

MEET ME AT THE PEOPLES' CAFE.

THE PEOPLES' STORE
LEADERS OF LOW PRICES
1612 & FARNAM STREETS, OMAHA.

Reasons for Giving Thanks are Evident this Thanksgiving Sale

DINNER, 15 CENTS
Served from 11 to 2.
Short orders served all day.
Chocolate and Cream,
with cake.....5c
Served from 4 to 5.

THE values we have gathered and offer you demonstrate our determination to supply your wants cheaply and well. You will find everywhere on this page articles you are greatly in need of, and in every instance has the price been reduced. It requires but little of your time to come and realize the truthfulness of this statement, and your benefits are many. (We Fill Mail Orders Promptly.)

Sheet Music
All the latest and most popular selections.
Regular 50c sheet music on sale for.....19c

MEET ME AT THE PEOPLES' CAFE.
THE PEOPLES' STORE
LEADERS OF LOW PRICES
1612 & FARNAM STREETS, OMAHA.

Candies for Thanksgiving

- Fresh Mix d Candy—per pound, 9c
- Fine Wrapped Caramels—all flavors 8c
- Fresh Buttercups—special, per lb 12c
- Nuts at special low prices for Thanksgiving. Note our low prices in our Grocery adv.
- Cream Dipped Figs—sale price, per lb 12c
- Fine Chocolate Creams—regular 35c value, lb. 19c
- Finest Chocolate Creams—60c value, lb. 35c

Book Dept.

- David Harum or Richard Carvel, \$1.50 editions 83c
- The Clover Leaf edition, including all the most popular authors' cloth bound, gilt top, worth 50c, on sale for 39c
- E. P. Roe's works, cloth bound, sale price only 25c

Stationery

- Full length Lead Pencils, with erasers, worth 3c, only 1c
- Gross Rubber Bands, assorted sizes, only 35c
- 12-inch brass edge Rules 8c
- Ink and Pencil Erasers combined, only 4c
- 400-page School Tablets, on sale for only 3c

Infants' Hoods

- Infants' fine Wool Hoods, silk mixed, pink and blue, 25c sale price 25c
- Infants' finest Wool Hoods, silk mixed, and fully 5c, special sale price only 55c

Silk Waists

- Ladies' fine Silk Waists, slightly soiled, handsome lot sold up to \$3 regular, on sale in the bargain basement for only 2.75

Men's Neckwear

- We offer a great bargain in men's finest silk and satin ties, the latest styles and coloring, beautiful effects, tecks, puffs, and Ancois, positively half dollar neckwear, 25c

Corset Sale

- Monday morning 50 dozen of our regular 50c Corsets go on sale, full boned, made with two side steels, all sizes, on sale in the basement for only 25c

Toilet Paper

- 800 rolls of fine Perforated Toilet Paper goes on sale in the bargain basement, regular 10c value for 5c

Linens for Thanksgiving

Extra Special Bargains, Trade Stimulants.

- 64-inch Bleached table linen—very good quality, worth 60c a yard, 39c only
- 60-inch Turkey red table damask—worth 35c a yard, 23c only
- Fancy Dresser Scarfs—worth 30c, only 25c
- Napkins—4 size, worth \$1.50 doz, only 1.19
- Extra Quality Satin Damask Cloth—worth \$2.00, only 1.50
- Napkins to match, dozen 3.75
- Towel Special—Fancy fringed all linen towels, different colors, sold regular at 35c each, special sale price only 19c
- 60-inch Silver Bleach Table Linen—worth 50c a yd. 33c only
- 72-inch Bleached Table Linen—worth \$1.00 yd. 69c
- Finest Satin Damask Cloth—worth fully \$1.75, special sale price only 1.25
- Napkins to match, dozen 3.00
- 60-inch Turkey red table damask—worth 35c a yard, 23c only
- Fancy Dresser Scarfs—worth 30c, only 25c
- Napkins—4 size, worth \$1.50 doz, only 1.19
- Extra Quality Satin Damask Cloth—worth \$2.00, only 1.50
- Napkins to match, dozen 3.75



Thanksgiving Opportunities are Plentiful in Our Great Cloak Department

Selling Jackets and Furs so remarkably cheap that you'll wonder how can we do it and why we do. "Unload stock" waste order and unload it is. If these prices won't bring buyers, we miss our guess.

