

TREMENDOUS PRICE REDUCTIONS ON ALL WINTER GOODS

Dinner 15c Served from 11 to 2 SHORT ORDERS Served All Day.

THE BELATED WINTER SEASON enabled us to make purchases from manufacturers at our own figures. Last week while the weather was still warm our buyers were east looking for "snaps," as they call them. With manufacturers eager to dispose of stocks, the conditions were very favorable, and it's needless to say they found them. The goods cannot remain in stock any length of time. We expect to rid ourselves of the majority of the purchases tomorrow. CHRISTMAS WILL BE HERE SHORTLY AND WE MUST HAVE ROOM FOR HOLIDAY GOODS— ...THAT'S THE REASON FOR THIS RECKLESS PRICE CUTTING...

Concert All Day Monday.

UNDERWEAR AND KNIT GOODS

Big purchases from manufacturers' sample lines makes these values possible. Ladies' Combination Suit—fleece lined, natural gray, perfect fitting, very elastic ribbed, worth fully \$1.50, \$1.25, 81c price. Ladies' all Wool Combination Suits—extra quality, superior fleece-lined garments, silver gray, worth fully \$2.50, special sale price—only 1.89. Ladies' All Wool Union Suits—black Jersey ribbed, extra quality, perfect fitting, worth \$2.39. Children's Fine Quality Underwear—different sizes, on sale Monday at 5c.

"MEET ME AT THE PEOPLE'S CAFE"

THE PEOPLES STORE LEADERS OF LOW PRICES 16TH & FARNAM STREETS, OMAHA. (CONCERT ALL DAY MONDAY)

HOLIDAY SLIPPERS AT HALF PRICE

We have purchased the entire stock of Men's Fine Slippers from the "Hand Sewed Shoe Co." of this city, for about half of their actual value. We're getting the goods on the same basis. If you want slippers, get them now. Anticipate your needs while the opportunity is yours. Here is the way we sell them. Lot 1—Men's Goat and Kid Slippers—some lined with chamol skin, some kid lined and some fleece lined, values up to \$2.50 a pair, not one pair worth less than \$1.50, all go at one price, only 89c. Lot 2—Men's Fine Embroidered Slippers—plush or velvet, actually worth \$1.00 a pair, we've put them in the basement and marked them down to 59c. Women's Fine Vici Kid Shoes—various styles and toes, hand turned and welt, all sizes and lasts, regular \$3.00 value, per pair 1.79. Boys Calf Shoes—very good stock, the kind that will stand wear, 1.39 value, 98c.



DRESS GOODS AND SILK PRICES RECEIVE A GREAT SET-BACK

Over 18,000 yards of Winter Dress Fabrics of both foreign and domestic manufacture, go on sale promptly at 8 o'clock. This stock represents the cream of the stock of several well known manufacturers and importers, who being anxious to sell, accepted our spot cash offer. Needless to say it was a low one. These prices demonstrate the goods must have been bought cheap. Cheap for us means cheap for you.

Notions and Findings. "Hump" Hooks and Eyes, 5c. Pearl Buttons, 2 dozen, 3c. Crown Jewel Pins, 3c. 5c Skirt Binding, yard, 2c. Dress Shields, worth fully 15c, per pair 8c. Dress Stays, per set, 1c. 2 piece, 1c. 3 pieces, 1c. Box of Bone Buttons, 2c.

Black Crepons—with pure mohair top; colored crepons with all silk top, \$1.50 value, and black mattases, 46 inches wide, worth \$1.50 a yard—also black and colored poplins and fine corded diagonal cloth, 79c. 50-inch Venetian Cloth—in all colors, 50 inch covers, 46 inch Scotch mixtures in all colors, very heavy, also broadcloth in black and colors, and 50 inch camel's hair, \$1.09 and \$2.00 dress fabrics at 98c.

Fancy Striped Silks—in the latest creations and colorings, handsome effects, cheap at \$1.25 a yard—special sale price—68c. New Stripes and Checks—and black peau de soie silk, worth \$1.25 a yard. It's remarkable how cheap we bought—you can buy on the same basis tomorrow—79c. Fancy Striped Silks—also plaids and 27 inch black satin and black peau de soie, \$2.00 silks for 89c.

