

# THE PEOPLES STORE

## OPENING SALE



OMAHA 1899

SIXTEENTH AND FARNAM STREETS, OMAHA.

### Thanks to the Liberality and Patronage of the People

of Omaha and vicinity this establishment will open tomorrow the greatest store in the west. To properly celebrate this achievement, to show our appreciation of your past patronage and more especially to thoroughly test the capacity of our enlarged store the capability of our help, and to remedy any and all defects that are likely to interfere with the proper serving of the Greater American crowds. We will tomorrow inaugurate a sale and offer such unparalleled and irresistible bargains as will crowd every floor, every aisle, every corner of our mammoth establishment and most effectually test its capacity as well as the ability and system. No true economist will miss this most extraordinary sale especially when they consider that the goods are all new, and comprise the qualities and styles that are most desirable.

Balduff's Ice Cream Soda 4c—Balduff's Ice Cream 4c—Phosphates, per glass, only 2c.

FREE

2,000 sacks of Superior Flour will be given away in our Grocery Department tomorrow.

#### New Shoes

Values of unequalled merit, selling fine footwear at about half price in order to bring the crowds.

Women's Dongola and Pebble three point Slippers, worth fully 75c, tomorrow only ..... **39c**

Women's tan oxfords in all sizes—worth fully \$1.00 per pair—sale price ..... **69c**

Women's patent leather strapped Sandals, worth fully \$1.50 a pair, only ..... **79c**

Women's real Dongola Button Shoes with coin toe, we have but an unlimited quantity and you'll have to come early to get a pair, they are worth \$1.50 sale price ..... **79c**

Women's real hand turned shoes with the silk vesting tops, all sizes and widths, regular \$3.50 values, only ..... **1.98**

Men's Satin Calf Shoes in lace only, coin toe, worth \$1.50 a pair, only ..... **98c**

Men's high grade patent leathers, box calf Russia calf and kid shoes in the very latest styles and toes, Goodyear welts, regular \$5.00 values, this sale only ..... **2.48**

Misses' Tan Shoes in lace or button, new styles, worth \$1.50 a pair, only ..... **79c**

Youth's box calf Shoes, sizes 13 to 3 Golf cut, latest style brass hooks and eyelets, worth \$2.00 a pair, only ..... **1.19**

#### A Revelation of New Dress Goods.

Fabrics of both foreign and domestic manufacture—patterns that are rare and beautiful novelties that delight the fair sex.

Double fold Scotch Plaids, choice new colorings, exact copy of goods, worth 50c yard—this sale ..... **4c**

40-inch all wool Abbott Cloth German Novelty, French Plaid Goods that sold regularly for 50c a yard—tomorrow the price is ..... **19c**

50-inch all wool Novelty Dress Goods, also 50-inch Tailor Suitings, goods worth 75c a yard—opening price ..... **25c**

Colored silk Crepons, the rare Persian Novelty, goods that bring throughout the universe \$1.50 a yard—opening price ..... **59c**

**Black Dress Goods.**  
Black Crepons 45 inches wide, choice new patterns, the \$1.00 quality—opening price, yard ..... **59c**

\$2.50 Crepons, the choicest, richest and rarest patterns, superbly styled, entirely controlled by us—opening price per yard ..... **1.25**

#### Linings Far Below Cost.

Dress makers, make this your headquarters. It's the economy store.

Standard Skirt Linings—Special opening price, per yard ..... **2c**

Waist Linings, the regular 12c kind, opening price, per yard. .... **5c**

#### New and Effective Silks.

A beautiful and dazzling array of patterns, by far the greatest and grandest exhibit in the west.

Fine Taffeta Silks in all the new and fashionable shades usually sold as a bargain for 35c per yard—opening price ..... **19c**

Fancy Striped Silks for waist purposes, coloring of rare and novel designs—worth \$1.00 per yard—opening price ..... **49c**

Novelty Silks in the most beautiful combinations and colorings. Patterns that are by far superior to anything you have ever seen, \$2.00 value—opening price ..... **75c**

Black Satin Duchess, suitable for skirts, guaranteed all silk, worth 75c a yard—opening price ..... **45c**

#### New Groceries

Save one-third of your living expenses by trading at The People's Store.