- Ladies' Tailor Made Jackets**—all wool, half silk lined, the best \$9.98 jacket in the city—150 on sale while they last at only 2.98
- Ladies' Well Tailored Jackets**—lined with taffeta, the best kersey, covert and cheviot used in making these garments—\$15.00 values, 7.75
- The Finest Tailored Jackets**—made in the newest novelties, in box, fly or dip effects, box back, strapped seams, material alone worth more than our selling price \$25.00 garments for 15.00
- Ladies' All Wool Storm Cheviot**—the latest back, cheap at \$5.00, only 2.98



- Electric Seal Collarsets**—nicely trimmed with tails and heads—worth fully \$2.00—special sale price 79c
- Ladies' 27-inch Seal Plush Capes**—trimmed with silk braid, cut jet and Thibet fur—regular selling price \$10.00—special sale price 5.98
- Ladies' 30-inch Astrakhan Capes**—trimmed with Kersey strappings—edged with black maroon—extra quality lining—\$10.00 value—reduced to 5.98
- Children's and Misses Fine Jacket**—made of fine boucle, covert, astrakhan and Kersey, ages 6 to 14—regular selling price \$7.50—reduced to 3.98

- Ladies' 10-inch Electric Seal Collarsets**—trimmed with 4-inch border of chinchilla, worth \$5.00—special sale price 2.98
- Ladies' and Misses' Stone Marten Scarfs**—trimmed with heads and six tails—positively sold for \$6.00—now on sale for 2.98
- Ladies' 10-in. Marten Collarsets**—long tails, trimmed with real marten tails, actually worth \$25.00—on sale for 12.98
- Ladies' 10-inch Monkey Fur Capes**—with electric s'orm collars and yoke—positively worth \$10.00—on sale Monday for 6.98

Millinery for Thanksgiving

A gathering of fashion's favorites at the most inviting prices.



- Handsomely Trimmed Hats**—in velvet and fancy fells, elegant tips and feathers used for trimming, new creations, exquisite millinery—hats worth \$6.00 sell at 3.98
- Beautiful Street and Dress Hats**—in black and colors, of the newest creations, products of our own work on where fashion is closely followed—\$8.00 values for 5.98
- Black Taffeta Hats**—the latest styles—pompadour and box turbans, several imported hats are also in this lot—hats worth up to \$12 and \$15 on sale for 7.98

Thanksgiving Sale of Shoes

Men's and women's finest shoes at cut prices.

- Men's \$3.00 and \$3.50 Shoes** for only 2.45—a lot of wise men came in yesterday to look at the shoes we advertised—needless to say they bought, for they were also most tasteful. The value is better appreciated when seen. This advertisement cannot convey the exact description. They are actual \$3.00 and \$3.50 values for 2.45
- For the Little Boys and their bigger brothers** we offer two special lots of fine calf shoes worth \$1.50 and \$1.75 at \$1.25 and 98c
- The Young Ladies, too, come in on a shoe bargain**, this Thanksgiving sale, shoes that sell for \$1.50 regular go for 98c
- Rubbers for everybody in any quantity, any size, at special prices.



Thanksgiving Sale of Fine Dress Goods and Rich Silks

Clearing the decks for action, making room for the big consignment of holiday goods now beginning to arrive. Bargains that appeal to economists. Costs entirely ignored.

- Silk and Wool German Novelties**—36-inch Black Serge, 36-inch Black Cashmere, double fold Plaid Novelties, a fine Boucle cloth, all colors, 43 inches wide, actual 50c dress fabrics on sale for 19c
- An Elegant Lot of Dress Fabrics**—All wool reversible Scotch Plaids, extra quality all wool Black Satin Serge, all wool Sacking, 50 inches wide, in all colors, 75c and \$1.00 dress fabrics, at only 39c
- Most Stylish Dress Goods**—Including 66-inch Golf Cloth, all colors; 50-inch Black Satin Serge, genuine Persian Plaid Novelties and all wool Crepons, fabrics that are cheap at \$1.25, go for 69c

