

# Bargains for Monday that assert with force our

supremacy and tend to lighten the burden of supplying your household and personal needs as well as those dependant on you. Our constant aim is to procure the things you most desire, and price them at a figure that is unmistakably the lowest. Such methods can but win your approval and friendship, which is our greatest desire. [Mail orders filled.]

**Exposition Tickets Free**  
with every purchase of \$1 or over tomorrow—grocery purchases excepted.  
\$50 will be given away while they last.

**Jewelry Sale**  
Prices from 1-3 to 1-2 lower than regular jewelry store prices.

- Beautiful Mantel Clocks—handsome onyx frame, gilt trimmings, beautifully designed dials—warranted correct time keepers, has fine cathedral dome, half-hour strike, regular \$10.00 values, ..... **6.48**
- Ladies' Beautiful Sat Rings—marquise, opals and turquoise settings, regular \$5 and \$6, ..... **2.98**
- Ladies' Genuine Diamond Rings—solid gold, would cost \$8 in jewelry store, only, ..... **3.98**
- Ladies' Lorgnette Chains—guaranteed for 5 years, special sale price, ..... **0.8c**
- Gents' Watches—gold plated case, size 18, good movement—\$5.00 value, ..... **2.98**
- Ladies' Gold Plated Watches—excellent movement, \$8.00 value, ..... **3.98**
- Lever Collar Buttons—each, ..... **1c**
- White Metal Tea Spoons—will hold collar, per set of 6, only, ..... **8c**

**Grocery Bargains**  
"Groceries cheap, not cheap groceries." We handle the purest foods, and quick sales do not permit them to be stale.

- Phone 1921  
and give your order; it will receive prompt attention.
- 5 lbs. Sugar Free to every purchaser of 3 lbs. of our Superior Blend Mocha and Java Coffee at 25c a pound.
- The People's Superior Minnesota Flour, sack, \$1.05
- Snow White Flour, patent Minnesota, sack, ..... **80c**
- 10-lb. sack pure Graham Flour, ..... **1.0c**
- 10-lb. sack white or yellow Cornmeal, ..... **7c**
- Good Japan Rice, pound, ..... **3c**
- 5 lbs. Breakfast Rolled Oats, ..... **9c**
- 10 bars White Russian, Santa Clara, or Diamond Soap, only, ..... **20c**
- 10c can English Champion Lye, ..... **1-2c**
- 3-lb. cans solid packed Tomatoes, ..... **1-2c**
- 3-lb. can Golden Pumpkin, ..... **1-2c**
- 3-lb. can Grated Pineapple, ..... **1-2c**
- Pound can fine quality Red Salmon, ..... **8-10c**
- 2-lb. pkg. American Breakfast Oats, ..... **6c**
- Fancy Large Italian Peaches, ..... **5c**
- Extra Fancy Evaporated Peaches, per lb., ..... **1-2c**
- Laundry Soap, ..... **1-2c**
- Pound jar pure Fruit Preserves, ..... **9c**
- Glass jar pure Strained Honey, ..... **5c**
- No. 1 Plain Ham, lb, only, ..... **1-2c**
- 3-lb. plain best Lard, any brand, ..... **21c**
- Fresh Oysters in bulk, at, ..... **1-2c**
- Good Country Butter, lb., ..... **15c**
- Choice Table Butter pound, ..... **18c**
- Fancy Creamery Butter, lb, ..... **21c**
- Hygienic or Eight Creamery Butter, lb, ..... **21c**

**Tobacco Offers**  
Box of 25 Clarendon Perfects—special price tomorrow **49c**  
Spirit of the Times—only **59c**  
Wild Rose Cigars, box of 25, ..... **75c**  
Boss Puritanos and Exposition, box of 25 only, ..... **75c**  
These cigars are worth double the price we ask.  
Your Choice of any 5c brand of smoking tobacco, for only **3c**  
French Briar Pipes—worth fully 25c, sale price only, ..... **14c**

**Ladies' Neckwear**  
Chiffon Boas—good size, well made, 75c value, sale price **25c**  
Silk Stock Collars—an elegant and dressy line, 75c value, ..... **25c**  
Crocheted Fascinators—made of fine wool, pink and blue, large size, handsome patterns, \$1 value, ..... **69c**  
A Special Lot of ladies' neckwear large puffs, beautiful designs, colorings, worth 60c, special sale **19c**

