# \$22,596.16 Worth of the Highest Grade Merchandise Going Out to the People Now!!

Sale

Starts Friday, January 15th and Continues for 15 Days



\$3.00 in Cash to **One Patron** 

FTER taking our invoice we find we have a much larger stock of goods on hand than we expected. And as we have bought heavily for Spring, and the goods have already commenced to come in

## We Must Make Room--Therefore **This Stock-Reduction Sale**

We are going to do the battling of our life--and stir the old town up as never before, and for 15 DAYS the Price Killer's big store will be turned into

## ONE HUGE BARGAIN BOOTH

We went through our entire stock with marking pencil in hand, marking down the prices and knocking off the frail edges of profit on all Winter goods. We are going to invade the enemies' camp, bombarb their forts, shoot forth red-hot bargains that will wake mortal man from his slumber--and make competition howl until you can hear Sale Starts Friday, January 15th and Closes Saturday, January 30th

**\$2** Picture for 49c With

Every



All the Cloaks in stock not mentioned above go at same reduction. Nothing reserved. They all must go quick.

36-1n, Heavy Bleached Muslin, Reduction Er, \_ 12tc and 10c Outing, light and dark patterns, Q.

No matter what you want, from a pair of socksup,

-H Me Soc Me Re \$1 tio

### **Our Shoe Department**

The Shoe department can fill your every want and even if you don't need them for a year you will make money by buying them now.



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	ng Interfere With is Great Shoe Sale
1.50 Satin Calf Shoe; on <b>\$1.29</b>	Boys' \$1.75 Calf Skin School Shoe; Reduc- tion Sale price <b>\$1.49</b>
<sup>52</sup> Victor Kid Shoe; on <b>\$1.79</b>	Boys' \$2 Kangaroo Calf; Re- duction Sale price \$1.69
2.50 Box Calf Shoe; on <b>\$2.19</b>	Boys' Velour Calf Shoe; Re- duction Sale <b>\$2.49</b> price
3.00 Kangaroo Calf; on <b>\$2.59</b>	Ladies' \$1.50 Kid Blucher; Reduction Sale <b>\$1.29</b> price
3.50 Kid Welt Shoe; on. <b>\$3.00</b>	Ladies' \$2 Kangaroo Calf; Reduction Sale <b>\$1.69</b> price
4 Fine Patent Lea- oes; Re- <b>\$3.39</b> Sale	Ladies' \$2.50 Kid Blucher; Reduction Sale \$2.19 price
1.75 Kid Shoes; Re Sale <b>\$1.49</b>	Ladies' \$3 Fine Kid Shoes; Reduction Sale \$2.49

All Other Shoes, Not Above Mentioned, Have Suffered Sharp Reductions.

Sale p	rice				J/20
		Gingham. e price			
5c, 12 ight a	lic and nd dark	10c Perca pattern, R	ales, 36 eduction	in. wi Sale	de, 90

#### White Spreads

70c Values, will be sacrificed at the great 69c
\$1,00 Values will be sacriced upon this 79c
\$1.25 Snow Flake Spreads, Reduction \$1.05 Sale price
\$1.35 Mermaid White Spreads, Reduc- \$1.15 tion Sale
tion Sale

\$3.50

grey a \$5.00

ductio

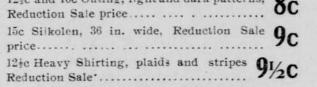
\$7.00 \

and fil

#### Blankets

Wool Blankets, 10-4 and 11-4 size @7 60	85c Cotton I
Mool Blankets, 10-4 and 11-4 size <b>\$2.69</b> nd tan, Reduction vale	size-Reduc
Wool Blankets, extra size, Re- @2 40	- \$1.50 Cotton
Wool Blankets, extra size, Re- \$3.69	price
Wool Blankets, extra large, warp \$5.69	\$2.00 Cotto
lining wool, Reduction Sale \$3.07	dudtion Sale

LADIES' AND CHILDREN'S 20% Off UNDERWEAR



#### Table Linens

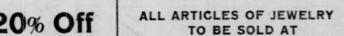
50c and 65c Colored Linen, at the Redu tion Sale for	ue- 12c
tion Sale for	720
\$1 50 Satin Damask, 72 in. wide, Reduc- tion Sale	\$1.10
\$1 65 Irish Satin Damask, Reduction Sale	\$1.19
\$1.75 German Damask, 76 in. wide, Re- duction Sale	\$1.19

1/3 Off

TTHE WS

50c

85c Cotton E size—Reduc	ion Sale 59c
	Blankets, Reduction Sale \$1.29
price miner	
\$2.00 Cotton	Blankets, 12-4 size, Re- \$1.59
dudtion Sale	φ1.J7



you c	an find it	here, a	nd you know	our	prices	are
alway	s far belo	w the c	nd you know other fellow— One-Fourth	and	these re	egu-
lar p	rices cut	from	One-Fourth	to	One-H	Ialf. 🔰
Thin	k what i	t mean	is to youO	irea	t Char	ice!



The "Price Killer"

S. A. LITTLE, Manager

Falls City, Nebraska

en's 50c Work Shirts Reduction Sale		15c Linen Collars; Re- duction Sale		75c Overalls; Reduc- tion Sale	55c
en's 10c Heavy Work ocks; Reduction Sale	7c	400 Men's and Boys' Caps; Reduction Sale	19c		2.75
en's Sweater Coats; eduction Sale	45c	Men's \$1 Oyeralls; Re- duction Sale	800	and the second	2.35
				\$2.50 Men's Hats \$	A REAL PROPERTY AND A REAL
Dress Shirts; Reduc-	700	85c Overalls; Reduction Sale	720	\$2.00 Men's Hats \$	1.40
on Sale	110	Sale	120	\$1.50 Men's Hats	95c

#### Men's Underwear

		\$2.50 fine Susa, all-w finished Underwear.	ool, plush- Reduction
8100 plush wool Under- wear. Reduction Sale	75c	Sale price, only	\$1.75

#### In Our Grocery Department

Yes, thank you, the Pure Food Inspector called on us and made a thorough inspection of our goods. He not only passed our goods with his stamp of approval, but he stated that the MATTHEWS stock of Groceries was the cleanest he had been through in this section of the state. The best is none too good for our customers. "Constant Customers of Chance Buyers"-our motto.