- Silk and Wool Crepons**—All colors, Habit Cloth, Venetian Cloths, Chevots, Camel's Hair and Storm Serges, all colors, worth fully \$1.50 and \$2.00 per yard, sale price 98c
- Foreign Dress Fabrics**—finest Broadcloth in all colors, Figured Venetian, French Serge, Mohair Top Crepon, double bilster, in black; also Camels Hair, worth \$2.00 value, only 1.25
- The Finest Black Crepons**—Pure Mohair top, imported dress stuffs, every yard of the new and novel designs; also rich Golf Plaids in a choice lot of patterns, \$3.00 value per yard, only 1.49

- Wonderful Silk Offers**—fancy striped taffeta, black satin duchesse, and choice lot—taffetas in all the latest shades, satin duchesse of very fine quality, actual \$1 silks, on sale for 59c
- Novelty Silks**—the very latest designs and patterns, fancy striped taffetas, rich colorings, black peau de sole and satin duchesse, \$1.50 silks—extra on sale for just about half price 79c
- The Finest Silks**—excellent quality black satin duchesse, peau de sole, very heavy plaid and striped taffetas, silks that cost \$1.25 and \$1.50 to import, sold for \$2.00 and \$2.25 a yard—on sale here tomorrow for 89c

- Fine Table Damask**—Turkey red, handsome patterns, 60 inches wide, worth 50c a yard—on sale from 9 to 19, and 2 to 3, for 27c
- China Cabinets**—beautiful design—rich carvings—heavy double glass—worth \$20—sale price 12.75
- Bookcases**—regular selling price \$10, only 5.90
- Mahogany Parlor Cabinet**—well made, worth full \$20, only 11.75
- Indian Seats**—antique or mahogany, worth fully \$12, only 6.9c
- Large Size Rustic Iron Roasting Pan**—with drip tray—worth \$12—only 7.9c
- Extra Size Roasting Pan**—heavy Russia Iron—worth \$18—only 9.8c
- Beautiful Dinner Sets**—30 pieces—fine decorated English ware—delicate lines, beautiful shapes—your choice of several designs—\$12 is the regular price—but we offer them for only 6.75
- 53-piece Dinner Sets**—in three colors—beautiful designs—worth \$20—only 3.39
- Good Carving Set**—worth \$2.00—only 98c
- 2-piece Carving Set**—regular \$2.50 value—only 1.25
- Rogers' Table Spoons**—at per set—only 98c
- Rogers' Knives and Forks**, worth \$2.00 per set, only 1.98
- Beautiful Tufted Couch**—handsome frame, different colors, worth fully \$12.99, only 7.48

7 Extra Specials from the Great Bargain Basement

- Ladies' Union Suits**—Made of fine ribbed cotton, fleeced, well made, perfect fitting, 50c values, on sale from 9c, 10 and from 5 to 6 at 25c
- Fur Trimmed Capes**—All wool kersey, also trimmed with bird, on sale while they last, \$2 and \$3 values for only 39c
- aCrier's Black Ink**, 9 to 10, bottle, 1c

- Ladies' Black Hose**—Well made, seamless, on sale from 10 to 11 and from 4 to 5, 10c values—sale price 2c
- 15c All Linen Collars**, 10 to 11, each, 1c

- Fine Table Damask**—Turkey red, handsome patterns, 60 inches wide, worth 50c a yard—on sale from 9 to 19, and 2 to 3, for 27c
- LL Unbleached Sheetting**, 830 to 930, yard, 24c

Patent Medicine Sale Monday

Be sure and attend this sale of patent medicines on Monday. Our drug department is located on the first floor in the main aisle. A competent graduate pharmacist is in charge with an able corps of assistants. Our prices are one-half to one-fourth lower than Trust Prices.

- \$1.00 Bottle Pe-ru-na.....75c
- 25c Liver Pills.....9c
- 10c Bottle Glycerine.....8c
- Stuart's Dyspepsia Tablets.....40c
- 50c Bottle Bay Rum.....29c
- 10c Bottle Castor Oil.....4c

Glove Sale

For Thanksgiving. There is no better \$1.50 glove on the market than the Montford; no one disputes that. We are selling all the fall shades in the newest styles at half dollar less than the regular price. This despite the fact that we are selling western made gloves. Mail orders filled. We have all sizes and we warrant every pair.

