

# GRAND DISPLAY FALL MILLINERY



Ladies Imported Pattern Hats—are shown in the exquisitely new models, very beautiful effects, direct from the European Capitals, where the styles are originated. Our prices are minus the regular profit for the reason that we do our own importing.

**\$14, \$18, \$25, \$30, \$35.**

New York Pattern Hats—a complete line of the swell styles and fashions, trimmed very beautifully with various trimmings, tips, velvet, etc., worth up to \$12, **5.98**

Those \$1.25 Golf Huts—took very well and no wonder—They are the latest styles, but happen to be a sample lot and to make a sensation mark them. **29c**

Beautiful Golf Hats—fine felt shapes, nicely trimmed, the latest styles, regular \$1.75 value—on sale for..... **69c**

New Styles in Fedora Hats—black and pretty shades of brown, worth fully \$1.50—sale price **98c**

Girls' Tam O'Shanter's—made of the new plaids, fancy trimmed at 50 per cent under value—over 100 dozen, on sale Monday at 25c, 49c, 55c and **69c**

Ladies' Handsomely Trimmed Hats—with velvet and tips, hats that are actually worth \$2.00 are on sale Monday for just half the price, only **98c**

Ladies' Beautifully Trimmed Hats—with tips, foliage and velvet, trimmed in the latest styles, worth upwards to \$3.50, go on sale tomorrow for **1.98**

Ladies' Street and Dress Hats—trimmed beautifully with fancy feathers, tips and velvet, the most charming creations, very effective patterns, \$5 values—only **2.48**

Elegantly Trimmed Dress Hats—styled after the celebrated Parisian ideas, trimmed with fancy tips and velvet, beautiful effects, worth \$7.00, sale price **3.98**

WHOLESALE AND RETAILERS OF EVERYTHING

The Fastest Growing Store in America

Save your cash checks & receive presents

## THE PEOPLES STORE

LEADERS OF LOW PRICES

16th & FARNAM STREETS, OMAHA.

THE PEOPLES FURNITURE AND CARPET COMPANY.

# GRAND DISPLAY SUITS & WRAPS



Ladies' Genuine Alaska Seal Jackets—positively the finest garments ever placed on the market, each one guaranteed, beautifully lined and stylish cut, the new modes, actual \$200.00 value—they go on sale **\$149**

Your Choice of Genuine Persian Lamb Jackets—beautiful garments, the new styles, the kind that fur stores get \$175.00 for—our price only **\$139**

Your Choice of 250 Fine Fur Collars—tailored perfect fitting, others advertise them as a bargain for \$2.50—our price **1.69**

Ladies' Fine Kersey Jackets—in blue, black and the new taupe, fall silk lined, fancy strap trimming, full tailor made, the same that others advertise for \$10.00—on sale for **7.49**

Monday We Place on Sale Just 100 Tailor-Made Suits—every one a model of perfection, styled after the new fashions, beautifully lined, elegantly tailored, perfect fitting garments, in latest shades of covert, chevrons, venetian cloth, \$15 value, for **8.98**

Ladies' Golf and Rainy Day Skirts—extra heavy material, double faced, new styles, handsomely lined, perfect fitting garments, worth \$12.50 at least, others get that price for them—sale price **7.98**

Ladies' 30 Inch Boucle Capes—thibet fur trimmings, satin lined, well made, heavy and warm, worth \$8.50—sale price **3.98**

Misses' Fine Boucle Jackets—over 250 of them on sale tomorrow, regular \$3.50 kind, sizes 8 to 12, beautifully made, perfect fitting **3.98**

Misses' Fine Kersey Jackets—tans and castors, expertly well made, beautifully lined and trimmed, originally fashioned to sell at \$7.00, sale price only **4.98**

## Great Tearing Down Sale

—starts tomorrow. We have gained possession of the building directly west of our store on Farnam street and will immediately make connections. This increases our selling area by 10,000 square feet and gives us an additional entrance. Many new departments will be added and great changes will be made in the location of our present departments. Meanwhile business goes on uninterrupted and with more vim and vigor than ever. Greater bargains are offered to hasten the purchases and lessen the burden of moving.

Watch Us Grow for with the addition of our new departments, which includes Boots & Stationery, Sheet Music, Hair Dressing, Manicuring, Wall Paper, Harness, Candy, Drugs and Sundries, Fresh Meats, and Vegetables, Calf, Shell Hardware, Employment office, etc., a veritable

**Ladies' Hose Free.**  
Please return to us check No. 45 if the goods you bought here Thursday, Sept. 28, and receive as a reward a fine pair of ladies' hose, worth 35c—check must call for purchase of 50c or over. No. 45 appears in red.

**Fine Toilet Soap 4c**  
Sold only to those bringing this part of our advertisement. Pine toilet soap, actually worth 10c and 15c a cake, for 4c. Each cake highly perfumed.

