

THE ECONOMY STORE OF LINCOLN  
**THE PEOPLES STORE**  
 GOLD AND COMPANY  
 10<sup>TH</sup> STREET — OPPOSITE NEW POST OFFICE

**GREAT OCTOBER SALE NOW ON**

**WE ARE READY FOR WINTER**

With greater enthusiasm than ever before. Our aim is to become more generally known as "Lincoln's Economy Store" and all those who attend this Great October Sale, will say that we fully deserve this title--Added to this let us say, that there exists here a strong ambition to improve and progress constantly--the result is that our fall and winter lines of goods are more extensive than we have ever shown in past seasons.

Here are Examples of the **GREATER-THAN-EVER** Bargains

**Excellent Examples of Economy  
 In the Second Floor Department**

Women who wish the most fashionable garments, yet insist on having full value for their money, will find much to their liking here...

**\$25 COATS AT \$20 \$16 COATS AT \$11**

**Hand Tailored of Fine Imported**  
 Kersey—a charming model with that loose swinging back, nicely trimmed with silk velvet and silk braid, lined throughout with fine satin worth \$25.00 here only..... **\$20**

**Several Handsome New Models**  
 to choose from at this price—the fabrics are light and dark toned Scotch mixtures—Velvet and strap trimmings—perfectly tailored—any other Lincoln store would ask at least \$16. Here only... **\$11**

**Other Coats Especially Priced for the October Sale at \$6.50 to \$30**

**Fall Suits of Decided Elegance at Decidedly Low Prices**

**\$5** values in black Panama skirts October Sale price..... **\$3.98**

**\$7** values in black broadcloth skirts October Sale price..... **\$5.50**

**\$6.50** values in fancy plaid skirts October Sale price..... **\$4.95**

Largest and most Comprehensive Display of Furs ever shown here—Styles right—Prices Guaranteed



**The October Sale Offers  
 Great Dress Goods Bargains.**

Read Every Item, Then Come in and Investigate

- 27-inch Alaska Velvets, rare colorings and handsome patterns. **25c values at per yd. 18c**
- 34-inch figured mercerized cloths—fashionable shades of blues, browns, reds and greens. **18c values at per yd. 14c**
- 34-inch fancy wool brocades, worth 25c..... **18c**
- 42-inch Voiles all the leading shades, was an excellent value at 59c. October sale price per yd. .... **49c**
- 50 pieces of flannelette very desirable patterns and colors. **12 1-2 values per yd. 9 1-2c**
- 36-inch wool suitings beautiful mixtures and shadow plaids and checks. **35c values at 27c**
- 36-inch English cashmeres all colors worth 35c..... **27c**
- 36-inch heavy wool suitings big variety of leading colors—snap at 35c October sale price per yd. .... **27c**

Very special sale of 36, 38, 40 inch Novelty Suitings—unmatchable values at **49c and 59c a yard.**

**October Sale of Silks**

- 19-inch two tone Taffeta Silks, colors blue, brown and green; regular 72c values..... **59c**
- Good \$1.10 value 36 inch black Taffeta silk at per yard..... **89c**
- Best \$1.25 value 36 inch black Taffeta silk at per yard..... **98c**

**The Millinery Department Offers extraordinary values in the October Sale.** A special purchase of nobby street hats will be on sale at prices nearly half those of exclusive milliners. \$3 to \$6 values..... **\$1.50 to \$3.98**

**Handsome Coats for Children bought at a tremendous price sacrifice. Manufacturers Samples finest materials, latest styles, coats made to sell at \$10, \$12 and \$15..... \$3.50 to \$6.50 at**

They say "THE PEOPLES STORE is the best place to buy petticoats."

Great bargains in black satteen petticoats at 85c, 75c, 93c and up to \$2.25.  
 Mercerized Silk Petticoats, colors black, blue, brown and red—\$3.50 values at \$2.39.  
 Fine Silk Petticoats, un-equated values at \$4.50 and \$6.00



**New Bags and Purses**

Just the size you want, just the right color, and so very reasonably priced here.

SEE THE BAGS AT 50 CTS. By a lucky purchase we secured one big lot of \$1.00 values at half price. They are now on sale at..... **50c**

**EXTRA VALUES IN  
 Lace Curtains**

Larger variety and greater bargain than ever before. See the \$3.00 Nottingham Curtains at..... **\$2.15**

**NEW GLOVES**

- Berlin Lisle Gloves, silk lined, extra values, at..... **50c**
- Imported Kid Gloves, all shades, worth \$1.50, only..... **\$1**
- Ladies' and Children's Golf Gloves, beauties at 50c and..... **25c**

