

Monday's Time Sales

8 to 9:30—5 pounds Granulated Sugar free with every purchase of 2 1/2 lbs. of our superior Blend Coffee at 10c. 25c

8 to 9:30—2 pkgs. Pins... 25c

8 to 9:30—6c Skirt Linings, yd. 1c

8 to 9:30—15c Men's Hose... 7c

8 to 9:30—Men's 7 1/2c Shirts, one 25c

8 to 9:30—25c Turkish Towels 12c

8 to 9:30—20c Infants' Shoes 14c

8 to 9:30—Pompadour Combs, with rhinestone settings... 45c

8 to 9:30—50c Sterling Silver Friendship Hearts... 25c

FREE A Check Room for Parcels. Concert tomorrow. Sample Beef, Iron and Wine Shines in Shoe Department.

FOUR TELEPHONES. Furniture Department—727. Furniture Shipping Dept.—2016. Clock Department—11. Grocery Department—1024.

The People's Store Offices. Omaha Office: 16th & Farnam Streets. Chicago Office: 187 Michigan Avenue. New York Office: 688 Broadway. London Office: 11 Cheapside. Paris Office: 59 Rue de la Opera.

BOX SOAP FREE. Please return to us Check No. 45 of the goods you bought here Thursday, September 21st, and receive as a reward a box containing three cakes of Toilet Soap. Check must call for purchase of 25c or over. Number printed in red in lower left hand corner. Sold only to those having this part of our advertisement—\$1.00 Ladies' Bracelets for .25c. Sold only to those having one of our checks of any day excepting Monday—10c HAT'S for 2c.

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8 to 9:30—50c Sterling Silver Friendship Hearts... 25c

Lord & Taylor's Dress Goods 30c on the \$

New Fall Goods of recent manufacture, comprising the most effective and striking patterns and rich designs. A grand opportunity for everybody.

39c For \$1.50 Dress Fabrics, Black and Colored, including 50-inch all wool Bascot cloth, 50-inch all wool Cheviots, 50-inch all wool Granites, 50-inch all wool Armures, 50-inch all wool Homespuns, 50-inch all wool Broadcloths, 50-inch Fancy Novelties, 50-inch Cheviots, and Whipcords, 50-inch Homespuns, 50-inch Covert Cloth, and 50-inch Venetian Cloths, also a choice lot of golf suitings, all go at 39c yard.

Beautiful Plaids and Fancies—All wool and silk and wool—worth up to \$1 a yard, choice 25c

46-in. French and German Novelties—Cravanette waterproof serges, melton suitings, \$3.00 values... 79c

Newest Effects in Golf Suitings—wonderful patterns—worth fully \$2.00 a yard, sale price only... 98c

\$3.00 Golf Plaids—Elegant designs, most beautiful effects, per yard, only... 1.49

Arnold Constable & Co. Silks 30c on the \$

The most beautiful and dazzling array of Silks ever shown in Omaha at far below the regular prices. No wonder we are doing the silk business of the city.

Arnold Constable & Co.'s Fancy Silks—real pretty patterns, new and novel designs, regular 70c values, for... 49c

Fancy Silks of the richest and rarest designs, the new stripes and weaves—actual \$1.00 quality, yard... 59c

BLACK SATIN DUCHESSE, ALL PURE SILK.

\$1.00 Grade Satin Duchesse... 39c

\$1.50 Grade Satin Duchesse... 69c

\$2.00 Grade Satin Duchesse... 79c

\$3.00 Grade Satin Duchesse... 98c

Silks of Novel and Attractive Designs—the choicest and most dazzling color effects, beautiful, rich and rare—\$2.00 value... 89c

Positively the Best Silks ever shown for double the price on sale for... 1.25

\$1.00 Taffetas—all colors, choice designs, yard... 45c

We guarantee the wear of these Black Taffetas. Note the big price cuts. This is positively the silk sale of the season. You can't afford to miss it.

75c Black Taffetas, yard... 49c

\$1.00 Black Taffetas, yard... 59c

\$1.50 Black Taffetas, yard... 79c

Despite the upward tendencies of prices, The People's Store, by the power of its Capital, combined with Ability, Energy, Determination and Aggressiveness, holds them down and within everybody's reach.

THE PEOPLES STORE

AGGRESSIVENESS
ENERGY
DETERMINATION
ABILITY
CAPITAL

WHOLESALE AND RETAILERS OF TOBACCO.