Linings Sale and Dress Trimmings. Standard Lining, per yard 2c. Regular 1/2 yard Lining, per yard 8c. English Dyed Canvas, per yard 8c. DRESS TRIMMINGS of all kinds—braids and fancy beaded, gimpes, etc., worth up to 25c and 25c a yard, only 5c.

Linen Sale. Fine Unbleached Table Linens, worth fully 30c a yard, only 19c. 54-inch Turkey Red Table Damask, worth 25c a yard, at just half price, Monday 12c. Fine Unbleached Table Damask, worth 50c per yard, only 25c. 2-1 Size Napkins—fine quality linen, worth \$2.00 per doz., only 95c. Sheets—hemmed, ready for use, 72x90, worth 65c, only 39c.

Optical Dept. Our optical department is in charge of an experienced refractant who will test the eyes free of charge, and fit glasses when needed, at a third of the ordinary optical store price. Gold Spectacles, with fine crystal lenses, pair 1.89. Aluminum Frames, with fine crystal lenses, pair 48c. Nickel Reading Glasses, pair 19c. Prescriptions Promptly and Correctly Filled.

WOMEN'S OUTER GARMENTS AT VERY LOW PRICES

Profit is out of the question now, our aim is to dispose of the goods. Remember, you have your pick of the finest goods ever shown in Omaha at these remarkably low and quite astonishing prices. Ladies' Fine Kersey Jackets—in navy, black and castor, full silk lined, made with tailor strappings, the best \$15 jacket in the city, on sale for 6.98. Ladies' Fine Imported Kersey and Melton Jackets—in all the latest and most fashionable styles, lined with Skinner's satin, the highest class of tailoring, \$15 and \$17 values at 9.98. All Wool, Heavy Weight Tailor Made Suits—taffeta lined jackets, best quality skirt lining and velvet facing, \$10.00 and \$12.00 garments at 5.98. Our \$18.00 tailor made suits go for \$9.98. Our \$20.00 and \$22.00 tailor made suits for \$12.00.



Handkerchief Sale

A sale of Drummers Samples. No two alike, those that dot on exclusiveness have an unusual opportunity this sale. Fine lace, lawn and linen handkerchiefs divided into 3 lots for quick selling Monday. Half prices and less in the order of the day. Lot 1—values up to 15c, go for 5c. Lot 2—mostly imported handkerchiefs, values up to 20c, go for 8c. Lot 3—all handsomely embroidered values up to 25c, go for 12c.

Anti-Trust Drug Prices

Monday will be Bargain Day in our Drug Department and the following prices will be in force IN SPITE OF THE TRUST. 50c bottle Scott's Emulsion 40c. 50c bottle Glycerine Tablets 40c. 50c bottle Castor Oil 9c. 15c bottle Kilmor Swamp-Root 75c. 15c bottle Machine Oil 9c. \$1.00 Fountain Syringe 64c. 75c Atomizer 39c. 50c Extract 24c. 50c Pure Borax 14c.

Blankets at bare Cost

"Goods bought right are half sold." These goods were bought from overstocked mill men who were itching for the cash. Our dollars looked bigger than the blankets did to them, that's why we made 'em go twice as far as usual. So will yours have a double purchasing power tomorrow. 70c dbl. Blankets 35c. 100c dbl. Blankets 50c. 120c dbl. Blankets 60c. 2.00 dbl. Blankets 98c. \$2.50 11-4 Blkts. \$1.29. \$3.00 11-4 Blkts. \$1.59. \$4.00 11-4 Blkts. \$2.19. \$5.00 11-4 Blkts. \$2.69.

Extra Specials. From the Basement. Silk Floss Crochet Cottons—worth 4c a spool, all colors, only 1c. Cotton Croch.—special, per yard, only 2c. Turkey Red Prints—worth 6c a yard, only 2c. Cream Shaker Embroid.—worth 6c a yd., special sale price 3c. Bath Towels—worth fully 6c, on sale for 2c.

