

GREAT STOCK-REDUCTION SALE

\$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



AFTER 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, bombard their forts, shoot forth red-hot bargains that will wake mortal man from his slumber--and make competition howl until you can hear them for blocks around. We want to do ten times the business of our life, because we want the ROOM for our new Spring stock. You will see signs and hear the click of the hammer of these war-priced merchants, but they will only be signs and knocks of distress. The people of this section all know *Our Prices Are Just*, our merchandise of the best, and our every thought is to please you and merit your patronage.

And we believe you will all agree with us, that the most sensible thing you ever did was to attend this Stock-Reduction Sale

Sale

Starts
Friday,
January 15th
and Closes
Saturday,
January 30th



Free!

\$3.00
in Cash
to
One Patron
Every
Wednesday

Ask Clerk for Time
Tickets

\$2 Picture
for 49c

With
Every
\$2.00
Cash
Purchase

Ask the Clerk

5c Will Buy Any Calico
in the House

24 lbs Best Granulated Sugar \$1.00

J. & P. Coats Thread 25c
6 Spools for

Ladies' and Misses' Coats

107 Ladies', Misses' and Children's Coats all go at the greatest reductions ever accepted by any merchant on such staple and seasonal goods. We have had a very large coat business, selling a very large number, but still have a huge assortment to choose from. And with us it is not a matter of profit altogether—it is a price that will

Make them Get Up and Get

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| 5 Misses' Long Coats, in red, blue, brown and grey, worth \$3.00, Reduction Sale..... | \$2.19 |
| 7 Misses' Long Coats, red, blue and brown, worth \$4.00, Reduction Sale price..... | \$2.98 |
| 4 Misses' Red Coats, worth \$5.00, now quoted for the Reduction Sale at..... | \$3.49 |
| 8 Misses' Long Coats, in red, blue and grey, worth \$5.50, Reduction Sale price..... | \$3.69 |
| 2 Misses Long Cloth Coats, red only, \$7.50 value, Reduction Sale price..... | \$4.98 |
| 2 Misses Long Cloth Coats, blue only, \$6.00 value, Reduction Sale price..... | \$3.98 |
| 2 Misses' Long Coats, brown only, \$8.50 value, Reduction Sale price..... | \$5.69 |
| \$12.95 Young Ladies' Coats, long, brown cloth, size 18, Reduction Sale price..... | \$8.39 |
| \$7.50 Young Ladies' Coats, London smoke, size 16, Reduction Sale price..... | \$4.98 |
| \$7.00 Ladies' Long Black Coats, in black, blue and red, neatly trimmed, snappy styles, Reduction Sale..... | \$4.89 |
| \$15.00 Ladies' Long Black Coats, plush lined and fur collar, just the thing for driving or cold weather, Reduction Sale price..... | \$9.89 |
| \$9.00 Ladies' Long Coats, castor black and green, well made, full tailored, Reduction Sale price..... | \$5.98 |
| \$11.50 Misses' Long Coats, broadcloth, black, blue and tan, Reduction Sale price..... | \$7.89 |
| \$12.50 Ladies' Short Black Velvet Coats, Reduction Sale..... | \$8.39 |
| \$10.00 Ladies' Short Black Velvet Coats, Reduction Sale..... | \$7.49 |

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

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.

Don't Let Anything Interfere With Your Attending this Great Shoe Sale

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| Men's \$1.50 Satin Calf Shoe: Reduction Sale..... | \$1.29 | Boys' \$1.75 Calf Skin School Shoe: Reduction Sale price..... | \$1.49 |
| Men's \$2 Victor Kid Shoe: Reduction Sale..... | \$1.79 | Boys' \$2 Kangaroo Calf: Reduction Sale price..... | \$1.69 |
| Men's \$2.50 Box Calf Shoe: Reduction Sale..... | \$2.19 | Boys' Velour Calf Shoe: Reduction Sale price..... | \$2.49 |
| Men's \$3.00 Kangaroo Calf: Reduction Sale..... | \$2.59 | Ladies' \$1.50 Kid Blucher: Reduction Sale price..... | \$1.29 |
| Men's \$3.50 Kid Welt Shoe: Reduction Sale..... | \$3.00 | Ladies' \$2 Kangaroo Calf: Reduction Sale price..... | \$1.69 |
| Men's \$4 Fine Patent Leather Shoes: Reduction Sale..... | \$3.39 | Ladies' \$2.50 Kid Blucher: Reduction Sale price..... | \$2.19 |
| Boys' \$1.75 Kid Shoes: Reduction Sale..... | \$1.49 | Ladies' \$3 Fine Kid Shoes: Reduction Sale price..... | \$2.49 |

