

Matthews' 1st Anniversary Sale NOW IN FULL BLAST

Just a year ago we opened here in Falls City, the Price Killer's Department Store, and it is a great pleasure to us to look back over our monthly sales and note the increase of each month over the preceding one, and in this First Anniversary Sale we are going to express to you our appreciation of the liberal patronage extended to us in the last year by giving you the Greatest Values ever offered in this section of Nebraska. For months our buyers have been searching the wholesale markets—buying goods for this sale—and just at this season of the year every jobber and every manufacturer are very anxious to reduce their stock on hands. Therefore we were very fortunate in securing some phenomenal values in seasonable merchandise. Not fire and water plunder or old last season's goods, but new, snappy and desirable fabrics and apparels. Each and every department in the store have received their share of these new goods and are now all dressed in their Holiday Attire and waiting for your criticism and patronage. For this sale our store will be appropriately decorated, goods will be hung from the ceiling and piled high on the counters all marked in our usual low price figures and those of you who attend will be pleased beyond your fondest dream. We have engaged extra salespeople to see you are properly taken care of and, all in all, have arranged for a very large business, and we do not feel our efforts will be in vain. To accommodate those who can not find time to get down in the day time we will keep our store open evenings. Don't forget the date, but come. Mingle with the crowd, shop at your leisure and inspect the values offered in the greatest bargain-giving event in the history of the country.

Ladies' and Misses' Coats

A Matchless Outpouring of Values

We have just finished unpacking our final shipment of Ladies' and Misses' Coats, which the manufacturers were unable to deliver to us earlier, and they therefore allowed us a very big reduction.

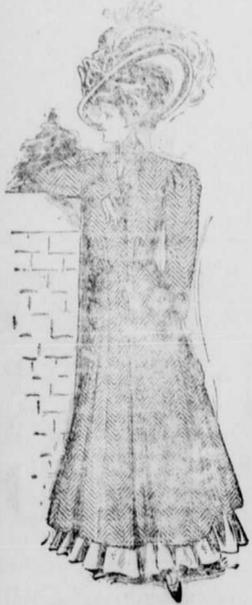
Our stock now completed comprises everything in Coats—to the elaborately trimmed and plush lined Coats with fur collars, in all shades, from the dainty evening shades to the staple blacks.

25 Per Cent Discount

Comforts and Blankets

Chilly nights are coming and you will need extra bed covering. This Anniversary Sale comes just at the proper time to convince you that equal goods at equal prices do not exist in the city.

The largest and heaviest Blankets obtainable at the price, Anniversary Sale price..... **98c**



Skirts and Petticoats

Best Styles and Materials Best Workmanship and Values

Clear statements make our advertising interesting. Over 400 Skirts included in this sale, and the offering shows overwhelming evidence of our leadership.

\$4.00 Black, Blue and Brown Skirts, Anniversary Sale price..... **\$3.49**

\$5 Black, Blue and Grey all-wool Panama, Batiste and Novelties, Silk bands and folds— Anniversary Sale price **\$4.29**

\$7.50 elaborately trimmed in self and silk folds, Tunic effects, inverted plaits, for..... **\$6.39**

\$6.00 Plain and Novelties, in a beautiful range of style and color, Anniversary price **\$5.10**

\$9.00 all-wool Panama in Black, Blue and Brown, trimmed in narrow satin folds and buttons — Anniversary price... **\$7.59**



Silk Petticoats 20% Off the Regular Price

Lend us your ear while we to you a bargain tale unfold in the Petticoat department. All black Petticoats will be cut to the tune of 20 per cent off. Silk Petticoats—black, blue, brown, tan, red and in fact most any color you should want will be found at

20% Less Than the Regular Prices

Black Dress Goods

Irresistible series await you in this department. Never before has such an assortment been offered the people of this vicinity at such concessions. Why does business flock here? Read the answer in these items:

- \$1.50 all-wool Black Broadcloth, 54 inches wide, Anniversary Sale..... **\$1.19**
- \$1.25 French Rape, 46 inches wide Anniversary Sale..... **89c**
- \$1.00 Fancy black worsted 44 inches wide Anniversary Sale..... **69c**
- \$1.00 Black "French" taffeta 46 inches wide Anniversary Sale..... **79c**
- 90c Black storm serge 48 inches wide Anniversary Sale..... **69c**
- 85c Black Stellan 50 inches wide Anniversary Sale..... **69c**
- 60c Black Mohair Anniversary Sale..... **42c**

Limited space will not permit us giving details in our colored dress goods section. But you may feel sure you will find some, 25 pieces colored dress goods in all styles, weaves and shades, ranging in price from 50c to \$1. Anniversary Sale..... **38c**

Silk Department

To grow rich is to embrace opportunities. This is your Opportunity.

- \$1.00 Black Taffeta a full Standard all silk (one piece only to sell) Anniversary sale..... **75c**
- \$1.25 Black Taffeta yard wide. The same fabric—many get \$1.25. Anniversary sale..... **89c**
- 15 "Best patterns all silk no two alike and sold for \$2.50 and \$3. Anniversary sale..... **98c**

Hosiery and Underwear

are here to be sold. Hence these persuasive prices. Come to Matthews when you want a heaping dollar's worth.