THE PEOPLES STORE

LEADERS OF LOW PRICES

16TH & FARNAM STREETS, OMAHA.

THE PEOPLES FURNITURE & CARPET CO.

Special Jewelry Bargains

Ladies' Chain Bracelets—with pretty look... 25c

—special price... 25c

Handsome Lorgnette Chains—same kind that sells everywhere for \$1.00, only... 49c

Graduated Skirt Pin Sets—20c value, only... 9c

Sterling Silver Friendship Hearts—19c

Nickel Alarm Clocks, worth 75c, only 49c.

Tattoo Alarm Clocks—will ring for 20 minutes, if not stopped, \$2.50 value... 1.45

The Handsomest Line of Combs in the city, plain and jeweled, extra large pompadour combs, with long row of rhinestones, only... 49c

Beautiful Creations Fall Millinery

Styled After the Leading Styles, Both Foreign and Domestic.

Ladies' Street and Dress Hats—beautifully trimmed with velvet and tips, fancy feathers and ornaments, real \$5.00 values, for... 2.48

Elegantly Trimmed Dress Hats—styled after the latest Parisian effects—exact copies of them—worth fully \$7.50—our special price tomorrow for... 3.98

New York Pattern Hats—a complete line of the swell styles, most beautiful creations, rare and artistically trimmed—regular \$10.00 value—special sale price only... 4.98

GOLF HATS are still going at the prices that have made this place headquarters. New lines arriving almost daily. 75c for \$1.25 Golf Hats. 98c for \$1.25 Golf Hats.

Ladies' Fine Kid Gloves

Ladies, We desire to call your attention to the new Montfort kid gloves, for which we obtained the exclusive agency in Armstadt, Germany and have never before been put on the market in the west. Every pair is warranted perfect in every detail, or your money back if you do not find them so. They come in the new shades of grey, tan, oxblood, also white, in all sizes from 5 1/2 to 7 1/2—\$1.50. Free With every purchase in our glove department we will give free of charge a cake of Colgate's highly perfumed toilet soap.

Shoes that Fit and Satisfy

That's the kind The People's Store sells and for less money than most stores get for the "other" kinds. FREE—A ticket entitling the holder to 20 shins given with each pair of ladies' or men's shoes sold.

Men's Real Vici Kid Shoes—every pair bears Foerder's stamp—never sold under \$2.50 a pair—sale price only... 1.59

Men's Best Milwaukee Oil Grain Working Shoes—double sole and strap—per pair, only... 1.23

Shoe Goodness—Yes, that's what you get when you buy a pair of our genuine vici kid ladies' shoes—in tan or black, \$2.50 value, sale price... 1.69

Misses' Fine Box Calf Shoes—stylishly made worth \$2.00 a pair—special sale price... 1.48

Misses' Dongola Lace Shoes—Patent tip and trimmed—made on neat last—regular price \$1.25 a pair, only... 79c

Elegant Display of Suits & Wraps

The most complete line in the city. Prices never so low as now.

Ladies' Fur Collarettes—German sheer, cone or electric seal—full size cape—with high storm collar—fine metallic linings—garments positively worth \$3.00—on sale for... 1.69

Genuine Marten Scarfs—extra length—very beautiful made with six marten tails—36 inches long—very beautiful and stylish—worth \$15.00—special sale price... 8.98

Monday... 8.98

Black Satine Underskirts extra heavy, with 14-inch deep corded ruffle—cut extra full and worth fully \$1.75—sale price only... 98c

High Grade Tailor-Made Suits—in tans, black, browns, etc.—Venetian cloths, herringbones, chevriots and serges—all cut in latest style—either tight-fitting or fly front jackets, lined with taffeta silk—all sizes—\$15, \$18 and \$20 values—8.98, 9.98 and 12.98

Ladies' Fine Golf Capes—made extra full size, with hoods, all new up-to-date shades of golf plaids, all colors, real \$10.00 values—on for Monday... 5.98

Ladies' Genuine Beaver, Kersey or Melton Coat Suits—elegantly buttoned \$16 value... 8.98

Ladies' Underwear.