**Infant's Wear**  
Infant's Fine Knitted Jackets—all colors, various sizes, worth fully 45c, sale price, ..... **25c**  
Infant's Fine Knitted Suits—fine wool, all colors, worth 15c a pair, ..... **9c**  
Infant's Cloaks—fine eiderdown, Aurora fur trimmings, nicely lined, perfect fitting, worth 1.00, ..... **1.98**

**Trunks and Valises**  
The best assorted stock in Omaha. Prices—judge them by the following.

- Heavy Built Trunk—nicely japanned, bound with hard wood slats, iron corners, has tray, nicely padded inside, worth fully \$5, sale price, ..... **3.75**
- Strong Built Trunk—barrel top, covered with heavy embossed zinc composition, special sale, ..... **1.98**
- Strong Made Telescopes—heavy canvas, leather corners, heavy leather straps, large size, worth fully 75c, sale price only, ..... **49c**
- Solid Leather Valises—made with patent lock, heavy grained stock—an excellent article, worth fully \$1.00, sale price, ..... **2.98**

## THE PEOPLES STORE

LEADERS OF LOW PRICES  
1612 & FARNAM STREETS, OMAHA.

- Linens and Domestic**
- 18-inch Linen Crash—fancy border, yard, ..... **5c**
  - 15-inch Bleached Crash—2c
  - 58-inch Bleached Damask—worth 30c a yard, ..... **19c**
  - 54-inch Half Bleached Damask—50c value, yard, ..... **33c**
  - 54-inch Turkey Red Table Damask—22c
  - Bleached Sheets—hemmed ready for use: 72x90, only **37c**; 81x90, only **44c**; 90x90, only **49c**

- Ladies' Underwear**
- Ladies' Fine Ribbed Vests—medium weight, nicely shamed garments, snug fitting, worth 35c, sale price only, ..... **19c**
  - Ladies' Natural Wool Vests—a few odd lines, in main samples, the best grades, garments that retail for \$1.25 and \$1.50, go in one lot and priced, ..... **75c**
  - Ladies' All Wool Vests and Pants—pure white, regular 1.50 grade, special sale price, only, ..... **98c**
  - Ladies' Union Suits—the "Oneita" brand, very well made, nicely finished, worth 80c, sale price, ..... **59c**
  - Ladies' Union Suits—made of fine natural wool, superior finished garments, \$2 values, ..... **1.50**
  - Our \$2.25 Union Suits are the \$3 kind elsewhere.
  - Ladies' Black Tights—heavy ribbed, soft finish, sale price, ..... **75c**

- Handkerch's & Hosiery**
- Children's Handkerchiefs—with printed border, only, ..... **1c**
  - Ladies' Handkerchiefs—white lawn and cambric, only, ..... **4c**
  - Ladies' Fancy Lawn Handkerchiefs—beautifully bordered corners—worth fully 15c each—sale price **7c**
  - Ladies' Black Hose—very good value, worth 8c pair, on sale for, ..... **4c**
  - Ladies' Fast Black Hose—also fancy striped, superior quality, worth 15c, 20c a pair, for, ..... **9c**
  - Ladies' Fleece Hose—fast black, high spliced heel and toe—worth fully 50c a pair—only, ..... **19c**

- Trunks and Valises**
- Heavy Built Trunk—nicely japanned, bound with hard wood slats, iron corners, has tray, nicely padded inside, worth fully \$5, sale price, ..... **3.75**
  - Strong Built Trunk—barrel top, covered with heavy embossed zinc composition, special sale, ..... **1.98**
  - Strong Made Telescopes—heavy canvas, leather corners, heavy leather straps, large size, worth fully 75c, sale price only, ..... **49c**
  - Solid Leather Valises—made with patent lock, heavy grained stock—an excellent article, worth fully \$1.00, sale price, ..... **2.98**