- Ladies separate garments pants and vests Anniversary sale..... **19c**
- Childrens heavy grey union suits Anniversary sale..... **45c**
- Ladies heavy ribbed pants and vests Anniversary sale..... **45c**
- Ladies set snug union suits Anniversary sale..... **89c**
- Ladies heavy grey hose Anniversary sale..... **8c**
- Ladies extra heavy grey hose Rockport, Anniversary sale..... **11c**
- Ladies all wool hose 50c values Anniversary sale..... **35c**
- Boys and Misses wool hose all sizes Anniversary sale..... **23c**
- Marked reduction in shawls, scarfs and all head wear. Anniversary sale as low as..... **25c**

OUR NEW HOLIDAY DEPARTMENT

Having secured an elegant line of popular priced jewelry, we have opened a NEW DEPARTMENT, and now have to show you the largest assortment of popular priced jewelry in the city. We have included in this department Collars, Purses, Combs, Bags, Neck Chains, Brooches, Rings, Watch Fobs, Stick Pins, Cuff Buttons, Bracelets, Studs, etc. And they are priced so modestly that we feel sure it will meet with popular favor with our patrons. Confidentially, the prices on these goods are about half what you are used to paying elsewhere.

Jewels of The Purest Ray Serene at Prices that Mean Bargain Jewels

Shoes! Shoes!

As you all know our Shoe department is new. All just from the bench and the prices we quote you will cause the Lingering Doubts to buy, to vanish.

SUNFLOWER SHOES

"YOU CAN'T BETTER THE BEST"



- \$1.50 Plunger Satin Calf Anniversary sale..... **\$1.35**
- \$2.00 Victor Kid Durr Shoe Anniversary sale..... **\$1.80**
- \$2.50 Men's Box Calf Durr Shoe Anniversary sale..... **\$2.20**
- \$3.00 Men's Kangaroo Calf Anniversary sale..... **\$2.65**
- \$3.50 Men's Kid Welt Durr Shoe Anniversary sale..... **\$2.95**

- \$4.00 Men's Patent Leather Fine Shoe Anniversary sale..... **\$3.45**
- \$1.75 Boy's Calf School Shoe Anniversary sale..... **\$1.55**
- \$1.75 Boy's Kid Durr Anniversary sale..... **\$1.55**
- \$2.00 Boy's Kangaroo Shoe Anniversary sale..... **\$1.80**
- \$3.00 Boy's Velom Calf Shoes Anniversary sale..... **\$2.65**
- \$1.50 Ladies Kid Light Soles Anniversary sale..... **\$1.35**
- \$2.00 Ladies Kangaroo Calf Blucher Anniversary sale..... **\$1.75**
- \$3.00 Ladies Kid Welt Blucher Anniversary sale..... **\$2.65**
- \$3.25 Ladies Patent Leather Anniversary sale..... **\$2.85**

All other shoes in stock not mentioned above will be placed on sale at 10 per cent discount.

Santa Claus Candy

One Ton—2,000 pounds of Candy is now displayed at our store. Broken Creams, Yankee Peanut, Gum Drops, Crystal Mixed, Ribbon Mixed, Chocolate Cream, and in fact everything to be found in the Candy line are to be found in this assortment and are regular 15c and 20c value. This is the greatest buy of your life. Anniversary Sale price is only **10c**

Cotton Piece Goods Dept.

Certain deep price cuttings to sink deep into your minds. We have just finished unpacking some new goods for this department which we feel sure is a purchasing chance few will miss.

Be in the swim! Stretch your dollars to the limit!

- 11 pieces fancy Kimona cloth in a beautiful range of shades which were bought to sell at 25c— Our Anniversary Sale price..... **13c**
- 1500 yards Bleached Muslin 36 inches wide Anniversary Sale..... **6c**
- 1000 yards "Wadd" Suiting, 15c values Anniversary Sale..... **9c**
- 2500 yards Calico, all standard and full weight, the regular 6c kind. Anniversary Sale..... **4c**
- New arrival of Apron Gingham, 7c values Anniversary sale..... **5c**
- Extra Heavy A. C. A. Ticking worth 18c Anniversary sale..... **14c**
- Five thousand yards L. L. Muslin, worth 7c Anniversary sale..... **5c**
- "Hope" Muslin, while it lasts Anniversary sale..... **8c**
- Gold Medal Bleached Muslin, while it lasts Anniversary sale..... **8c**
- One thousand yards Heavy Teazled Outing Flannel worth 12c and 15c. Anniversary sale..... **8c**

The above is only a sample of the great values this Anniversary Sale Offers. A daring cut in prices all along the line.

Our Grocery Department Glance With a Keen Eye Down this Anniversary Sale Bargain List

- Horse Shoe tobacco per lb..... **40c**
 - 15c Bulk Coffee, per lb..... **11c**
 - Navy Beans, per lb..... **5c**
 - Picnic Hams, per lb..... **10c**
 - 50c Gun Powder Tea, per lb..... **29c**
 - 25c Box Toilet Soap, per box..... **9c**
 - Full Standard Tomatoes, per can..... **9c**
 - Full Standard Corn, 4 cans..... **25c**
 - Full Standard Peas, 4 cans..... **25c**
 - Celluloid Laundry Starch, per pkg..... **5c**
 - Cow Brand Soda, per pkg..... **4c**
 - Best Soda Cracker, per lb..... **7c**
 - 1000 Bushels Native Home Grown Potatoes, Anniversary Sale..... **70c**
- All kinds of produce taken same as cash.

Yes! We know you will hear the impossibility of such Marvelous Prices, and that The Price Killers are losing hundreds of dollars to make this sale a success. That we can not help, we are not trying to run any other business but our own (keeps us pretty busy to do that) and we do not expect any one else to run ours. We know, and you know—the best customer is the satisfied one. The best advertisements any business can have is satisfied customers. Therefore if we can satisfy every customer that attends this sale—Well! figure it out for yourself and see if you don't agree with us. That it is better to divide the profits and make customers than to get it all at once. Our Motto—Constant Customers of Chance Buyers.

S. A. Little
Manager

MATTHEWS

The
Price Killer

Open
Evenings