**10c Handk'f's 2c**  
Sold only to those having one of our checks of any day excepting Monday, ladies fine handkerchiefs, worth fully 10c, for 2c. Bring checks.

### Sale of Umbrellas

Ladies' and Gents' fine umbrellas, covered with serge, strong built, worth 75c, sale price **39c**

Regular \$1.00 Umbrellas—made of extra quality serge, paragon frame, worth fully \$1.00, sale price **49c**

Regular \$1.25 Umbrellas—with steel rod, extra strong frame, natural Brazilian wood handle, covered with serge, worth \$1.25, sale price **69c**

### Glove Sale.

New Fall Kids of the Montford Kid Gloves—the kind we guarantee and are the sole agents for in Omaha; they were intended to sell at \$1.50 a pair, but to introduce them we mark them to sell at **\$1.00**

### Ladies' & Children's Mittens.

Advance Sale of Ladies' and Children's Wool Mittens—We bought early and the goods are here—mittens worth fully 50c, on sale for **25c**

### Special in Veiling.

50 Pieces Choice Veilings—new designs—very good quality at just half price for today.

10c grade at **5c Per Yd.**

20c grade at **10c Per Yd.**

Some very choice patterns in ladies' veils, with edgings entirely new, worth 50c, sale price **25c**

## Dress Goods from Lord & Taylor, Silks from Arnold, Constable & Co

A sale that eclipses in magnitude any similar event in the city of Omaha. Prices that are unbelievable—values that you cannot resist—no looker with any dress goods or silk needs whatever can turn away and ignore them. It's an unusual opportunity—one of a lifetime, and you should take advantage of it. The far reaching effect of this sale is limitless.

- 200 Pieces Choice German Plaids—very pretty pattern, goods usually sold at 25c a yard—on sale for only **12 1/2c**
- 300 pieces Melton Suitings—50 inches wide, good choice colorings—worth fully 75c a yard—on sale **38c**
- 54-inch All Wool Golf Suitings—very pretty patterns, choice designs, rare colorings, \$1.50 value, yard **68c**
- Broadcloths—50 inches wide, good desirable fall styles, goods positively worth \$1.50 a yard at one-half the manufacturer's price, per yard, only **38c**
- Black Crepons—Hundreds of patterns to choose from. The new crinkled weaves and large bulb patterns, special values, Crepons worth \$1 yard, for **49c**
- 200 Pieces Camel's Hair Serges—imported granite cloth, vigoreaux, poplin, whip cords, armure, jacquard, black and every staple fall coloring—worth \$2 and \$2.50 per yard, only **68c**
- 400 Pieces French, German Novelties—and English Mixtures—worth fully 75c a yard—on sale for **19c**
- Homespun Tweed Cheviot Suitings—50 inches wide, very good quality goods, worth \$1.50 a yard, **39c**
- 500 Pieces All Wool Suitings—in oxford grays, medium and light gray and navy blue, also blue, gray, and brown and green mixtures—worth up to \$1.00 a yard **23c**
- 7,000 Yards Silk Taffetas—leading street and evening colors—good quality, regular 75c value, yard **45c**
- Fancy Striped Taffeta Silks—in new fall colorings—novel designs—good quality—worth \$1.25—sale price, per yard **59c**
- 50 Pieces Black Satin Duchesse—wear guaranteed—regular \$2 value—up-to-date goods—special sale **98c**

## Men's Furnishings Priced Very Low

Everything for the men and at prices that causes them to desert their regular furnishing store. The people are beginning to appreciate our continual price cutting. REMEMBER THIS IS A SEPARATE DEPARTMENT.

- Men's Four-ply Linen Collars—all sizes, good styles, worth fully 15c each, 2 for 25c, on sale Monday **6c**
- Men's Ties, the latest London styles, beautiful patterns, rare colorings, usually sold by halves, dashers for \$1, only **48c**
- Men's Laundered Shirts—some all colored, some white with colored bosoms, different styles and patterns, worth \$1 and \$1.25, on sale Monday—**48c**
- Men's Fine Hose—Merino, Cashmere and fancy striped—superior quality goods—worth fully 50c a pair—special sale price only **25c**
- Men's Merino Underwear—We received 5 cases today and they go on sale tomorrow, regular 75c goods for only **40c**
- Men's Camel's Hair Underwear—superior quality—shirt and drawers, worth fully \$1.25—only **75c**
- Men's Wool Ribbed Underwear—Just 5 cases to be sold tomorrow at the **98c**
- Men's Silk Finish Fleece Underwear—the finest goods of this class made—worth \$2.50 a garment—**1.48**
- Men's Good Buckle Working Shoe—worth \$1.25 a pair, well made, strong sewed, **89c**
- Men's Best Milwaukee Oil Grain Shoes—double sole and top, none better made, worth \$1.75 a pair, special sale price only **\$1.23**
- Men's Fine Calf Shoes—silk canvas, strong sewed, worth fully \$2.50 a pair, special sale price **\$1.69**
- Men's Plain Calf Shoe—colin toe, Godvear wet sewed, worth fully \$3.00, sale price **\$1.98**
- Child's superior quality Lace Shoes, fine kid, sizes 6 to 11, \$1.00 value, **69c**
- Ladies' Spring Heel Shoes—in button only, good value at \$1.50, special sale price, **98c**
- Ladies' Real Vic Kid Shoes—very fine quality, vesting lace stay, latest style toes, \$2.25 value, extra spec. sale **\$1.49**
- Ladies' Fin'st Quality High Shoes—real hand turns, never sold under \$2.50 and up to \$4.00, special sale **\$1.98**
- Misses' \$1.25 Lace Shoe, Monday **79c**
- Infant's 75c Kid shoes, fine kid, hand turned **49c**
- Infant's soft sole shoes, the 50c kind **19c**
- Child's superior quality Lace Shoes, fine kid, sizes 6 to 11, \$1.00 value, **69c**