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

MATTHEWS

Here's Dress Goods Talk

It matters not what you want in dry goods or accessories, you will find it here, at prices ranging from 4c to \$2.98. We have been buying these goods direct from the men who make them, and they are going out to you at the greatest and most ruinous prices you ever heard quoted. In fact, we believe you will be down and buy a half dozen dress patterns for yourself and girls, because no such an undertaking as this Reduction Sale was ever attempted before in this city or surrounding country. Be in the swim! Stretch your dollars to their limit!

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| 65c Wool Batiste, pink, grey and blue, Reduction Sale price..... | 42c | \$1.15 Heavy Black Storm Serge, 52 in. wide, Reduction Sale price..... | 85c |
| 50c Mohair, light blue and pink, Reduction Sale price..... | 35c | \$1.25 Black Storm Serge, 54 in. wide, Reduction Sale price..... | 90c |
| 75c All-Wool Flannel, 40 in. wide, black only, Reduction Sale..... | 45c | \$1.50 French Broadcloth, 54 in. wide, Reduction Sale price..... | \$1.10 |
| 80c Fancy Black "Noveta," 46 in. wide, Reduction Sale..... | 49c | \$1.50 Heavy Blue Storm Serge, 52 in. wide, Reduction Sale..... | \$1.10 |
| \$1.00 Black French Serge, 44 in. wide, Reduction Sale price..... | 79c | 40c Cashmere, black, blue and red, Reduction Sale price..... | 25c |
| \$1.00 French "Rape," 44 in. wide, black, Reduction Sale price..... | 75c | All other Dress Goods not above mentioned have felt the keen edge of the Price Killer's knife in this Reduction Sale. | |

Silks and Velvets

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| 50c Velveteens, Reduction Sale..... | 40c | \$1.00 Silk Velvets, Reduction Sale..... | 75c | \$1.00 Black Taffeta, Reduction Sale..... | 79c |
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Staple and Piece Goods Dept.

We are noted for our big values in this department. Our buying power entitles us to better prices than the single-handed merchant can expect; and when you want a heaping dollar's worth you all know you can always get it at the Price Killer's. We wish to especially call your attention this week to the long values we have for you. Don't miss them.

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| L. L. Muslin, 36 in. wide, Reduction Sale price..... | 4 1/2c | 15c, 12c and 10c Flannellets, side band effect, Reduction Sale..... | 7 3/4c |
| 36-in. Heavy Bleached Muslin, Reduction Sale price..... | 5 1/2c | 12c and 10c Outing, light and dark patterns, Reduction Sale price..... | 8c |
| 8-cent Apron Gingham, the best made, Reduction Sale price..... | 6 3/4c | 15c Silkons, 36 in. wide, Reduction Sale price..... | 9c |
| 15c, 12c and 10c Percales, 36 in. wide, light and dark pattern, Reduction Sale..... | 9c | 12c Heavy Shirting, plaids and stripes, Reduction Sale..... | 9 1/2c |
| White Spreads | | Table Linens | |
| 70c Values, will be sacrificed at the great Reduction Sale for..... | 69c | 50c and 65c Colored Linen, at the Reduction Sale for..... | 42c |
| \$1.00 Values will be sacrificed upon this occasion at..... | 79c | \$1.50 Satin Damask, 72 in. wide, Reduction Sale..... | \$1.10 |
| \$1.25 Snow Flake Spreads, Reduction Sale price..... | \$1.05 | \$1.65 Irish Satin Damask, Reduction Sale..... | \$1.19 |
| \$1.35 Mermaid White Spreads, Reduction Sale..... | \$1.15 | \$1.75 German Damask, 70 in. wide, Reduction Sale..... | \$1.19 |
| All-Lace Curtains a reduction of 25 cent. | | | |
| Blankets | | | |
| \$3.50 Wool Blankets, 10-4 and 11-4 size grey and tan, Reduction sale..... | \$2.69 | 50c Cotton Blankets, full 10-4—not napkin size—Reduction Sale..... | 59c |
| \$5.00 Wool Blankets, extra size, Reduction Sale..... | \$3.69 | \$1.50 Cotton Blankets, Reduction Sale price..... | \$1.29 |
| \$7.00 Wool Blankets, extra large, warp and filling wool, Reduction Sale..... | \$5.69 | \$2.00 Cotton Blankets, 12-4 size, Reduction Sale..... | \$1.59 |