- For a dollar glove we know of none better than the Falka; some are as good, we'll admit, but the same quality of kid being used in their construction, the price is only \$1.00. Mail orders filled. We have all sizes and we warrant every pair.
- Ladies' fleece lined Hosiery, fast black, made with high spliced heel and toe, double soles, actually worth 35c, pair 19c
- We are offering a lot of women's half dollar Hosiery at a cut price. The ribbed Hosiery, fast black, also tan, worth 35c a pair, sale price 19c

Hosiery Offers

A few Thanksgiving bargains. Ladies' fleece lined Hosiery, fast black, made with high spliced heel and toe, double soles, actually worth 35c, pair 19c

Blankets-Comforts

A special lot of gray Blankets, regular 60c 39c

- Good wool Blankets, worth \$2.00 a pair, on sale for 1.29
- Good grade Comforters, nicely filled, fancy quilted, 3.35 value, only 89c

Lining Dept.

Moire Velour Skirting, in all colors, worth \$2.00 a yard, 39c

- Polka dot Velour Taffeta, all shades, 15c
- Doubled faced Silesia, worth \$2 a yard, 18c
- Silesia Waist Lining, 5c
- Percale Lining in gray and brown, 10c value 8c
- Black Percale Lining, yard, 6c
- Excellent Cambric, per yard, 3c
- in gray, worth 12c a yard, 6c

Flannels

27-inch Opera Wool Flannels, all shades, 35c value, 25c

- 27-inch gray wool Flannel—worth 35c a yard—19c
- 27-inch Danish Down, Persian effects, 10c value 5c

Mexican Drawn Work

25c Doilies, 12c

- 50c Doilies, 25c
- Beautiful Dresser Scarfs, fine drawn work, 2.98
- Beautiful Drawn Work, worth \$5, on sale, 2.98
- This department is replete with all the finest drawn work.

Groceries for Thanksgiving

The most for the least at The People's Store. Pure foods only. Phone 1924 and give your order—it will receive prompt attention.

- H. & H. Granulated Sugar, per lb. 4c
- 10-lb. Limit to each customer
- The People's Superior Highest Patent Minute Soda Flour, 95c
- Snow White Flour, Patent Flour, per sack 79c
- 10-lb. sack pure Graham Flour, only 15c
- 5 lbs. New York Buckwheat Flour, per sack, only 15c
- 5 lbs. Oatmeal, 10c
- 3-lb. can Tomatoes, 7 1-2c
- 3-lb. can Golden Pumpkins, 6 1-2c
- 3-lb. can Green Gage or Egg Plums, only 10c
- 2-lb. can Sugar Corn 4 1-2c
- 1-lb. package Corn Starch 3c
- 1-lb. Alaska Salmon 7 1-2c
- No. 1 Picnic Hams, lb. 6c
- Fresh Pork Sausage, lb. 7c
- Good Country Butter, lb. 14c
- Fancy Vermont Sage Cheese, per lb. 15c
- Good Broken Coffee, lb. 12c
- Fancy Spiced Japan Tea, per lb. 33c
- Finest Mince Meat, per package, only 7 1-2c
- Large Brazil Nuts, lb. 12 1-2c
- Large Pecan Nuts, lb. 12 1-2c
- Large Barcelona Filberts, lb. 15c
- Large English Walnuts, lb. 15c
- Large English Chestnuts, lb. 15c
- Jordan Almonds, lb. 17 1-2c
- Virginia Peanuts, qt. 5c
- Leave your orders for Thanksgiving Turkey, Chicken and Ducks—our prices are always the lowest.

How About Dining Room Furniture, Carvers, Dinner Ware, Etc., for Thanksgiving?

You will find our prices interesting from an economical standpoint. We have just the things you want, too. Come early tomorrow.

Unedea Heater

During This Kind of Weather. We're Selling at the Same "Old" Prices.