## Monday's Tempting Shoe Values

Impressing with a vigor the preeminence of this department, asserting with force our supremacy and underselling power. Ladies' and gentlemen's shoes shined free in this modern department.



### The Economy Grocery Store

Save one-third of your living expenses and get fresh goods. State stock is out of the question here, we sell the goods too fast. Phone 1224 and give your order, it will receive prompt attention.

FREE One lb. superior blend Mocha and Java coffee, worth 50c, with every pound of our superior Spicelag Japan Tea **49c**

10 lbs. Granulated Sugar, 45c  
(The Peoples Superior) highest patent Minnesota Flour, per sack **49c**

Gold Medal Flour, per sack, 50c  
10-lb. sack strictly pure Graham Flour **1.15**

10-lb. sack white or yellow Cornmeal **.91**

5 lbs. fresh rolled Picket Oatmeal **.15c**

25c can K.C. Baking Powder, 10c  
Large Bottle Assorted Pickles, only **.61-2c**

Hand picked Navy Beans, extra fancy, per can **21-2c**

5-lb. can solid packed tomatoes, per can **.61-2c**

2-lb. can Sweet Sugar corn, **.61-2c**

FREE 5 bars White Russian, Diamond "C" or Santa Claus soap to every purchaser of one pound of our superior blend **25c**

10 bars Laundry Soap, any brand **1-12c**

Bulk Starch, per lb. **1-12c**

Can Full Weight Condensed Milk **71-2c**

Tall can Blood Red Salmon **81-3c**

Fancy extra large Italian Prunes, lb. **31-2c**

New California Peaches, per can **71-2c**

18-lb. can Pure Fruit Jelly, 20c  
Pound Jar Pure Fruit and Pound Jars preserves, lb. **1-12c**

8-lb. sack fine Table Salt, any brand **1-12c**

Fancy Mixed German Bird Seed, pkg. only **21-2c**

2-lb. sack fine Table Salt, any brand **1-12c**

Large can Mustard Sardines, 6c  
No. 1 Picnic Ham, lb. **61-2c**

Good Country Butter, lb. **15c**

### H'd'k's and Hosiery Specials.

Ladies' Fine Lawn Handkerchiefs—With fancy embroidered corners, also plain and hemstitched, worth up to 30c each, special sale **9c**

Ladies' Fine Swiss Lawn Handkerchiefs—With pretty embroidered corners, also fine linen, plain and hemstitched, 25c values, special sale **12c**

Extra Fine Quality Ladies' Handkerchiefs—With handsome embroidered corners, new designs and patterns, worth fully 25c each, only **15c**

Ladies' Fleece Lined Hose—Very warm and durable, fast black, superior quality, fine gauge, worth fully 30c pair, special sale price **20c**

Ladies' Fancy Hosiery—Choice selection of patterns, superior quality, the kind usually sold for 40c and 50c, on sale for **25c**

Special Lot of Boys' Stockings—the kind that wear like leather, double sewed, worth fully 30c a pair, special sale price **18c**

### Sale of Blankets & Comf't's

We purchased over 50 dozen sample blankets—they are slightly soiled from their constant handling, and offer them at the following low prices—

Lot 1—White Blankets, worth up to 75c, on sale at **35c**

Lot 2—White and Grey Blankets—full size—\$1.00 value **59c**

Lot 3—White and Grey Blankets—full size, fine wool, worth fully \$2.50 a pair—on sale for **1.50**

Lot 4—White and Grey Blankets—very fine wool—worth \$5 a pair—sale price **2.50**

Lot 5—White and Grey Blankets—best Australian wool—worth \$7.50 a pair—sale price **4.25**