Photographic Dept

Cameras and Kodaks of Every Description. Eastman Films, 3 1/2-2x3 1/2, roll 30c. Eastman Films, 2 1/2-1x3 1/4, roll 20c. Hypo, pound, 1.00. Photo Paste, 25c jar. Developing Tray, wood fibre, 1x5, 25c val. 1c. A complete line of new Etching Matte Paper, which develops with the use of cold water only. Velox, Solio, Aristo Papers and everything in the way of Photo Supplies at greatly reduced prices.

Tobaccos. Box of 50 Little Pet Cigars only 1.98. Box of 50 fine Boss Cigars only 1.25. Large bottle mander Cigars 2.98. Box of 50 Nebraska Boys Cigars 1.24. Box of 50 hand made Stogies 44c. Box of 25 Clarendon Cigars 59c. 100 Base Hits 1.25.

Umbrellas. Ladies' or Gents' fine Umbrellas—extra quality covering, steel rod, natural wood handles, also fancy China handles, worth 98c. A special lot of fine umbrellas, silk serge covering, covering, natural wood handles, new styles, worth \$2 & \$2.50, for 1.39.

LADIES' HOSIERY

Special prices, the result of great purchases. We save you money on Gloves. Ladies' Fancy Hose—new plaid effects, very good quality, worth fully 25c a pair—sale price 10c. Ladies' Fancy Hose—mixed with 1/4 rib, extremely handsome effects, choice colorings, regular 35c value, only 18c. The Montford Glove—by the way, have you ever seen a pair? No doubt you have, then you have noticed how superior they are in every respect to most gloves. We are still selling the new fall shades, and guarantee every pair at \$1.50 gloves—only 1.00. The Falka Glove—is the regular \$1 glove and cannot be bought elsewhere for less but we have secured the few left in our agency and introduced them at 79c. All sizes, all latest shades—no other orders filled.

THE PEOPLES STORE IS HEADQUARTERS FOR TOYS AND GAMES

All the latest novelties in games and toys that delight the old as well as the young can be found in our spacious toy department. Going to a great quantity of goods we received we will not be able to exhibit the entire stock before Tuesday, the 5th of December. We advise early selections while the stock is unbroken and at its best. Ladies' Gold Watches, 19c. American guaranteed movement, warranted correct time—worth \$7.50, sale price 3.98. Ladies' Solid Silver Watches, excellent timekeepers, fine movement, \$5.00 value, correct time 2.98. Ladies' Gem Metal Watches, excellent movement, correct time 2.74. Ladies' Handmade Enamel Watches, with chatelaine, in a beautiful case, \$5.00 value, only 9.98.

Groceries Shorn of All Profit

H. & E. Granulated Sugar—5 lbs. 19c. The People's Superior Highest Patent Meal, Flour 98c. High Patent Flour 79c. Hand Picked Navy Beans, lb. 3 1/2c. 5 lb. Breakfast Oatmeal 10c. Pure Buckwheat Flour, each 15c. N. Y. Buckwheat and 3c. 3-pound can Tomatoes 6c. 2-pound can Sugar Corn 6c. Large bottle pure Tomato Pickles, ass'd. 8c. Lb. can Alaska Salmon 7c. A. P. C. Crackers, oyster, pound 4c. Lb. can Eagle or Champion Lye 5c. Pure Tomatoes 25c. Apples, gallon 35c. Canned gailon 23c. 10c can K. C. Baking Powder 6c. 15c can K. C. Baking Powder 9c. Large bottle pure Tomato Pickles, ass'd. 8c. No. 1 Picnic Hams, pound 6c. Butter, 1 lb. and 16c. Strictly Fresh Eggs, per doz. 15c. Qt. can Vermont Maple Syrup 23c. 10c can K. C. Baking Powder 6c. 15c can K. C. Baking Powder 9c. Large bottle pure Tomato Pickles, ass'd. 8c. No. 1 Picnic Hams, pound 6c. Butter, 1 lb. and 16c. Strictly Fresh Eggs, per doz. 15c. Qt. can Vermont Maple Syrup 23c.

