

Matthews' Fall Opening Sale Closes Saturday, October 17

This Store's Standing and Irrevocable Policy:

It shall be our aim to be known as a thoroughly reliable store; that our goods shall be known as dependable; that our prices shall be known as just. To that end we say to all patrons, if at any time, for any reason whatever, you are dissatisfied with your purchase made at our store, return the goods within a reasonable length of time, in the same condition you receive them, and we will exchange them or refund the purchasing price, and this we do without a quibble. This statement within itself is enough to fill our store with visitors. Our buyer has just returned from the wholesale markets and was fortunate in securing some phenomenal bargains in seasonable merchandise, and we believe we have brought to Falls City the most complete lines of merchandise ever brought to town. In our efforts to continually please our customers we have left no stone unturned to obtain representation of all the newest, all the most beautiful, all the most desirable merchandise on the Fall markets.

The goods are here, and will be displayed on counters and in windows, all plainly marked in our usual very low price figures. To add impetus to the trading and to start Fall business we have gone through each stock and marked a number of the newest and most desirable goods extremely low. Those who secure these may indeed consider themselves fortunate. There will be plenty for all comers. The items quoted below tell you of only a part of the bargain offerings.

Our Shoe Department Bows to None

All new—fresh from the manufacturers—every pair made within the last thirty days—every pair sold under a guarantee of perfection or money refunded. Our selection comprises everything in Men's, Boys', Ladies', Misses' and Children's Shoes. And we certainly won't forget the Babys—for every day is Shoe Day at our store.

Babies' Soft Shoes **15c to 50c**
 Childs' Shoes..... **50c to \$1.50**
 Misses' Shoes **\$1.25 to \$2.25**
 Boys' Shoes **\$1.35 to \$3.00**
 Ladies' Shoes **\$1.45 to \$3.50**
 Men's Shoes **\$1.45 to \$5.50**



Separate Skirts

A showing that truly must be seen to be appreciated—for neither type nor picture can show you half the values we offer you. Our assortment is now complete and comprises all the latest models from the best manufacturers in the country—from the plain man tailored to the most elaborate trimmed effects in buttons and novelty braids. Ask to see our new Directoire—buttons all the way down the front. See them at the opening and we believe you will all agree with us that you have never before seen in Falls City such a complete selection of skirts so modestly priced. Our Opening prices range from

\$3.98 to \$15

and always the best for the money.



Table Linens and Towels

The lines are very complete. Looks as though we bought everything good in Linens that was to be had. In many instances, too, we secured some very rare bargains, which we will distribute among our patrons.

45c Union Linens at	25c	\$1 Bleached Linens, 72 inches wide at	79c
50c Colored Linens at	42c	\$1.25 Irish Linens, 72 inches wide at	98c
75c Bleached Linens at	55c	\$1.50 German Damask, 72 inches wide at	\$1.19

Underwear and Hosiery Fall Opening Sale

This department asks you to visit it, (while on a visit to the Opening Sale) and guarantees that you will not be disappointed in its goods and values.

Children's Hose all sizes **9c** Ladies' Hose, gray and black **9c**

Ladies' and Children's Underwear, 20% Reduction

Fall Opening Sale Petticoats

Just a hurry up call in the Petticoat department, THAT'S ALL. Don't forget to ask the lady to show you the petticoat assortment.

Ladies' full sized Petticoats at 89c to **89c to \$3.00**
 Ladies' Silk Petticoats, black and colors **\$3.98 to \$12.00**
 Extra special for this sale, \$5 black Silk Petticoat **\$3.98**



Sample Coats

We purchased the entire sample line of one of the largest coat manufacturers in the country, and during our Opening Sale we will place the entire assortment on sale at

20% Reduction

Our complete shipment of Misses and Children's Coats will arrive on Friday or Saturday and will be placed on sale at "price killing" concessions.

Don't miss this—come early and get the cream of the assortment.



Fall Dress Goods

Are prettier than ever and a goodly representation of all that's desirable in Fall woolen Fabrics awaits your visit to our Fall opening Sale.

