

GREAT TEARING DOWN SALE



We're Going to Move a great many departments as soon as our annex is ready. Meanwhile we continue to offer wonderful bargains, thus ridding ourselves of surplus stock and saving us the trouble of moving—in or other words—

Our Prices Will Move the Goods.

WHOLESALE AND RETAILERS OF EVERYTHING

THE PEOPLES STORE

LEADERS OF LOW PRICES
16TH & FARNAM STREETS, OMAHA.
THE PEOPLES FURNITURE AND CARPET COMPANY.
THE FASTEST GROWING STORE IN AMERICA.

New Department's
Soon to be Opened
Books and Stationery,
Candy
Hair Dressing, Manicuring,
Wall Paper, Harness,
Drugs and Sundries, Cafe,
Shelf Hardware,
Employment Office,
Vegetables, Etc., Etc.

(WATCH US GROW.)

FREE A Check Room for Parcels, Skines in Shoe Dept. Concert Tomorrow. Sample of Beef, Iron and Wine.

Come and Hear Prof. Meyer, the Great Violinist.
The Graphophone Plays on the Third Floor.



Stylish Suits, Jackets & Furs

Ladies' Fine Tailor Made Suits—in light, medium and Oxford greys, silk lined jackets, all the latest cuts, made of heavy wide wale serges, worth \$20.00, sale price... **12.50**

Ladies' Fine 30-Inch Boucle Capes—Thibet fur trimmings, well lined, an unusual bargain at \$6.00, special sale price... **3.98**

Ladies' Electric Capes—full 30 inch length, full sweep, lined with Skinner's satin, Astrakhan collar, the kind that others get \$25 for, special sale price... **14.98**

Ladies' Genuine Beaver Fur Capes—lined with Skinner's satin, well made, beautiful and stylish garments, actually worth \$100, only... **69.00**

Your Choice of 300 Fine Tailor Made Jackets—all tailor strapped seams, in Kersey and unfinished chevrons not a garment worth less than \$15.00, only... **9.98**

Genuine Persian Lamb Jackets—made from full skins, beautiful curl, lined with Skinner's satin, worth \$150, only... **98.00**

Lord & Taylor's Dress Goods and A. C. & Co's Silks

45 Pieces Choice German Plaids—very pretty patterns, goods usually sold at 25c a yard—on sale for only... **12 1/2c**

60 Pieces Melton Suitings—50 inches wide, good choice colorings, worth fully 75c a yard—on sale for... **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 per yard, at one-half the manufacturer's price, per yard, only... **38c**

Choice Suitings—very pretty, good quality, in Oxford grey, medium and light grey and navy blue—also blue grey—regular 50c and 75c values, on sale for... **23c**

Black Crepons—Hundreds of patterns to choose from, the new crinkled weaves and large bulb patterns, special values, Crepons worth \$1.00 a yard, for... **48c**

60 Pieces Camel's Hair Serges—Imported Granite Cloth, Vigoreux, Poplin, Whipcords, Armure, Jacquard, black and every staple fall coloring, worth \$2.00 and \$2.50 per yard, only... **68c**

2000 yds Silk Taffetas—leading street and evening colors, good quality, bright lustre, 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 Satin Duchesse—wear guaranteed, regular \$2.00 value, up-to-date goods, special sale price, only... **98c**

Monday's Startling Millinery Offerings.