6 pounds Granulated Sugar—tomorrow ..... **19c**

Highest patent Minnesota Flour, per sack ..... **95c**

10 bars Cudahy's Diamond C Soap, only ..... **19c**

Unseeded Biscuits, per package ..... **3c**

Mustard Sardines, per can, only ..... **2c**

Oil Sardines, per can, ..... **2c**

Only ..... **2c**

Grape Nuts (the brain food), ..... **10c**

Pure Tomato Catsup, large bottle each ..... **6c**

Good Whole Pepper, per pound, only ..... **8c**

Fancy Spider Leg, Japanese Tea ..... **25c**

Picnic Hams, per pound ..... **6c**

3-pound can of best lard, only ..... **17c**

Best Creamery Butter, per pound ..... **28c**

Visit our meat department. Remember everything is new, fresh and clean.

#### Ladies' Underwear—

Ladies' fine ribbed vests in white only, made with tape shoulders and neck, armless, worth fully 25c each, only ..... **6c**

Ladies' fine ribbed vests, extra good quality, handsomely trimmed, worth fully 25c each, only ..... **8c**

#### Men's Furnishings

EXTRA SPECIAL—We secured a big lot (1,000 dozen) men's shirts at a very low figure. The lot consists of the latest style shirts, all colors and sizes. They were originally intended to sell at \$1.50 and \$2, but as an opening driving card we price them to ..... **39c, 49c and 59c**

Men's good web suspenders with patent buckles, 25c value ..... **9c**

Men's half dollar Suspenders, made of extra good web leather, trimmed patent buckles, are priced for tomorrow at ..... **19c**

We are showing the greatest line of neckwear in the city. Space forbids the mention of prices, but depend on it they are low.

#### New Gloves and Leather Goods—

A sample line of kid gloves will be placed on sale tomorrow. The lot consists of the latest styles and colors. Every pair is worth \$1.00, some are \$1.50 values and others are choice—worth \$2.00 a pair, ..... **49c**

Fine leather purses, in black only, various lengths, have two partitions, nickel trimmings, worth fully 35c, only ..... **19c**

White Kid Belts, the new styles, 20c values for only ..... **7c**

#### Free Concert

all day tomorrow and evening by Prof. Kaufman's famous band and orchestra. Come and listen to the music. The following programme will be rendered:

**PART I.**  
1.—March, "Love is King"—Innes.  
2.—Overture, "Jolly Robbers"—Suppe.  
3.—Selection, "Serenaders"—Herbert.  
4.—Waltz, "Abandon"—Waldteufel.  
5.—Characteristic, "Darkies' Pastime"—Turner.  
6.—Medley, "An Evening on the Bowery"—Weldon.  
**PART II.**  
7.—March, "Uno"—Jul. Thiele.  
8.—Fantasia, "Old Kentucky Home"—Lanney.  
9.—Overture, "Martha"—Plow.  
10.—Medley, "As You Like It"—Beyer.  
11.—Descriptive, "A Day in Switzerland"—Ellenberg.  
12.—Finale, "Shooting the Chutes"—Rush.

#### New Hosiery and Handkerchiefs—

Ladies' fast black cotton hose, extra good quality. This is an exceptional value and worth 25c and 35c a pair, the price is just half for tomorrow ..... **12c**

Men's Half Hose, black and tan, fine quality, worth fully 25c a pair, the price is just half for tomorrow ..... **12c**

1,000 dozen Handkerchiefs, consisting of ladies' and gent's fine sheer lawn and pure linen handkerchiefs, plain and fancy borders, worth up to 25c, choice tomorrow ..... **3c**

Finest quality handkerchiefs, best linen and finest Swiss lawn embroidered goods that sell ordinarily at 50c, tomorrow the price is ..... **9c**

#### New Jewelry

Solid gold stick pins, warranted 10 kt. gold, positively will not tarnish, regular \$1.00 values, sale price only ..... **25c**

Gold plated watch, New York Standard movement or Trenton, this watch is worth fully \$5.00, sale price ..... **2.75**

Gold plated ladies' waist sets, various settings, a wide range of styles and designs, worth fully 75c a set, only ..... **25c**

Before making any purchase in silverware, see our line and get our prices. It will pay you.