## Specials in Cloaks, Suits & Furs

- Ladies' Kersey Jackets—navy blue, castor and black, full silk lined, trimmed with fine tailor strap, the best jackets \$10 can buy elsewhere, for only **6.98**
- High Art Novelties—fine imported Kersey and Melton jackets, the latest of fashion's novelties—lined with Skinner's satin, the highest class of tailoring \$15.00 value, ..... **10.00**
- Ladies' Plush & Astrakhan Capes—full 1 1/2 30-inch length, nicely lined with silk serge, special sale, ..... **3.98**
- Ladies' Electric Seal Fur Capes—Astrakhan collar, extra quality satin lining, regular \$15 value, special price **17.50**
- Tailor-Made Suits—made of medium and Oxford gray chevrot; you cannot match them for less than \$18.00—our special price for **12.00**
- Ladies' High Class Suits—in the latest styles, serge, cloth, chevrot, blue and black, the best \$25 suits in the city on sale for **19.75**
- Ladies' Tailor Made Suits—made of all wool, e.g., e, taffeta lined jackets, best quality skirt lining, velvet facing—\$40 suit, ..... **5.98**
- Real Alaska Seal Jackets—worth \$200.00—on special sale—**139.00**

## Wonderful offers in Stylish Millinery

- M. Stern & Son's millinery at 27c on the dollar, and a special lot of German pattern hats at half price.
- Trimmed Hats—from M. Stern & Son's purchase—what is left of the stock at nominal figures, still \$200 and some odd hats retailing at \$15.00 are priced to sell at **5c**
  - Untrimmed Hats—dozens of styles for the present fall and winter, son's wear—special sale, ..... **2.98, 3.98**
  - A special lot at 15c **4.98**
  - Trimmed Hats—hat M. Stern & Son's purchase—what is left of the stock at nominal figures, still \$200 and some odd hats retailing at \$15.00 are priced to sell at **98c**
  - Also a special lot of fine made Velvet Hats, elegant styles, rich looking, double lined, only cheap at **1.98**
- For Exclusive Millinery—The People's Store has no rival. Our styles predominate as judges of styles and proper head dress can verify. Our imported models, the latest Parisian effects, also.
- London creations, are priced at, ..... **\$18, \$22, \$25, \$30, \$35**

## Headquarters for Dress Goods and Silks

- The lowest prices and best selected stocks have earned for us the title.
- 40-Inch Wide Wale Storm Serge—worth 40c per yard, sale price only, ..... **22c**
  - 54-Inch Heavy Chevrot—for tailor made suits, \$1.30 value, per yard, ..... **79c**
  - 58-Inch Heavy Boucle—worth fully \$1.00 per yard, sale price only, ..... **69c**
  - Newest Effects in Black Mohair—positive 70c value, per yard only, ..... **59c**
  - Latest Designs in Black Crepons—new arrivals, \$1.25 value, per yard only, ..... **75c**
  - The Newest Designs in Black Crepons—double bluster, mohair top, \$2.00 value, per yard, ..... **1.49**
  - Silks Silks—of every description, silk Tulle, special values, ..... **45c 49c 59c 69c**
  - Black Satin Duchesse—a complete line of the qualities you most desire.
  - English Homespuns—excellent values, 56-in wide, worth 50c a yard, ..... **39c**
  - English Homespuns—all wool, 56-in wide, regular \$1 quality, per yard, ..... **69c**
  - 38-Inch All Wool Novelties—extremely beautiful patterns, new designs, 70c value, yard, ..... **48c**
  - All Wool Homespuns—28-in wide, neat patterns, 40c value, yard, ..... **23c**
  - 38-Inch German Novelties—silk and wool mixed, 20c value, yard, ..... **19c**
  - Rich Golf Plaids—new designs, rich fabrics, \$1.50 value, per yard, ..... **98c**

## Shoe Prices ARE ADVANCING

- The newspaper clipping taken from an eastern paper, headed "Shoe prices are advancing for the season." We, however, bought heavy at the time our department was enlarged and will continue to hold our prices down.
- Men's Satin Calf Shoes—in lace or congress, 2 1/2 toe, worth positively \$1.50 & \$1.75, ..... **1.19**
  - Men's Calf Shoes—latest box toes, the regular \$2.00 grade, on sale for, ..... **1.39**
  - Men's Glascio Calf Shoes—lace or congress, regular \$2.25 kind, are on sale for, ..... **1.59**
  - Ladies' Vici Kid Shoes—\$2 values, are on sale for, ..... **98c**
  - Ladies' Hand Turned Welt Shoes—all sizes, newest styles, \$3 and \$4 values, for \$1.98 and, ..... **2.48**
  - Ladies' Warm Lined Jullots—the regular \$1.50 kind, on sale for, ..... **98c**

## THE PEOPLES STORE

LEADERS OF LOW PRICES  
1612 & FARNAM STREETS, OMAHA.