Happy Holiday Hints—Suggestions for Suitable Gifts; Most Appreciable Because Most Useful

Our Furniture and Crockery Departments abound in no end of useful holiday gifts. Sensible presents for the reason that they add beauty to the home and forever hold the givers in memory. It's needless for us to say that we have the most extensive lines in the west—you know that. And it would only be a repetition of facts to state that our prices (quality considered) are by far the lowest. The ones we quote below are but mere instances, but they give you an idea how closely we shave the profits. Our close buying, too, is in your favor.

Handsome decorated dinner sets—100 pieces, fine Englishware, excellent patterns—worth fully \$12.00—special sale price 6.85. 15-PIECE DINNER SETS—in two different colors, nicely decorated ware—priced at \$5.00 a set, only 3.39. 6-PIECE TOLLET SET—fine decorated of English ware, full size pieces, worth \$3.00, sale price 1.59. FANCY PLATES—imported ware, dainty thin, \$3.00 values, only 69c. SALAD DISHES—most charming patterns, excellent effects, fine French and Austrian China—\$4.00 value, only 2.48. A FULL LINE OF CUT GLASS. BEAUTIFUL JARDINIERS—various colors—worth fully \$1.00, only 69c. FINE CHINA CUPSIDORS—elegant decorations, beautiful patterns, worth \$2.50 and \$3.50, only 1.48. Specials for Monday. One gallon Glass Oil Can, with tin jacket, only 13c. Hardwood frame Washboard, worth fully 25c, only 15c.

Stoves are Sold Here at the Old Prices. That means you save about one-third of your money. Contracts made last year permit these low prices. HOME CORAL BASE BURNER—has heavy castings, full nickel, 5-inch fire pot, a good, steady heater and coal saver, 15.50 worth \$20.00 sale price 11.50. PENNSYLVANIA BURNERS—have very heavy castings, with full nickel trimmings—large fire pot, a good heater, 29.50 worth \$40.00 sale price 19.50. CORAL OAK STOVE—an excellent heater, splendid steel drum, heavy castings, nickel trimmings, \$25.50 value—sale price 12.50. STAR ESTATE STEEL RANGES—nicely made of heavy wrought steel, highly polished, full nickel trimmings, has duplex grate for wood or coal, 27.50 worth \$42.50—sale price 14.98. TABLE TOP COOK STOVE—HEATERS—good clear castings, full nickel trimmings, large oven, a good baker, full nickel trimmings, \$15.00 value, sale price 7.98. LARGE SIZE COOK STOVE—very heavy castings, a good baker, large oven, worth fully \$12.00, sale price 11.50. IMPORTANT—We desire to inform the public that all merchandise on our main floor and in our bargain basement 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.

HALL TREES, large size, of gold oak, with plate glass, has brace trimmings, worth \$25.00, sale price 14.50. LADIES' WORK TABLES, mahogany or oak, worth fully \$4.50—2.95 sale price. GOOD SIZE TRUNK, nicely embossed, with tray, worth \$2.50, only 1.98. DRESS SUIT CASES, the regular \$6.00 kind for 3.85. COBBLER SEAT ROCKER, oak or mahogany, large size, regular \$4.00 value, only 1.98. CHILDREN'S IRON BED-ROCKERS, with brass trimmings, \$2.50, on sale for 1.29. PARLOR TABLES, oak or mahogany and bird's eye maple, 24x24 top, 1.39 worth \$2.75, only. MEXICAN DRAWN WORK. Dept. now on the Main Floor. 25c Boxes only 12-1-2c. 50c Boxes only 25c. 65c Boxes only 35c. The Best Lunch Cloths, beautiful designs, worth \$5.00, only \$2.75. Cloths at \$4.75, worth \$7.00, only \$4.40 and \$3.90. REMNANTS OF CARPETS. All short lengths, small pieces—can be used for several purposes, go in this sale in three lots. By far the finest line in the city, 15c, 10c and 5c.