35 pieces wool and mixed dress goods in fancy and plain regular values up to 75c, Fall Opening Sale. **38c**

\$1.15 blk Storn Serge, 54 in wide...	79c	\$1.00 blk Panama at	79c
\$1.50 blue Storn Serge, 56 in wide...	98c	\$1.25 blue, blk, red Mohair	89c
\$1.25 Broad Cloth 54 in wide	89c	\$1.25 Herring Bone Serge	95c
\$1.50 blk Broad Cloth, 54 in wide...	98c	\$1.00 Novelty Suitings	79c
\$1 00 blk French Batiste	79c	Yard wide Black Taffeta	89c
		\$165 yd wide blk Taffeta	\$1.29

Our Grocery Department

will be in Gala Attire and all the best creations of food products will be on exhibition. None but the best can ever be found here and always at the lowest price. For opening week we quote you:

18 lbs best sugar \$1.00	E C Cornflakes, per package..... 7c	Good Toilet soap, 7 bars 25c
Good bulk coffee per lb. 11c	Dr. Price's Breakfast food, pkg 7c	Butter Milk Soap, 3 bars .. 10c
Hand picked beans..... 5c	Colluloid Starch at..... 7c	Majestic Series soap, 3 bars. 10c
Horse Shoe 40c	50c Sun Dried Japan Tea, lb. 39c	Purity Toilet soap, 3 bars 10c
Tobacco, per lb 8c	50c Basket Fired Jap Tea, lb 39c	Grape Jalce, pint for
Snyder's Pork and Beans, can 8c	65c Gun Powder Tea lb. 42c	Grape Juice, quart 35c
Heinze Pork and Beans can 8c	35c Tea Dust 9c	Household Ammonia at
Gallon can of Syrup 38c	Lenox Soap, 8 bars for 25c	Packing House Bacon at
Tooth picks, two boxes 5c	Diamond C soap, 8 bars..... 25c	Picnic Hams at..... 11c
Egg-O-See per package 7c		

Fall Hats and Caps

Will be arranged for your criticism and patronage. Some special prices for the Fall Opening Sale.

Lot One—Caps worth up to 50c all styles and colors. **25c**

Lot Two—Caps worth up to 75c in plain and fancy cloth. **45c**

\$1.50 Fur hats **\$1.35**
 \$2.00 Felt hats light or dark **\$1.75**
 \$3.00 Stiff hats black **\$2.65**
 \$3.50 Brown tele-scopes **\$2.75**

Our Domestic Dept.

has been renewed throughout and the Gingham and Prints are showing touches of Fall styles, while the domestics show the newness by increased qualities. New Side Bands, Prints, Percales and Flannelettes.

7c Heavy L L muslin	5 1/2c	12c Outing flannel	9c
8c good bleached muslin	7 1/2c	10c Outing flannel	6 1/2c
10c Hope muslin.....	8 1/2c	7c Outing flannel	5c
10c Hedley heavy muslin	8 1/2c	New Side Band calico	6c
15c Heavy Mottled Outing for skirts	12 1/2c		
Cotton Blankets for	75c to \$3		
Wool Blankets for	\$3.48 to \$7.50		
2000 yards short lengths lawn, panama and sheetings, per yard.....	2c		

All wide sheetings at a reduction.

Men's Furnishings

Mothers, sisters and sweethearts can buy these and show "him" how to save money. Opening prices:

50c Men's fleeced shirts and drawers	42c	25c Tex Tie for	15c
50c Men's and Boys' gloves for	42c	50c Ties for	42c
75c gloves, fleeced lined for	59c	\$1 gloves for	79c
\$1.75 Raindeer gloves for	\$1.29		
Canton flannel gloves and mittens for	8c		
75c Overalls and jumpers for	65c		
50c Work Shirts	45c		
Men's Bow Ties	10c		
35c Ties for	25c		

S. A. LITTLE, Mgr. **MATTHEWS** "The Price Killer"