

SANTA CLAUS WEEK

At the Price Killer

Just now, when the other merchants are trying to get the cream of their profits, MATTHEWS, the Price Killer, offers you some surprising concessions and savings on your Christmas purchases. In other words you will stretch your dollar to the limit at our store during all this week.

Dollars do Double Duty Here

The following items represent only a small proportion of the great values at your disposal now on sale. REMEMBER, DOLLARS DO DOUBLE DUTY AT MATTHEWS'

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 Christmas 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, Christmas 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, now..... **\$3.49**

\$6 Plain and Novelties, in a beautiful range of style and color, now go at..... **\$5.10**

\$5 Black, Blue and Grey all-wool Panama, Batiste and Novelties. Silk bands and folds—now go at..... **\$4.29**

\$9 all wool Panama in black, blue and brown, trimmed in narrow satin folds and button, now go at..... **\$7.59**

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



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

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—now go at..... **13c**
- 1500 yards Bleached Muslin 36 inches wide now go at..... **6c**
- 1000 yards "Wadd" Suiting, 15c values now go at..... **9c**
- 2500 yards Calico, all standard and full weight, the regular 6c kind. Now go at..... **4c**
- New arrival of apron gingham, 7c values now go at..... **5c**
- Extra Heavy A. C. A. ticking worth 18c now go at..... **14c**
- 5000 yards L. L. muslin, worth 7c now go at..... **5c**
- "Hope" muslin, while its lasts now go at..... **8c**
- Gold Medal bleached muslin, while it lasts now go at..... **8c**
- 1000 yards heavy teazled outing flannel worth 12c and 15c, now go at..... **8c**

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

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, now go at..... **\$1.19**
- \$1.25 French Rape, 46 inches wide now go at..... **89c**
- \$1.00 Fancy black worsted 44 inches wide now go at..... **69c**
- \$1.00 Black "French" taffeta 46 inches wide now go at..... **79c**
- 90c Black storm serge 48 inches wide now go at..... **69c**
- 85c Black Sicilian 50 inches wide now go at..... **69c**
- 60c Black Mohair now go at..... **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. Now go at..... **38c**

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

HOLIDAY GIFT SUGGESTIONS

FOR THE LADIES

- Combs..... 15c to \$5.00
- Collars..... 15c to \$1.00
- Bags..... 10c to \$22.00
- Shawls..... 19c to \$3.00
- Jewel Boxes..... 75c to \$1.00
- Beauty Pins..... 10 to 75c
- Bracelets..... 50c to \$1.00
- Gloves..... 5 to 75c
- Handkerchiefs..... 25c to \$1.50
- Toilet Sets..... 10 to 50c
- Mittens..... 75c to \$1.50
- Furs..... 98c to \$10.00
- Silk Shawls..... \$1.00 to \$3.50
- Parasols..... 75c to \$3.50
- Mufflers..... 50c to \$1.00
- Rings..... 50c to \$5.00
- Shoes..... \$1.35 to \$4.50

FOR GENTLEMEN

- Ties..... 25c to \$1.00
- Suspenders..... 25 to 50c
- Tie Sets..... \$1.00
- Cuff Buttons..... 25 to 75c
- Tie Pins..... 10 to 75c
- Silk Handkerchiefs..... 25 and 50c
- Gloves..... 50c to \$1.00
- Shoes..... \$1.35 to \$4.50
- Hose..... 10 to 50c
- Military sets..... \$1.00
- Shirts..... 35c to \$1.50
- Collar Boxes..... 98c to \$1.50
- Hats..... \$1.50 to \$3.00
- Watch Chains..... 25c to \$5.00
- Fobs..... 25c to \$1.50
- Supporters..... 25c
- Underwear..... 42c to \$2.50

Bags and Purses

Never before in the history of Falls City were such a complete line of Purses and Bags on display.

700 Bags, comprising everything from the staple Hand Bag to the genuine horned Alligator, Morroco and Elephant hide, ranging in price from

15c to \$22.00

All Bags and Purses (except Alligator), **25% = Discount = 25%**

Alligator Bags, 10% Off

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 is to be found in this assortment and are regular 15c and 20c values. This is the greatest buy of your life. Christmas sale price, only **10c**

800 Ladies' Belts

In all the latest novelty effects from the plain elastic with crome buckle, to the elaborate Floral Tinted Belts.

19c to \$2.75

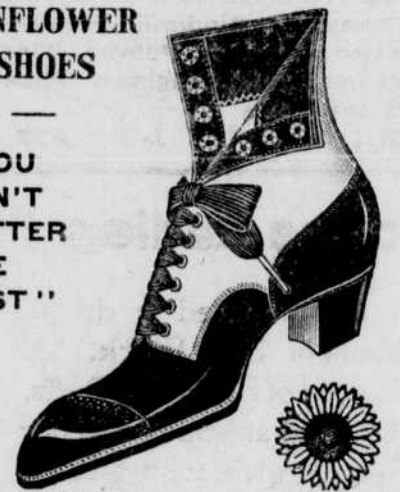
Santa Claus Special, 25% Off

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 now go at..... **\$1.35**
- \$2.00 Victor Kid Durr Shoe now go at..... **\$1.80**
- \$2.50 Men's Box Calf Durr Shoe now go at..... **\$2.20**
- \$3.00 Men's Kangaroo Calf now go at..... **\$2.65**
- \$3.50 Men's Kid Welt Durr Shoe now go at..... **\$2.95**
- \$4.00 Men's Patent Leather Fine Shoe now go at..... **\$3.45**
- \$1.75 Boy's Calf School Shoe now go at..... **\$1.55**
- \$1.75 Boy's Kid Durr now go at..... **\$1.55**
- \$2.00 Boy's Kangaroo Shoe now go at..... **\$1.80**
- \$3.00 Boy's Velom Calf Shoes now go at..... **\$2.65**
- \$1.50 Ladies' Kid Light Soles now go at..... **\$1.35**
- \$2.00 Ladies' Kangaroo Calf Blucher now go at..... **\$1.75**
- \$3.00 Ladies' Kid Welt Blucher now go at..... **\$2.65**
- \$3.25 Ladies' Patent Leather now go at..... **\$2.85**

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

1500 Fancy Combs 10c to \$5.00

All the latest importations. Santa Claus Special **25% Discount 25%**

S. A. Little
Manager

MATTHEWS

The
Price Killer

Open
Evenings