Ladies' Fine Ribbed Vests—shaped body, long sleeves, 50c value (not all sizes), choice... 12c

Ladies' Fine Quality Ribbed Vests—superior grade 50c value... 25c

Ladies' Combination Suits—perfect fitting, new styles—75c value, only... 50c

Ladies' Fine Scarlet Wool Underwear—superior quality, worth \$1.25 a garment—only... 75c

Ladies' Hose

Children's Fast Black Cotton Hose—superior quality, with high spliced heel and toe, warranted seamless, worth fully 25c a pair—special price for Monday... 12c

Ladies' Fast Black Cotton Hose—well finished, very fine gauge, double heel and toe, exceptional quality—very durable grade of hose—worth 45c a pair... 23c

Ladies' Fine Silk Hose—mixed with lisle to insure strength—superior quality—a very pretty range of patterns—beautiful colorings—actually worth \$1 a pair—special sale price only... 50c

Newest Thing in Belts—plush, in all colors, over leather, with cut steel buckles, worth fully \$1.50, sale price... 98c

Tobacco Sales

5c Pkg. Cut Plug Smoking Tobacco and 2 Cigars 5c

4 Good Cigars and a 10c pkg. Tip Top for... 9c

Pkg. Sweet Caporal Cigarettes, 5c pkg Gum... 5c

Adams Pepsin Gum—package... 4c

10c Package Tip Top, clay pipe and package Cigarettes, only... 10c

Corset Special

The Best Corset Bargain—of the season is our model corsets which we offer at a special low price for Monday's sale.

We also include fancy high grade corsets—worth up to \$2.00 for the same price, only... 1.00

The People's Grocery Store

is the place to save one-third on eatables—Phone 1924 and give your order, it will receive prompt attention.

Free, 5 Bars Santa Claus Soap, Diamond C or White Russian, with every purchase of one pound of our Superior Blend Mocha and Java Coffee at 25c a pound.

Fancy Large Italian Prunes, per lb... 2-1-2c

Choice Mashed Raisins, 1/4 1-2c

8 lb. hand picked navy beanine 8c

4 lbs. good Broken Mocha and Java Coffee, only... 25c

Very fine Black Dried Japan Tea, per lb... 25c

Pound pkg. Corn Starch... 1-1-2c

Fancy Mixed Bird Seed, pk-2 1-2c

Bulk Laundry Starch, lb... 3c

Celuloid or Faultless Starch, 10c pkg... 4c

Good Country Butter, lb... 15c

Extra Fancy Creamery Butter, lb... 21c

16 Picnic Hams per lb... 1-1-2c

10 lbs Granulated Sugar 45c (The People's Superior Minnesota Flour, per sk... 98c)

Good White Cornmeal, sack... 45c

Gold Medal Flour, sack... 50c

10 bars Laundry Soap, any brand, only... 19c

10 lb-sack pure Graham Flour, only... 14c

Tall can Hood Red Salmon... 7c

Large can Mustard... 7c

Sardines... 6c

Can Oil Sardines, can 2 1-2c

Orange Sars, per pkg... 9c

Pure Cider or White Wine Vinegar, gal... 9-1-2c

3-lb pkg. ABC Soda Crs... 11c

Domestics

10c Value Yard Wide Unbleached Muslin—per yard... 2c

500 Pieces Standard Prints—6c value... 2c

Bleached Ready-Made Pillow Cases—12c values, only... 5c

Five Cases Fringed Towels—10c value, only... 2c

Linings

500 Pieces Standard Skirt Linings—6c value... 2c

200 Pieces Plain and Fancy Waist Lining—25c value... 8c

Men's Hose

Men's Good Grade Cotton Hose—fine gauge—worth 20c a pair, sale price only... 9c

Notions

Basting Thread—this sale, per spool... 1c

Dress Shields—per pair, only... 5c

Dress Stays—per set, only... 4c

Velveteen Skirt Binding—everlasting kind, yard... 4c

6 Bars Toilet Soap—only... 5c

20c Bottle Perfume—this sale... 9c

Fine Bristle Tooth Brush—only... 5c

Large Cake Carlo Castile Soap—10c value... 5c

Men's Underwear

Jagger's Wool Underwear—for men—fine fleeced, superior quality garments, worth fully 75c, on sale for only... 49c

Full Weight Saxony Wool Underwear—Natural color, all sizes, shirts and drawers—this grade is sold everywhere at \$1—lay in a supply at our special price only... 75c

Men's Finest Ribbed Underwear—in natural or fancy colors, a regular \$1.25 a pair, all sizes, shirts and drawers, on sale for... 98c