LADIES' AND CHILDREN'S UNDERWEAR 20% Off

ALL ARTICLES OF JEWELRY TO BE SOLD AT 1/3 Off

Ladies' Skirts and Petticoats

Our stock of Skirts is very extensive and includes most everything manufactured in this line. For 15 days we are going to offer to the skirt buyer the greatest reductions ever made on desirable merchandise. We make no charge for alterations.

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| \$3.75 Misses' 9-Gored, Pleated Skirts, Reduction Sale..... | \$2.98 | 20 Ladies' Skirts, in colors, black and novelties, worth up to \$8, this sale..... | \$2.49 |
| \$3.98 Ladies Full 11 Gored, all-wool Panama, side pleat on each gore, blue, brown and black, Reduction Sale..... | \$3.19 | \$7.00 Ladies' full-gored, all-wool Taffeta and Chiffon Panama, elaborately trimmed, Reduction Sale..... | \$5.98 |
| Ladies' 11-Gored, side pleat, 3 in. Taffeta fold on bottom, blue, black and brown, Reduction Sale..... | \$4.19 | \$5.50 Ladies, 17-gore, Chiffon Panama, self trimmed, buttons and tabs, black only, Reduction Sale..... | \$4.39 |
| \$9.00 Ladies' Pleated Coat Skirts, brown only, Reduction Sale..... | \$7.29 | \$11.00 All-wool Modified Director Skirts, Reduction Sale..... | \$8.89 |

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| 57 Ladies' Petticoats, "Hydri-Grade," Heatherbloom and Silk, 98c to \$10, Reduction Sale 25 Per Cent Discount | | \$10 Ladies' 15-Gore, Wool Taffeta side-pleated, silk banding trimmed, with 11 one-in folds, this sale..... | \$8.19 |
| \$7.00 Ladies' 17-gored Chiffon Panama, trimmed in taffeta folds, black and brown, Reduction Sale..... | \$5.69 | \$8.00 Ladies' Wool Taffeta Skirts, trimmed with 6 narrow taffeta bands, black only, Reduction Sale..... | \$6.49 |
| \$12.50, \$12.00 and \$11.50 Ladies' all-wool "Autman" Voile, elaborately trimmed with taffeta folds and bands, Reduction Sale price..... | \$8.95 | 25 Ladies' Skirts, in fancy and plain, worth up to \$1.98, Reduction Sale..... | \$1.98 |
| | | \$6.00 Ladies' full-gored Panama, Trimmed with Taffeta folds, and is a beauty, Reduction Sale..... | \$4.98 |

Men's Furnishings

No matter what you want, from a pair of socks up, you can find it here, and you know our prices are always far below the other fellow—and these regular prices cut from One-Fourth to One-Half. Think what it means to you—Great Chance!

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| Men's 50c Work Shirts—Reduction Sale..... | 40c | 15c Linen Collars: Reduction Sale..... | 7c | 75c Overall: Reduction Sale..... | 65c |
| Men's 10c Heavy Work Socks: Reduction Sale..... | 7c | 40c Men's and Boys' Caps: Reduction Sale..... | 19c | \$3.50 Men's Hats..... | \$2.75 |
| Men's Sweater Coats: Reduction Sale..... | 45c | Men's \$1 Overalls: Reduction Sale..... | 89c | \$3.00 Men's Hats..... | \$2.35 |
| \$1 Dress Shirts: Reduction Sale..... | 79c | 85c Overalls: Reduction Sale..... | 72c | \$2.50 Men's Hats..... | \$1.85 |
| | | | | \$2.00 Men's Hats..... | \$1.40 |
| | | | | \$1.50 Men's Hats..... | 95c |
| Men's Underwear | | | | | |
| All heavy cotton fleeced Underwear, Sale price \$100 plush wool Underwear, Reduction Sale..... | 40c
75c | \$1.19 all-wool Underwear, Reduction Sale..... | 89c | \$2.50 fine Suss, all-wool, plush-finished Underwear, Reduction 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.

MATTHEWS

The "Price Killer"
S. A. LITTLE, Manager
Falls City, Nebraska