#### Artistic Millinery

—at wonderfully low prices.

Ladies' fine felt Walking Hats, trimmed with feathers—regular \$2.50 value, ..... **1.49**

at prices that do not cover the cost of the hats we are closing out all our trimmed hats, shapes, let alone the fine trimmings, etc. Hats that sold for \$3 are now marked 98c—all others in proportion ..... **98c**

Our finest pattern hats, including the very best grades. Hats that sold at from \$10 to \$15, are priced to sell during opening sale, only ..... **2.98**

A big lot of straw saliors, different colors, nicely made, worth fully 50c, 75c and \$1.00, only ..... **19c**

#### Bargains in Ready-Made Wearing Apparel.

Skirts, waists, Saques, etc., priced far below cost.

Ladies' Percale Wrappers, pleated back, ruffled yoke, extra good quality, nicely lined perfect fitting, different patterns, worth \$2.00—sale price ..... **98c**

A fine line of novelty dress skirts, newest colorings, fancy checks and stripes, perfect fitting, superior qualities, \$1.00 values, for ..... **198**

Ladies' Petticoatsmade of near silk polka dot patterns, with three rows of ruffles, worth \$3.00, only ..... **175**

Ladies' White P. K. Skirts—Goods that we have sold all season at \$2.50, the very latest patterns, 4 1/2 yard sweep—opening sale price, only ..... **89c**

Ladies' Imported Shawl Golf Capes—in all the new effects, handsome designs, in plaid or in plain coloring, regular \$15.00 value—opening sale price ..... **7.98**

Your choice of a fine lot of silk waists, handsome colorings, made in all imaginable styles, worth up to \$10.00, for tomorrow only ..... **2.98**

Your choice of a select lot of Taffeta Silk Skirts, rich colorings, pink, blue, green, red, purple, etc., made with ruffled bottom—worth fully \$8.00, only ..... **4.98**

We have a big lot of those organdy dresses left yet. People that buy them appreciate their value, \$10.00 was the price and now they cost ..... **3.98**

Ladies' Crash Skirts, all linen, 6-inch hem, four yard sweep, full pleated back, regular \$2.50 value—opening sale price only ..... **98c**

#### Domestics

Lonsdale Cambrics usually sold for 10c yrdd, for an opening leader and crowd bringer, we have made the price only ..... **5c**

5 cases of Canton Flannel goods, worth fully 5c yard—special opening sale price ..... **3c**

32-inch percales, good quality, choice dark patterns, regular 10 quality, our opening 3c price, per yard ..... **3c**

#### Bargains in Linens

This Place is the Mecca for Economists—

We place on sale tomorrow a very good grade of table damask in nice colorings and designs. The goods are 72-inch (2 yards) wide and always sells for 50c a yard. But to put our new departments to the front and bring the crowds, the people that have an eye for economy, we have cut the price down to ..... **19c**

#### Notions—"Crowd Bringers"

A nickel does the work of a dime here.

Lily Bouquet Soap, a highly perfumed toilet soap, three cakes in box worth 10c—opening sale price only ..... **3c**

Baby Ribbons, all colors, opening sale price, per yard ..... **1c**

Linen Corset Laces, worth 5c, opening sale price, per pair ..... **2c**

Fine shell Side Combs, per pair ..... **9c**

Whalebone Dress Stays, special, per dozen ..... **4c**

Regular 25c value Perfume—opening sale price ..... **12c**

"Radiant" Crochet Cotton, all colors, per ball, ..... **2c**

Best Machine Oil, per bottle, opening sale price, ..... **2c**

Large bottle Petroleum Jelly Vaseline, opening sale price, only ..... **2c**

Peerless Dress Shields, all sizes, opening sale price, per pair, only ..... **6c**

Adamantine Pins or package hair pins, opening sale price, per package ..... **1c**

#### A Big Corset Leader

Ladies, don't miss this opportunity—tell your friends and neighbors to come down with you early and select a corset from this lot, consisting of over 75 doz. The styles vary and so does the value, ranging upward to \$1.50—to-morrow your choice for ..... **29c**

We carry the Modes and styles of corsets that have stood the test and are the most desirable.

**FASTEST GROWING STORE IN AMERICA.**

**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.

5c too we put the