Good Size Comf'rters—well filled, fancy quilted, worth fully 75c, sale price **49c**

Regular \$1 Comf'rters—good size, nicely made, fancy quilted, sale price **69c**

Well Made Comf'rters—nicely covered with good comforter material, neat patterns, well filled, nicely quilted—**98c**

Extra Well Made Comf'rters—filled with white cotton batting; made of fine French sateen, very pretty patterns, worth fully \$3.00, sale price **1.98**

Finest Comf'rters—made of finest French sateen, filled with white corded cotton batting, fancy quilted—a choice lot of patterns, very warm, worth fully \$4, sale price only **2.48**

## Manufacturers Sale of Sample Furniture, Annual Fall Sales of Carpets, Draperies, Stoves, Etc. Phenomenal values, the result of our great purchasing power.

### Annual Sale Stoves and Ranges

Save one-third of your money—the big contracts we made permit us to hold prices down despite the advance.

Home Coral Base Burner—has heavy castings, full nickel, large fire pot, a good leader heater, and a coal saver, worth \$28.00, sale price **\$16.50**

Peninsular Base Burners—have very heavy castings, with full nickel trimmings, large fire pot, a good leader, worth \$37.50, sale price **\$24.50**

Estate Oak—A light, guaranteed to hold fire 48 hours, with soft coal, worth fully \$15, special **\$9.75**

Silver Gem Range—Heavy castings, large oven, a good baker full nickel trimmings, \$25.00 value **\$14.50**

Star Estate Steel Range—very nicely made, of heavy wrought steel, highly polished, full nickel trimmings, has duplex grate for wood or coal, worth \$45.00, special **\$29.50**

New Splendid Oil Heater—a good burner, warranted perfect, no smell or smoke, \$7.00 value, only **\$4.60**

Beautiful Chiffoniers—a vast assortment of styles; oak finish, large and roomy; worth up to \$10.00, on sale for **4.85**

Over 100 Styles of Sideboards—no end of pretty designs; made with extra fine beveled mirror; worth up to \$30.00, on sale for **14.50**

Elegant oak extension Tables—highly polished, very pretty designs, full casters; worth up to \$12.00, sale price **6.75**

Here is a Snap in Rockers—over 50 styles, antique finish, strongly built; worth up to \$2.50, sale price **1.39**

500 Oak Center Tables—highly polished with large top, with and without lower shelf—come early and get first choice; values up to \$3.00, go at **1.24**

Oak Sideboards—beautiful designs, handsome carvings, with large double plate French beveled mirror, the regular \$20.00 kind, on sale for **12.75**

### Bedstead

Bedroom Suits, Odd Dressers & Chiffoniers.

Peoples Furniture & Carpet Co., Omaha, Neb.

Gentlemen—We are in receipt of your favor of recent date and after due consideration have decided to accept your offer of \$5697.00 for our entire sample line as shown in Grand Rapids during the month of July. While this is an extremely low price for these goods, we think it better to close them out in one lot, and therefore will ship them to you as early as possible. We think you should do extremely well out of these goods, both for yourselves and for your customers, and hope we will be favored with more of your valued business.

Yours truly,  
PENTWATER BEDSTEAD CO.  
By G. H. Sand, Pres.

Sept. 18, 1899.

READ OUR OVERFLOW FURNITURE AD ON PAGE 9

### Annual Sale of Carpets & Draperies

the most liberal offers ever made in any lines.

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

Fiber Carpets—new fall designs, attractive patterns, worth fully 65c yard, only **49c**

Rich Velvet Carpets—rare beautiful designs **98c**

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

Elegant Art Squares—size 9x12, very beautiful designs, rich patterns, worth \$7.00; sale price **4.48**

Kiata Rugs—rare and beautiful designs, handsome patterns, direct from the orient, size 9x12, \$25 value **13.48**

Fine Nottingham Lace Curtains—elegant designs, very beautiful patterns, 34 yards long, our own importation; \$2.50 values, for **1.25**

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

Beautiful Rope Portieres—worth fully \$3.50, only **1.98**

A Sample Line of Bed-room Suits—various styles; all new designs; the fact that they were on exhibition, is evidence of their superiority; values up to \$30.00, go **13.25**

A Sample Line of Commodes—a vast assortment of styles; some white enameled; worth up to \$12.00 and \$15.00, go on sale for **5.75**

Over 150 Odd Dressers—beautiful designs and carvings with handsome beveled mirrors; worth up to \$18.00, for only **8.48**

Mantle Folding Beds—oak or mahogany finish with steel springs; worth up to **9.69**

Upright Folding Beds—a very choice lot of designs and styles, highly polished; worth up to \$40.00, for **19.75**

Beautiful Combination Book Cases—fine oak finish, handsome interior fittings and carvings, pretty designs, worth up to \$14.00, sale **6.75**

**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.