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 upward to \$3.00, on sale Monday for... **1.98**

Ladies' Street and Dress Hats—trimmed beautifully with fancy feathers, tips and velvet, the most charming creation, very effective patterns, \$5.00 values... **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**

Those \$1.25 Golf Hats—look 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**

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, 48c, 50c and... **69c**

Ladies' Silk W'sts & Petticoats

100 High Class Silk Waists—made in black and colors, novelty silks, exceptionally well made, perfect fitting, every one cheap at \$6.50, special sale price... **3.98**

We Place a Lot of Silk Waists on Sale Monday—the finest qualities, the most beautiful styles, plain and fancy silks, most effective patterns, perfect fitting, nicely lined, worth fully \$8, special sale price... **4.98**

Big Sale of Silk Petticoats—made of the finest grades of silk, in all colors, brown, green, pink, red, yellow, blue, also black, made with heavy ruffled bottom, positively worth \$10.00, an unusual opportunity, special sale price for Monday, only... **4.98**

Jewelry Sale

Gold Plated Band Rings—guaranteed to wear, worth fully 50c, sale price only... **25c**

Solid Gold Set Rings—Tiffany settings, marquise, etc., worth \$4.00 to \$5.00, special sale price, only... **2.98**

Boys' Fine Nickel Watches—excellent movement, warranted correct time keepers, \$2.50 values... **1.24**

Baby's Solid Silver Chain Bracelets—worth fully 1.25—sale price... **75c**

Sterling Silver Hoop Bracelets—new designs, worth \$1.25, sale price only... **75c**

Handsome Side Combs—br. 4C Ladies' Gun Metal Watches—excellent movement, in case, worth fully \$4.00... **2.48**

Ladies' Neckwear

Handsome Boas—made of fine liberty silk and chiffon, in black, worth fully 2.50, on sale for... **1.75**

Our Finest Silk Boas—the latest styles, beautiful effects, in blk, worth fully \$8, on sale for... **6.50**

Ladies' Silk Puff Ties—all colors, fancy patterns and designs, regular half dollar, grade for... **25c**

Wonderful Success

Great crowds came to take advantage of the special offer made by The Peoples Store. Thousands were disappointed, therefore we have engaged at an enormous expense

Dr. Carl Louis Perin

For Three More Days—
Monday, Tuesday, Wednesday,

The Doctor Will Give His Regular **\$5 Readings** FOR **50 CENTS**

Dr. Carl Louis Perin is the Greatest Living Palmist and has been decorated with 72 medals received from kings, emperors and scientific societies. Consultations are strictly private—the same service is given for 50c as if you paid the doctor his regular fee of \$5. We publish a partial list of the world-renowned people whose hands have been read by Dr. Perin:

PRESIDENT MCKINLEY, MRS. MCKINLEY, EX-PRESIDENT CLEVELAND, MRS. CLEVELAND, EX-PRESIDENT HARRISON, ADMIRAL DAWSON, ADMIRAL SAMSON, GENERAL MILES, GENERAL WHEELER, GENERAL SHAFER, GOVERNOR PINGREE, GOVERNOR STANLEY, GOVERNOR LIND, QUEEN VICTORIA, PRINCE OF WALES, QUEEN LOUISA, QUEEN CHRISTIANA, POPE LEO XIII, ARCHBISHOP IRELAND, CARDINAL HAYLAND, KING ALFONSO XIII, EMPEROR WILLIAM III, EMPEROR FRANCIS JOSEF, EMPEROR NICHOLAS, DUKE OF YORK, LATE PRESIDENT CARNOT

Ladies' Corsets

Ladies' Corsets—we place on a special tomorrow a special lot of corsets, new styles, latest models, plain and fancy trimmed, full gored, two side steels, worth fully \$1.00, your choice for... **59c**

One Dollar Corsets—are positively the best value ever offered, the famous La Gracque, in the newest styles, \$2.00 value for... **1.00**

Men's Furnishings

A big lot Men's Neckwear—ties, bows, etc., worth 25c, on sale for... **5c**

Nobby Effects in Men's Fashionable Neckwear—very pretty patterns, correct... **23c**

Men's Fine Linen Collars—3 ply newest styles, worth up to 12c each, sale price... **6c**

Men's Fancy Striped Shirts—the very latest patterns and styles, new colorings, stripes running vertically, obliquely and horizontally, regular \$1.00 value, sale price... **59c**

Men's Fast Black Hose—good quality, fine gauge, worth 15c a pair, only... **10c**

Men's Fine Lisle Thread Hose—fancy, styled and plain regular 25c for kind... **15c**

Men's Suspenders—good strong web, mohair end, patent buckle, worth 50c a pair, only... **19c**

Big Underwear Sale Monday

Men's and Women's Fine Underwear at half-price. Special sample lots at even less than half.

