS.

Of Muslin, Cambric, Longcloth and Nainsook. Many have the new French bands. A very attractive assortment, including the latest novelty—the 17 inch length. Muslin Drawers with hemstitched ruffle... 19c. Muslin Drawers trimmed with lace, embroidery or hemstitching... 25c. Umbrella style muslin Drawers, with lace and embroidery... 35c. Cambric and muslin Drawers, with lace and embroidery... 49c. More elaborate styles of nainsook and cambric... 75c.

#### Red Tag Sale of DRESS GOODS.

29c Plaids reduced to only... 18c

39c Albatross reduced to only 25c  
 39c Cream Bedford Cords at... 25c  
 50c Albatross reduced to... 35c  
 50c Henrietta reduced to only 35c  
 75c Broadcloth reduced to... 58c  
 75c Henrietta reduced to... 59c  
 95c Silk and Wool Sublime... 59c  
 95c Henrietta reduced to... 68c  
 \$1 Broadcloth now reduced to 68c  
 \$1 Silk and Wool Crepe de Chine... 73c  
 \$1 Wool Crepe de Chine now 73c  
 \$1 Voile reduced to only... 73c  
 \$1 Etamine reduced to only... 73c  
 \$1 Crepe de Paris reduced to 73c  
 \$1 Cream Panama reduced to 73c  
 \$1 Cream Whipcord reduced to... 73c  
 \$1 Cream Batiste reduced to 73c  
 \$1.25 Panama—Red Tag Sale price... 87c  
 \$1.25 Voile — Red Tag Sale price... 87c  
 \$1.25 Cream Crepe de Paris at 87c  
 \$1.25 Cream Melrose reduced to... 87c  
 \$1.25 Silk and Wool Sublime at... 87c  
 \$1.50 Cream Crepe de Paris at 95c  
 \$1.50 Volles now reduced to... 95c  
 \$1.50 Cheviots reduced to... 95c  
 \$1.50 Venetians reduced to only... \$1.00  
 \$1.50 Broadcloths reduced to... \$1.00  
 \$1.75 Broadcloths reduced to... 1.00.  
 2.00 Broadcloths reduced to 1.25  
 2.25 Broadcloths reduced to 1.50  
 2.75 Kerseys reduced to... 1.65

#### Red Tag Sale of TABLE NAPKINS.

Breakfast Napkins, worth 75c doz. at... 49c  
 Breakfast Napkins, worth \$1.25 dozen at... 98c  
 Dinner Napkins worth \$1.75 doz. at... \$1.25  
 Hemmed Napkins, worth \$1.85 dozen at... \$1.35  
 Dinner Napkins, worth \$2. doz. at... \$1.49

#### Red Tag Sale of FLANNELS.

25 cent all wool tricort waisting at... 17c  
 25c cotton Elderdown... 17c  
 30c twilled wool flannels at... 19c  
 35c twilled wool flannels... 25c  
 40c all wool twilled serge waisting flannels at... 25c.

#### Red Tag Sale of BLACK GOODS.

50c Serges... 38c  
 75c Albatross... 59c  
 75c Venetians... 59c  
 90c Granites... 68c  
 90c Melrose... 68c  
 \$1.00 Silk and Wool Eolienne now... 68c  
 \$1.00 Sharkskin reduced to... 68c  
 1.00 Finnette reduced to... 73c  
 1.00 quality 50-inch Granites now... 73c  
 1.25 Melrose... 87c  
 1.25 Cheviot... 87c  
 1.25 Worsted... 87c  
 1.25 Mohair... 87c  
 1.25 Sharkskin... 87c  
 1.35 Novelty Worsted now... 95c  
 1.35 Cheviot now reduced to 95c  
 2.00 Zibelines now reduced to... \$1.25  
 2.00 Crepe de Paris reduced to... 1.45  
 2.00 Mohair Serge reduced... 1.45  
 2.50 Zibelines now reduced to... 1.45

#### Red Tag Sale of NIGHT GOWNS.

Even the plain ones are beauties—possessing distinctive grace and style that it is at once apparent—while the more elaborate ones are the very culmination of taste and elegance. Lace-trimmed muslin Gowns with tucked yokes at... 35c

Muslin Gowns, trimmed prettily with lace and embroidery at 49c  
 Muslin Gowns, with fine Torchon lace trimmings at... 57c  
 Muslin and Cambric Gowns, with laces and embroideries... 69c  
 Cambric and Nainsook Gowns—high and low necks, tastefully trimmed, a large assortment at... 99c and \$1.19

#### Red Tag Sale of TOWLINGS.

6 1-4c bleached Towling at... 4c  
 7 1-2c brown Toweling at... 5c  
 10c bleached Toweling at... 8 1-3c  
 15c bleached Towling at... 11c

#### Red Tag Sale of CORSET COVERS.

An immense showing of styles, cambric, nainsook and longcloth round, V-shape and square necks trimmed with Val., Torchon, Point de Paris and Cluny Laces and with Blind Openwork Embroideries, Beading and Rib-Plain Cambric—full front... 19c  
 Low and high styles, trimmed with lace and embroidery at... 23c  
 Nainsook and Cambric covers, with laces and ribbons... 35c  
 Nainsook, with Val. and Torchon lace; also some with embroidery at... 49c  
 More elaborate styles at 74c & 99c

#### Red Tag Sale of WHITE PETTICOATS.

Very pleasing styles in all sizes from 38 to 44 inches, trimmed with tucks, laces and embroideries. Some are excellent

copies from French modies, others attractively plain or moderately trimmed—made of Muslin, Nainsook, Cambric and some Percale. Hemstitched Muslin Petticoats with cambric ruffle... 49c  
 Muslin Petticoats, trimmed with embroidery and tucks... 69c  
 Muslin Petticoats, trimmed in various styles, with laces and embroideries... 74c  
 About 20 styles, with laces, embroideries or plain, at... 99c  
 Other splendid values at \$1.19, \$1.25, \$1.50, \$1.75.

#### Red Tag Sale of FANCY LINENS.

15c round lace Doilies at... 5c  
 75c, 3/4x1 1/4 damask Table Top... 29c  
 36 inch openwork Lunch cloth, damask Tray Cloths etc. worth up to 75c each at... 25c  
 Hemstitched damask Dresser Scarf with hand drawn open work, 18x51 or 18x72 inches, also handmade Japanese Tray Cloths worth \$1.99 at... 49c  
 \$1.50 hand-embroidered Irish linen Counter-pieces at... 75c

#### KNIT UNDERWEAR

Children's 2 1/2 Ribbed Fleece Lined Underwear... 15c  
 Women's 2 1/2 Ribbed Fleece Lined Vests and Pants... 17c  
 Infant's 50c Merino Wrappers... 25c  
 Women's 50c Egyptian Fleece Lined Combination Suits, button across... 35c  
 Women's 2 1/2 heavy Fleece Lined Ribbed Vests and Pants... 35c  
 Children's 50c warm Wool Underwear... 35c  
 Women's \$1.00 heavy Natural Wool Vests and Pants... 50c  
 Women's \$1.75 Merino Union Suits, Oneita shape... \$1.

#### CLOTHING, CLOTHING, CLOTHING.

Choice of any \$7.50 suit for... \$5.00  
 Choice of any \$10.00 suit for... \$7.50  
 Choice of any \$15.00 suit for... \$10.00  
 Choice of any \$20.00 suit for... \$13.50

#### Overcoats.

Any Man's or Boys Overcoats in our House at 1-3 off regular price. Everything must be closed out at once, Regardless of price.

## THE BIG STORE,

ELI SHIRE, PROPRIETOR.

SALISBURY, MO.