Great September Furniture Sale Ends This Week

Supply your household needs now while the prices are far below the market value—An advance is inevitable—don't miss this opportunity

Buy your Stove and Heater now and save one-third

Star Estate Steel Range—very nicely made, of heavy wrought steel, highly polished full nickel trimmings, has duplex grate for wood or coal, worth fully \$46.00—special... 29.50

Four-Hole Cook Stove—very heavy castings, full nickel trimmed, good size oven, guaranteed a good baker, worth \$15, sale price only... 8.98

Silver Gem Range—heavy castings, large oven, a good baker, full nickel trimmings, \$30 value... 14.50

Smooth Iron Stove Pipe—11c

Grand Sewing Machines—Every machine warranted—a written guarantee given. These machines embody all the improvements of the best sewing machines, adapted for all kinds of plain and fancy sewing—light running—worth fully... 24.50

Morris Chair—elegant frames, rich upholstering—full set springs—worth fully \$12—sale price... 7.89

Beautiful Mahogany Rocker—cobble or wood seat, richly carved, extra full size, a positive \$5 value—September sale price... 2.69

Handsome Dining Room Chair—handsome carvings, cane seat, worth fully \$1.25, sale price... 79c

Handsome Tabourettes—solid top, antique or mahogany, an ornament to any room—\$1 value... 59c

Strong Built Trunks—covered with sheet iron, nicely japanned, nicely lined, complete with hat box and tray, also other convenient partitions, solid steel corners with brass lock, worth fully \$6.50... 4.25

Home Coral Base Burner—has heavy castings, full nickel, large fire pot, a good steady heater, and a coal saver, worth \$28—sale price... 16.50

Peninsula Base Burner—has very heavy castings, with full nickel trimmings, large fire pot, a good heater, worth fully \$37.50, only... 24.50

Estate Oak—air tight, guaranteed to hold fire 48 hours with soft coal worth fully \$15, special only... 9.75

Ivy Heater—steel drum, brick lined, nickel urn, 4 feet high, worth \$40—sale price... 3.98

Duke Bed Room Heater—one hole top, good heavy castings, worth \$44—sale price... 2.48

Fine Nottingham Lace Curtains—elegant designs, very beautiful patterns, 3 1/2 yards long, our own importation—\$2.50 value—for... 1.25

Beautiful Tapestry Portieres—all shades and designs, over 300 different patterns, worth \$5 a pair—sale price only... 2.98

Chenille Table Covers—rich designs and patterns, size 44—worth fully \$75, only... 49c

Fine Pillows—worth \$2 a pair, sale price, only... 98c

Prime Geese Feather Pillows—worth fully \$4 a pair, special sale... 2.24

Paragon Blankets—white, 11-4, worth fully \$1.75—sale price only... 98c

Fancy Colored Blankets—superior quality, worth fully \$3, special sale price only... 1.48

Heavy Wool Blankets—superior quality, the kind generally sold for \$7.50, sale price... 3.98

Large Size Comforters—filled with white cotton batting, nice covered, worth fully \$3, sale price... 1.48

Good Comforters—nicely quilted, filled with cotton, \$1 value... 59c

Beautiful Ingrain Carpets—the newest designs, worth 60c a yard—only... 29c

Fine Carpets—new fall designs, attractive patterns, worth fully 60c a yard, only... 49c

Rich Velvet Carpets—rare beautiful designs, \$1.25 value, yard... 98c

Axminster and Moquette Carpets—beautiful designs, goods worth \$1.25 a yard, sale price... 89c

Beautiful Enamel Bed—has heavy corner posts, strong steel side rails, handsome brass trimmings, worth fully \$10, sale price... 6.50

Cotton Top Mattress—covered with fancy ticking, well filled, worth \$3.00, sale price... 1.59

Woven Wire Springs, hardwood frame, worth fully \$2, sale price... 98c

FREE—A \$225 Seal Skin Jacket will be given away in our Furniture Department Thanksgiving Eve to the lucky purchaser. For full details inquire in the department.

IMPORTANT We desire to inform the public that all merchandise on our main floor, such as Dry Goods, Groceries and Shoes will be sold for cash only. Merchandise on every other floor, such as Ready-made Wearing Apparel, Millinery, Furniture, Carpets, Stoves and Household Goods, will be sold as heretofore—either for cash or on the Easy Payment Plan.