A Sample Lot of Men's Underwear—over 100 doz. shirts and drawers, fine ribbed, fleeced lined and heavy wool back garments, all styles imaginable, different colors, plain and fancy striped, worth up to \$1.00, \$1.25 and \$1.50 a garment, your choice for... **50c**

Men's Fine Ribbed Underwear—superior quality, fine wool, very strong and durable garments, all sizes shirts and drawers, \$1.50 value for... **98c**

Women's Heavy Ribbed Vests—in ecru, nicely shaped garments, with satin front, some with fleecelining, all sizes, worth 75c, sale price only... **45c**

Ladies' Fine Ribbed Union Suits—well made, nicely finished, extra well made, worth \$1.00 a garment—only... **59c**

Ladies' Union Suits—superior quality, nicely finished, perfect fitting, worth fully 1.50, sale price only... **98c**

Monday's Surprise Shoe Bargains

Men's Genuine Kangaroo Calf Shoes—half double soles, never sold under \$3.00 a pair—special sale price—Monday only... **1.98**

Men's Very Fine Patent Leather Shoes—new London toes, strictly up-to-date, swell lasts, worth a five dollar bill a pair; special sale price only... **2.98**

See Our Vulcan Boys' Shoes—none better made for wear, neat and dressy; worth fully \$2.00 a pair; special sale price only... **1.39**

Men's Warm Felt Sole Slippers—soft and comfortable; worth fully 65c a pair—special sale Monday for... **39c**

Ladies' Warm Felt Lined Slippers—with felt soles—warm and durable—worth 65c a pair—only... **39c**

Ladies' Kid Shoes—button or lace, with or without nice cloth tops, all sizes—worth \$1.50 a pair—special sale price... **98c**

Women's Very Fine Dress Shoes—worth from \$2.50 to \$3.00 a pair; on sale Monday for... **1.69**

Ladies' Finest Quality Patent Leather Shoes—with real kid tops; sold everywhere at \$1.50 a pair, all sizes and widths; sale price... **2.98**

Ladies' Handkerchiefs

Over 100 Dozen Sample Handkerchiefs—the finest quality of Swiss lawn, with fancy and plain embroidered corners and almost every style imaginable, worth 15c, 20c, 25c and 35c each, your choice—only... **7c**

Extra Fine Handkerchiefs, with handsome monogrammed corners, new designs and patterns, worth fully 50c each, only... **15c**

Our Special Glove

The Montford Kid Gloves in all the new fall shades, also blacks and white, latest styles. These gloves are made in Germany and we are the sole western agents—they were intended to sell at \$1.50 a pair, but we are offering... **1.00**

Ladies' Hose

100 Dozen Ladies' Fleece Lined Hose—very good quality, fast colors, high elastic heel and toe, full seamless, worth up to 75c pair, special sale price... **25c**

Ladies' Fleece Lined Hose—very warm and durable, fast black, superior quality, fine gauge, worth fully 25c pair—special sale price... **20c**

Sale Blankets and Comforters

from our great purchase of drummers' samples. They are nearly all gone and you had better hurry if you want to save half of your money.

