

The Home of Better Values
The House of Modern Methods
The Store of Dependable Wear

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Coats -- Dresses

I have secured the exclusive agency for America's foremost Coat and Suit Manufacturer.

They represent the highest type of workmanship, material and correctness in style. Without hesitancy I claim them to be the best line ever produced. I have never found a line that will compare favorably with them. One glance will settle the question with you. You can't better Cohn, Baer & Behrman's Coats and Suits. I am showing a few numbers now. Soon as the Spring Season opens, I will have on display their complete line of High Grade Coats, Suits and Dresses.



Women's Ready-to-Wear

Notions, Gent's Furnishings

Formal Opening of
FRED H. SCHOCK'S
New Ready-to-Wear Store
Sat. Morning, Jan. 8
AT EIGHT O'CLOCK

Maddox Block, Falls City

Opposite Court House

Due to the lateness of the season, I have deemed best to buy sparingly of

Women's Suits and Coats

I was rather fortunate in securing a few very exceptional values in Suits and Coats. My line may not be as large but my values are far greater than ever offered before in this vicinity.

STROLLER CAPES

The newest and smartest outer garment of the season. It has met with immediate success because it is absolutely the only thing new that has been produced. They are 52 inches long and are cut with a generous sweep. Black and Blue are the prevailing colors, with a touch of color and trimming.



Ruth Waists

Silk or Linen



Waists that demand attention, because they are made better, better material and later styles. You can't improve a Ruth Waist. You cannot better the best. All I ask is a chance to show you and inspect them for yourself.

We call your special attention to the new changeable silks and the new designs.

Right Prices.

I cordially invite the public of Falls City and vicinity to visit and inspect this most up-to-date store dedicated to all buyers of Value Ready to Wear, Notions and Gents Furnishings. The new is always a subject of interest, and the opening of this business is of first importance, not only for its newness, but for its splendid assemblage of merchandise of real merit and for the service it may be expected to render. The policy which will be steadfastly adhered to, in the conducting of this business will be founded strictly on successful modern methods.

Strictly One Price to All.

No transaction complete until the patron is satisfied. Money promptly refunded on request. Courteous treatment and good service rendered each customer.

As to My Advertisements

The advertisements of mine will be straightforward and dependable. No exaggeration, not even in the least. They cannot fail to be interesting, because they deal with opportunities of better values for your money. Their truthfulness, no one will have the slightest occasion to question.

As to My Merchandise

It is my aim to become the acknowledged leader of style and good values. I have spared no time in bringing together merchandise, that I am sure will give the very best satisfaction. I offer the same to the public, with the assurance that nothing better is produced at any given price. The quality will always be backed by my name.

As to Prices

My policy will be to provide the best values in Falls City, Nebr., to give the highest quality and smartest styles possible to procure at any given price. There will be no deviation from marked prices. The policy of One Price to all and that price the lowest being absolutely adhered to. I invite comparison, I am not afraid of my goods or prices.

Yellow Tags

Will appear on broken line, special lots, or to reduce stock. I use this method to move special lines. This gives every person equal chance to take advantage of reduced prices. The reason. In a case of overbuying, over estimating or broken lines, prices will move the goods. Yellow Tags Designate Lower Prices.

On account of delayed freight service from the east, my complete line will not be on display the opening day. The line will be nearly complete with a few exceptions. You will be delighted with the superb showing of good values now on display.

REST ROOM

For the accommodation of my friends and patrons, I have fitted up the back section of the store as a rest room. Everything will be made as comfortable and home-like as possible. Writing paper, Talcum Powder, Fashion Books for your convenience. Visit the store, and make yourself at home in my rest room.

Special

To remind you of my Notion Department and Womans Furnishings—Colgates, Williams or Menens Talcum Powder 15 cents.

Notions of all kinds. Right prices. Complete showing of New Novelties.

Gents' Furnishings

For opening—splendid showing good values in Dress Shirts, 50c and \$1. Neckties, 25c and 50c. Hosiery, 10c to 25c. Suspenders, 10c to 50c.

Suit Cases, \$1.50 to \$6. The above lines will be complete. The other Furnishings will not arrive in time for the Opening.

Just Right Corsets

Gage-Downs G. D. Corsets



Although no two human beings are exactly alike and although not one in a hundred is perfectly proportioned, the designers of G. D. Just Right Corsets have so carefully classified the many different types as to be able to present models of such variety and accurate proportions as to afford a perfect fit for nearly every form.

\$1.00 to \$2.50

Also two extra values at 50c.

Hosiery

Men's, Women's, Children's



I selected Quaker Maid Hosiery in preference to all other makes. Why? because I have found in my eight years experience, they can always be relied on for good service. Always the same good quality. They are trade builders because they produce the come back habit. Once used, always called for. The Hosiery of Merit. Popular Prices.

Kid Gloves



Kid Gloves is a very peculiar proposition, even the best are none too good. I think I have a good line as made. Lamb skin, and French kid do not run uniform. We are never certain about the wearing quality. I will state that my gloves are as good as made.

Black and Colors, \$1 and \$1.50. Yarn Gloves and Mittens—were bought late, bought right, bought to sell at a price.