- Men's Furnishings**
- Men's Shirts—a big lot of several different styles—plain white & fancy percale front shirts—also all colored shirts, 1.00 values, for **43c**
  - Men's Neckwear—a small lot necks and string ties, regular 25c, ..... **10c**
  - Men's Neckwear—very newest patterns, fine silk, worth 35c, ..... **21c**
  - Men's Collars—the latest styles exactly the same goods you pay 15c for, on sale for, ..... **6c**
  - Men's Fancy Percale Shirts—the latest stripes patterns, decidedly up-to-date—\$1 value, ..... **59c**
  - Men's Working Shirts—made of English flannel, worth fully 50c—only, ..... **39c**
  - Men's Night Gowns—the melton, plain or embroidered fronts, 75c & \$1 values for, ..... **49c**

- Men's Underwear**  
And Hosiery—Special low prices.
- A Special Lot of Men's Underwear—mostly shirts, heavy ribbed and fleece lined regular 75c and \$1.00 value, on sale for, ..... **39c**
  - Men's Fine Underwear—winter weight, wool fleeced, superior quality, worth \$1.00 and \$1.25 a garment, ..... **69c**
  - Men's Finest Underwear—heavy ribbed, superior finish, all sizes, shirts and drawers, \$1.25 value, per garment only, ..... **98c**
  - Men's Hose—fine cotton, worth 15c a pair, only, ..... **8c**
  - Men's Hose—fast black, double heels, 20c value, ..... **12c**
  - Men's Fine Hose—fancy striped, also silk figured, regular 35c grade, on sale for, ..... **25c**

- Ladies' Gloves, Corsets**
- Ladies' Fine Kid Gloves—The "Falka" is offered at a special price. They come in the new shades. The universal price of under the market, if even 2c per pair, our special price **79c**
  - Those Montford Gloves—are giving satisfaction in every respect. They never were intended to sell for less than \$1.50, but we control the western market and are able to introduce at a price every pair warranted, All Wool Jersey **1.00**
  - Gloves—the regular 35c kind on sale for, ..... **19c**
  - Ladies' Fine Corsets—the new Operetta Gobs and La Gracque—positively the latest styles—also a lot of fancy Satin Corsets—worth fully 75c & \$1—special sale price only, ..... **48c**

- Big Blanket Sale**  
and Comfort Bargains.
- White Blankets—fine cotton—worth 65c a pair, ..... **39c**
  - 11-4 White and Gray Blankets—worth fully 95c a pair, ..... **69c**
  - 11-4 Fine Cotton Blankets—gray and white, 75c value, only, ..... **59c**
  - Wool Blankets—gray and scarlet worth \$4.50 pr, ..... **2.98**
  - Gray and Scarlet Blankets—worth \$5.00 a pair, for, ..... **3.48**
  - 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 for, ..... **98c**

- Bed Spreads**
- Large Size Crocheted Bed Spreads—handsome, Macallan patterns, excellent quality, worth fully 65c, spread sale price, only, ..... **39c**

**Exposition Tickets Free.**  
with every purchase of \$1 or over tomorrow—grocery purchases excepted.  
\$50 will be given away while they last.  
(Copy of a recent letter to the trader.)

**Office of Peoples Store,**  
1612 and Farnam Sts., Omaha.

**Hand Bag Free**  
Please return to us Check No. 16 of goods you bought here, Friday, Oct. 20th, and receive as a reward a hand bag made of Mexican paper, check must call for purchase of 25c or over. Number 16 appears printed in red ink in the lower corner.