White Blankets—fine cotton, worth 65c pair... **39c**

11-4 White and Grey Blankets—worth fully 98c a pair... **69c**

11-4 Fine Cotton Blankets—grey and white, 75c value... **59c**

Wool Blankets—grey and scarlet with \$4.50 a pair... **2.98**

Grey and Scarlet Blankets—worth \$3 a pair, for... **3.48**

Comfort Sale

Good Size Comforts—well made, worth 75c; only... **49c**

Fine Quilted Comforts—nicely covered, worth \$1.25, sale price... **69c**

Good Grade Comforts—fancy quilted, the \$1.50 kind, 98c

Comforts—filled with cotton, fancy quilted, worth \$2.25, for... **1.69**

Comforts—made of fine sateen, fine cotton filling, \$3.50 value... **2.48**

Manufacturer's Sale of Furniture Samples—Annual Fall Sale of Carpets, Draperies, Stoves, Etc.—The greatest values ever offered.

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.

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 \$45.00, special... **29.50**

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

Good Laundry Stove—very heavy castings, has large top, a good heater, body made for setting irons around worth \$8, only... **5.50**

Good Size Cook Stove—very heavy castings, a good baker, large oven worth fully \$12, only... **7.50**

Beautiful Combination Bookcases—fine oak finish, handsome interior fittings and carvings, pretty designs, worth up to \$14, sale price... **6.75**

500 Oak Center Tables—highly polished with large top, with and without lower shelf, come early and get first choice; values up to \$3, goat... **1.24**

Home Coral Base Burner—has heavy castings, full nickeled, large fire pot, a good steady heater, and a coal saver... **16.50**

Peninsula Base Burner—have 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**

Silver Gem Range—Heavy castings, large oven, a good baker full nickel trimmings, \$29.00 value... **14.50**

Sale of Carpets & Draperies

Beautiful Ingrain Carpets—the 29c newest designs, worth 50c yard... **29c**

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

Rich Velvet Carpets—rare beautiful designs—\$1.25 values, yard... **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, sale price... **4.48**

Kiota Rugs—rare and beautiful designs, handsome patterns, direct from the orient, size 9 to 12, \$25 value... **13.48**

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

Over 100 Styles of Sideboards—no end of pretty designs, made with extra fine beveled mirror, worth up to \$30—14.50 on sale for... **14.50**

Time Sales

8 to 9:00—3c Skirt Linings, yd. 2c

8 to 9:30—2c 2 1/2 doz. Laundry Soap, yard... **6c**

8 to 9:30—5c Bars Laundry Soap, any brand... **5c**

8 to 9:30—5c Hot Blue Buckets, 2 1/2 doz... **2 1/2c**

8 to 9:30—10c Cake Soap only 3c

8 to 9:30—15c Skirt Binding, yard... **4c**

8 to 9:30—2c 2 1/2 doz. Towels, half 1c

8 to 9:30—20c Towels only... **15c**

\$1.00 bot. Beef, Iron & Wine 43c

Hair Brush Free

Please return to us Check No. 35 of the goods you bought here Thurs. Oct. 5, and receive as a reward a handsome Hair Brush, worth fully 25c. Check must call for purchase of 25c or over. No. 35 appears printed in red.

20c Ribbons, Yard, 3c

All colors plain and fancy Ribbons—desirable widths, worth 20c a yard—only 3c. Sold only to those bringing the part of our advertisement.

10c Veilings, Yard, 3c

Sold only to those having one of our cash checks of any day, excepting Monday—10c Veilings at 3c per yard.

Sale of Domestic and Linens.

200 Pieces Gingham, Organdies, Dimities and Cheviot Shirtings—English Butters and Peral—\$5 value—yard... **4c**

Yard Wide Bleached Cambric Muslin—per yard only... **5c**

Hemmed and Finished Bleached Sheets—\$2.00 value for... **35c**

Hemmed and Finished Bleached Sheets—\$1.50 value—regular... **39c**

All Linen Bleached Crash—18 inches wide—30c value—yard... **5c**

Half Bleached Table Linen—at special price Monday—\$10 value—yard... **10c**

5 Cases Danish Down—new patterns, heavy fleeced, just the thing for fall wrappers, 34 yds. to a customer—regular 12c grade—yard... **5c**

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.