**October Sale of Domestics**

- 90-inch heavy unbleached Sheeting, 27c value at 24c
- 65-inch heavy unbleached Sheeting, 24c value at 20c
- 75-inch heavy unbleached Sheeting, 25c value at 23c
- 35-inch bleached Muslin, fine grade, 11c value at 9c
- Fast color Dress Prints, per yard..... **5c**
- Apron Check Gingham, per yard,..... **6c**
- Heavy Muslins, unbleached, per yard... **7c**
- 35-inch unbleached Outing Flannel, 6c value at 5c
- 35-inch bleached Outing Flannel, 10c value at 8c
- 27-inch Shirting Cheviots, light and dark, 8c value 6c
- 28-inch Percaloes, good grade, 10c values at 7 3-4c

**GOING TO MAKE COMFORTERS?**  
 Buy your Cotton Bats here—the best grades at a big saving.

**OCTOBER SALE OF LINENS**

- \$1.25 grade of Table Linen, sale price, per yard..... **95c**
- 69c grade of Table Linen, sale price, per yard..... **50c**

**ONE-HALF PRICE** For one lot of slightly-soiled Napkins. Formerly sold at \$1.25 to \$5.00 per dozen.

**Spreads--\$1.50 for \$1.85 Spreads**

Extra large; fringed; with or without cut corners.  
**93c-83c-73c-63c**  
 Are the special prices on full-sized hemmed Spreads.

**TOWELS**

- Linen Huck Towels, Hemstitched, regular price 15 cents, now only..... **12 1-2c**
- Extra large Huck Towels, fringed, regular price 18 cents, now only..... **15c**
- 17-inch Twill Toweling at, per yard..... **4 1-2c**

**Best Underwear and Hosiery for Least Money**

Women's fleeced vests and pants, ecru and grey--**35c Values at 25c.**

Children's fleeced union suits, sizes up to 8 years--**35c Values at 25c**

Women's perfect fitting union suits, sizes 4 to 9--**65c Values at 50c.**

Infants' cashmere stockings, fine quality, all colors Extra value, 2 prs. **25c**

**50c and 75c Values in Ladies' Fancy Hosiery at 39c**

You will be surprised at these remarkable values—early comers get the best selections.



**Great Bargain in Blankets—45c and Up**  
 The October Sale of Cotton and Wool Blankets should interest all economical housekeepers.  
 See the new Bath Robe Blankets. See the New Porch Robe Blankets. See the New Baby Crib Blankets. Immense assortments. Extraordinary prices.



**THE UNDERSELLING  
 CLOTHING DEP'T**

Choose From a Splendid lot of men's fashionable fall suits that are actually worth \$12 and \$15 and pay only **\$10**

all the latest cuts, the nobbiest styles and patterns, also plain black suits—you can't equal these garments anywhere in Lincoln at the price.

**\$2.45 for men's Trousers** that would cost \$3.50 in any other store.

**\$1.50 for boys School Suits** of good wearing materials. Sizes up to 14.

**GREAT BARGAINS IN MEN'S AND BOY'S OVERCOATS.**



**MEN'S FURNISHINGS**

- Men's 50c Ribbed Underwear, 44c
- Men's \$1.00 Wool Underwear, 89c
- Men's \$1.50 Wool Underwear, \$1.25
- Men's \$1.00 Negligee Shirts, 75c

**HATS AND CAPS**

for men and boys—the new winter styles are here—the best line of 25c Caps for boys in Lincoln—the best Man's Hat that \$1.50 will buy anywhere.

**Never Before Such Shoe Bargains**

**\$2.29 for Women's \$3.00 Shoes** These are broken lots from the best lines of \$3.00 Shoes in Lincoln. Not all sizes in each style, but all sizes in some of the numbers.

**\$2.69 for men's 3.50 Shoes** Patent leather, velour and box calf leathers. Some of these shoes are leather lined. Choice of one big lot at \$2.69.

**1.39 for Girls' 1.79 Shoes** Of box calf and fine kid, with the best of soles; many pretty styles and all sizes; the best school shoes at anywhere near the price.

**10c for Infants' 35c Shoes** Soft sole shoes and moccasins, all colors, both plain and fancy leathers; the best infants' shoes you ever saw for the money.

**Men's and Women's House Slippers** An unusually large variety of the best kinds..... **39c, 69c, 98c, and \$1.45**

**Inexpensive Aprons**

- Ladies' long, white Aprons..... **25c**
- Ladies' fancy lace and embroidery trimmed Aprons..... **50c**
- Misses' Aprons, of nice quality. **30c**
- Waitresses' short, white Aprons **20c**
- Ladies' gingham kitchen Aprons **25c**

**October Bargains in Outing Gowns and Petticoats**

- 50c-values, Children's Outing Gowns at..... **35c**
- 75c-values in Women's Outing Gowns..... **50c**
- Ladies' Outing Flannel knee-length Petticoats, splendid values, 35c, 50c and 75c

**The New Corset Models Are Ready**

"AMERICAN BEAUTY"—"ROYAL WORCESTER" All Sizes up to 36.  
**SPECIAL—All "W. B." and "G. D." Corsets reduced to... 79c**