**Boys' 15c Knives Only 7c**—sold only to those bringing this part of our advertisement.

**Notion Bargains**  
On little things the Peoples Store saves you money as well as on everything else. A dime in this department goes a great way toward supplying your needs.

- Hooks and Eyes—per card, ..... **1c**
- Darning Cotton—all colors, ..... **1c**
- Corset Laces—per pair, only, ..... **1c**
- Hair Pins—2 packages for, ..... **25c**
- Tracing Wheels—ebony polished handle, steel tracer, only, ..... **3c**
- Finishing Braid—per pkg. of 5 yards, neat patterns, only, ..... **3c**
- Dress Stays—per set, only, ..... **4c**
- Adam's Fine Pins—2 packages, 1c
- Hat Pins—2 for, ..... **1c**
- Hair Crimpers—per box, only, ..... **5c**
- Garter Elastic—per yard, ..... **14c**
- Fine Bristle Tooth Brush—15c value, ..... **9c**
- Whisker Brushes—only, ..... **3c**
- highly perfumed, 5c each, ..... **3c**
- Crochet Cotton—ball, ..... **1c**
- Stockinette Dress Shields—7c pair, ..... **7c**
- Fine Flesh Brushes—soft hair, 5c
- Colgate's Best Perfumed Toilet Soap—worth 10c a cake, only, ..... **7c**
- Buttermilk Soap—per box of 3 cakes, per skin, ..... **5c**
- Yarn—in all colors, per skein, ..... **2c**

- Leather Goods**  
Pochobooks and Belts.
- Gents' Fine Kid Purses—nickel frame, worth 15c, ..... **9c**
  - Ladies' Purses—made with two partition pockets, fine leather, worth fully 35c, only, ..... **19c**
  - Ladies' Fine Leather Belts—new styles and shades, handsome buckles, worth fully 35c, sale price, ..... **19c**
  - Ladies' Fancy Leather Belts—very good quality, 75c values, ..... **45c**

- Umbrella Specials**  
Men's and Ladies' Umbrellas—covered with serge, strong frame, good handle, 65c value **39c**
- Men's and Ladies' Umbrellas—covered with fine serge, will not fade, steel rod, natural wood handles, worth positively \$1.00, for, ..... **98c**
  - Fine Quality Umbrella—natural wood handles, very pretty silver mountings, covered with finest serge, steel rod, paragon frame, worth fully \$2.00, only, ..... **1.48**

- Ribbons at Half Price**  
Wide Fancy Ribbon—all colors, the regular 10c and 15c sort, on sale for, ..... **2c**- Black Satin Ribbon—good width, worth fully 15c a yard, ..... **7c**
- Plaid Ribbon—also fine Persian Ribbons, new colorings, extra wide, worth up to 50c and, ..... **17c and 19c**

- Bed Spreads**
- Large Size Crocheted Bed Spreads—handsome, Macallan patterns, excellent quality, worth fully 65c, spread sale price, only, ..... **39c**

# Here is a chance to save from 1-3 to 1-2 on furniture, stoves, carpets, draperies, etc., besides you can make your selections from the largest and best assorted stock in the west.

- Big Carpet Sale**
- Beautiful Ingrain Carpets—newest designs, worth 50c yard, ..... **29c**
  - Fiber Carpets—new fall designs, attractive patterns, worth fully 65c a yard, only, ..... **49c**
  - Rich Velvet Carpets—rare beautiful designs, \$1.25 value, yard, ..... **98c**
  - Axminster and Moquette Carpets—beautiful designs, good 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**
  - Kiota Rugs—beautiful patterns, size 9x12, worth \$18.00, ..... **13.48**
  - Matting—worth 20c a yard, on sale for, ..... **9c**
  - Furniture Polish—large size bottle worth 35c, sale price, ..... **19c**
  - Machine Oil—large size bottle (6 oz), best grade, worth 15c, only, ..... **9c**