- Home Coral Base Burner**—has heavy castings, full nickel-plated, 15 inch fire pot, a good steady heater and coal saver, worth \$25, sale price 15.50
- Peninsular Base Burners**—have very heavy castings, with full nickel trimmings—a large fire pot, a good heater, worth \$40.00, price 29.50
- Coral Oak Stove**—an excellent heater, splendid steel drum, heavy castings, nickel trimmings, \$12.50 value, sale price 7.98
- Silver Gem Cook Stove**—heavy castings, large oven, a good baker, nickel trimmings, \$16.00—sale price 9.98

- Star Estate Steel Ranges**—very nicely made of heavy wrought steel, highly polished, full nickel trimmings, has duplex grate for wood or coal, worth \$42.50, sale price 27.50
- Staple Air Tight Wood Heaters**—good clear castings, worth fully \$5.00—sale price 3.15
- 4 Hole Laundry and Cook Stove**—very heavy castings, has large top, a good heater, worth \$7.00, sale price 4.98
- Large Size Cook Stove**—very heavy castings, large oven, worth fully \$18.00, sale price 11.50

- Beautiful Oak Sideboard**—nicely made, rich carvings, with beautiful polished plate mirror, cutlery drawer, silver lined, worth fully \$10.00, only 10.75
- Oak Center Table**—with 2x2 top, worth \$12.00, only 1.24
- Beautiful Odd Dressers**—antique finish, rich designs, worth fully \$8.50, only 6.50
- Antique Bedroom Suits**—has large dresser, stand and bed, neat designs, worth \$15.00, only 15.75
- White Enamel Iron Bed**, with brass trimmings, worth fully \$15.00, only 2.48
- Hand Made Cotton Top Mattress**—worth fully \$1.49
- Antique Child's Cradle**, worth fully \$3.39, only 1.90

- Handsome Oyle Top Table**—brass frame, nicely designed, worth fully \$5.00, only 5.48
- Large Size Rustic Iron Roasting Pan**—with drip tray—worth \$12—only 7.9c
- Extra Size Roasting Pan**—heavy Russia Iron—worth \$18—only 9.8c
- Beautiful Dinner Sets**—30 pieces—fine decorated English ware—delicate lines, beautiful shapes—your choice of several designs—\$12 is the regular price—but we offer them for only 6.75
- 53-piece Dinner Sets**—in three colors—beautiful designs—worth \$20—only 3.39
- Good Carving Set**—worth \$2.00—only 98c
- 2-piece Carving Set**—regular \$2.50 value—only 1.25
- Rogers' Table Spoons**—at per set—only 98c
- Rogers' Knives and Forks**, worth \$2.00 per set, only 1.98
- Beautiful Tufted Couch**—handsome frame, different colors, worth fully \$12.99, only 7.48

- China Cabinets**—beautiful design—rich carvings—heavy double glass—worth \$20—sale price 12.75
- Bookcases**—regular selling price \$10, only 5.90
- Mahogany Parlor Cabinet**—well made, worth full \$20, only 11.75
- Indian Seats**—antique or mahogany, worth fully \$12, only 6.9c
- 5-piece Oak or Mahogany Parlor Suit**—beautifully upholstered—handsome—worth fully \$40—22.00
- 8-foot Extension Table**—highly polished, antique finish—worth \$5.00—value 4.90
- Beautiful Dining Room Chairs**—antique finish, cane seated—worth \$2.00—only 1.29
- Large Wood Seat Arm Rocker**—worth \$2.75—sale price 1.39
- Oak Hall Tree**—French plate mirror, polished brass hangers—worth \$12, only 7.50
- Antique Wardrobe**—has nicely carved top—worth fully \$11.00—sale price 6.50
- Velour Bed Lounge**—well made—worth fully \$14, only 9.50

- Finest Imported Lace Curtains**—Brussels net—rich designs—beautiful pattern—worth \$7.00 a pair—sale price 4.75
- Beautiful Tapered Posters**—all shades and designs—over 300 different patterns—worth \$5.00 a pair—sale price only 2.98
- Rare, beautiful designs**—\$1.25 value—sale price 98c
- Antimacassar and Moccasin Carpets**—beautiful designs—worth \$1.25 a yard—sale price 89c
- Kiots Rugs**—beautiful patterns—size 5x12—worth \$18—sale price 13.48
- Oak Screen**, worth \$1.75, only 98c
- Oak Enamel**, only 49c
- Antique Wardrobe**—has nicely carved top—worth fully \$11.00—sale price 6.50
- 18.00 Antique Tapered Posters**, 40c
- \$1.50 Folding Card Table**, 98c
- Oak Clothes Customer**, 60c
- Oak Seated High Chair**—worth fully \$2.00, only 1.15