- Oak Sideboards—beautiful designs, rare artistic carvings, with beautiful double French plate mirror, worth fully **11.50**
- Antique Cheffonier—a lot of samples still left, \$12.00 values go for, ..... **6.79**
- 6-foot Antique Tables—handsome designs, nicely polished, \$8.00 values for, ..... **4.50**
- Special—willow rockers, worth \$1.00, sale price, ..... **1.98**
- Full Size White Enamel Iron Bed—nicely trimmed with brass, pretty design, \$4 value, ..... **2.48**
- Velour Bed Lounges—high back, new designs, easy to handle in making up for bed, worth fully \$14.00, sale price, ..... **8.75**
- Oak China Closets—very beautiful interior fittings, has double plate glass, very handsome and decorative furniture, worth \$18, sale price, ..... **10.90**
- Child's Beds—strong frame, has fine woven wire spring, worth fully \$5.00, only, ..... **3.48**
- Beautiful Couches—elegant frame, covered with fine velour, new designs and patterns, worth fully \$10, sale price, ..... **5.79**
- Encyclopedia Britannica—complete work, 10 volumes only \$5.99, per volume, ..... **59c**
- McDallion's colored pictures, life subjects, 35c values, ..... **19c**

## 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 \$42.50, special, ..... **27.50**
  - Reliable Oil Heater: a good burner, warrantable perfect, no smell or smoke \$6.50 only, ..... **3.98**
  - Good Laundry Stove: very heavy castings, has large top, a good heater, body made for setting irons around, worth \$8, only, ..... **5.50**
  - Battle-ax Cook Stove: very heavy castings; a good baker, large oven worth fully \$12, ..... **7.50**
  - Aurora Parlor Cook Stove: good heavy castings, nickel trimming, worth fully \$12.50, sale price only, ..... **8.75**
  - Home Coral Base Burner: has heavy castings, full nickel, large fire pot, a good steady heater, and a coal saver, worth \$20.00, ..... **12.50**
  - Peninsular Base Burner: have very heavy castings, with full nickel trimmings, large fire pot, a good heater, with fully \$35.00, ..... **24.50**
  - Estate Oak: air tight, guaranteed to hold heat, worth fully \$15, special only, ..... **9.75**
  - Silver Gem Cook Stove: heavy castings, large oven; a good baker, full nickel trimmings, \$18.50 value, ..... **11.50**
  - Coral Oak Stove: an excellent heater, splendid trim, heavy castings nickel trimmings, \$12.50 value, ..... **7.98**

- Mahogany Taborette—very beautiful worth \$2, only, ..... **98c**
- Mahogany Center Table—large top, highly polished, worth \$2, only, ..... **1.24**
- India Stools—antique finish, worth \$1.25, only, ..... **59c**
- Oak Combination Book Case—beautiful interior fittings, handsomely polished, worth \$12.50, sale price, ..... **7.75**
- 3-Piece Parlor Suits—beautiful frame, handsomely upholstered, covered with beautiful silk tapestry and velour, elegant patterns, worth \$20, only, ..... **12.75**
- Very Beautiful Rocker—cobbler seated, highly polished, oak or mahogany finish with \$4.50, only, ..... **2.69**
- Oak Reception Chairs—very beautiful designs, worth fully \$6.00, special sale price, ..... **3.50**
- Ladies' Writing Desks—made of oak, very beautiful design, \$7 value, ..... **3.50**
- Mahogany Music Rack—highly polished, very pretty and artistic, \$3.00 value, ..... **1.98**
- Antique Wood Seat Chair—handsome designs, worth fully \$1.10— ..... **59c**

- Curtains & Draperies**
- Lace Curtains—white or cream, very handsome patterns and designs, full length and regular width, worth fully \$3.50 pair, sale price, ..... **1.98**
  - Rope Portieres—worth \$3.50, ..... **\$1.98**
  - Fine Nottingham Lace Curtains—new designs and patterns, our own manufacture, worth \$2 a pair, special sale price only, ..... **1.24**
  - Finest Imported Lace Curtains—Brussels net, rich designs, beautiful patterns, worth \$7.50 a pair, sale price, ..... **4.75**
  - Beautiful Tapestry Portieres—all shades and designs, over 300 different patterns, worth \$5 a pair, only, ..... **2.98**
  - Felt Window Shades—mounted on spring rollers, worth 10c each, ..... **9c**
  - Muslin Window Shades—very good quality mounted on best spring rollers, 30c value, only, ..... **35c**

**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.