

The People's Store is now in holiday attire—every department

Christmas trees are showing the "good things" advantageously, and adding to the merry season. Sweet singing birds are everywhere and a fine lot of warblers that are. This thrilling scene delights the soul and adds to the pleasure of shopping in this store of yours. While calling your attention to our vast assortments and most gorgeous displays of holiday goods, do not fail to recognize the one important fact, and that is the MONEY WE SAVE YOU. Everywhere has the pricing been done with a view of aiding you in your gift buying. YOUR DOLLAR GOES BY FAR THE FARTHEST. HERE. Come tomorrow, bring the little ones to see a REAL LIVE SANTA CLAUS (in our toy department). (Concert all day.) MAIL ORDERS FILLED.

Anti-Trust Drug Department

Monday's special bargains.

We continue the sale of Water Bags, all sizes up to five-gallon, worth up to \$1.25, on sale for **49c**.

Perfumes and Atomizers at one-third cost.

Castor Oil, 5-gallon, 8c.

Big bottle White Haze, 3c.

Glycerine, per bottle, 4c.

Malted Milk, 4c, 5c, 6c.

Prescriptions filled at half the prices charged by the trust druggists.

Cameras—Supplies



Gem Pico, 6 1/2 size, only **32.98**.

M. S. Developer for Velox, 10c.

10c. Tube of sale for **6c**.

8-oz. bottle Professional Developer, 16c.

4-inch Print Rollers, 30c.

Stationery

Carter's Ink—bottle, 2c.

40-page Tablet, 3c.

A fine line of Box Paper and Envelopes for the holidays. Best goods made in either hemisphere.

Dinner, 15c

Served from 11 to 2. Short orders served all day.

Chocolate and cream, with cake, from 1 to 3c.

Visit our bakery—Angel Food Cake, 15c.

THE PEOPLES STORE

LEADERS OF LOW PRICES

16TH & FARNAM STREETS, OMAHA.

(MEET ME AT THE PEOPLES CAFE.)

Hair Goods

On sale in Hair Dressing and Manicuring Department:

500 Soft Hair, all shades of hair, **2.98**.

400 Soft Hair, all shades of hair, only **1.98**.

Hair Dressing, 10c.

Shampooing, 20c.

Mexican Drawn Work

2c. Doilies only, 12c.

Beautiful Cloths, large size, worth \$1, sale price, **4.75**.

A full line of Cloths, most beautiful patterns, worth \$1, sale price, **2.75**.

Optical Department



SPECIAL FOR MONDAY—8-1/2c. Frames for only **98c**.

Gold Skeleton Eye-glasses, 1.48.

We have cheaper grades and better grades and our prices are very low in every instance.

Thermometers, 8-inch—only **8c**.

Eye tested free. No charge for fitting.

Cigar Department

A box of cigars is a very desirable gift for "him." We are selling the best brands at wholesale prices. Besides, we are giving FREE TICKETS TO THE ORCHESTRION THEATRE with every purchase as follows:

With every box of 50 cigars that sell at **4.00** we give a ticket.

With every box of 25 cigars that sell at **2.00** we give two tickets.

With every purchase of a box of the cheaper cigars, 1 worth 25c, we give one ticket.

Headquarters for Pipes and Tobacco of all kinds. Our prices represent one-third saving.

Suitable Holiday Crepons and Silks

A black Peau de Soie Dress Pattern, a black Duchesse, Regence or Crepon Dress Pattern, makes a practical and choice Christmas gift. We inaugurate a special sale of Black Dress Silks and Crepons this week. Our quantities will be found strictly first-class, reliable in every sense. The goods are of recent importation and each pattern comes handsomely boxed. Our Silk Waist Patterns offer extraordinary inducements to shoppers.

- PARIS CREPONS—The newest and most beautiful line shown. Sent direct to us by our Paris agent. The creations are fascinating, values extraordinary.
- for **3.47** for **4.14** for **4.74** **1.14** **1.75** **1.98**
- Waist Lengths of Rare Silks, every offering bona fide—marvelous values and at times when such values are best appreciated.
- Fancy stripes and plaids **3.12**
- Fancy stripes and plaids **2.77**
- Skirt and Dress Patterns of the Finest Silks
- Skirt patterns of Peau de soie **6.32, 7.12, 8.00 and 8.80**
- Dress Patterns—**9.48, 10.68, 12.00, 13.00 and 16.20**
- Full Dress Patterns—black satin duchesse, special offers at **\$7, \$12 and \$15**

Umbrellas, Holiday Handkerchiefs & Gloves

All stocks are at their best and while you'll recognize the superiority of the goods you'll observe the low prices. A beautiful line of linen and lace handkerchiefs.

Umbrellas

Union Silk Umbrella—steel rod, case and handle of feroz, Congo, box-wood, with prismatic handle, new sizes, with crocheted handles, \$2-2.50 values, choice **1.35**

We have a choice lot of the finest silk umbrellas, with sterling silver mountings, the very latest handles, each put up in a nice edged box and tied with a blue ribbon—ready for presentation, values up to \$10.00 at **2.50, 3, 3.50, 4, 5.00 and 6.50**

Handkerchiefs

We offer an Unusually strong line of dainty handkerchiefs, nicely color-matched corners—very fine quality, regular 20c values, only **12c**

The Choicest Line of handkerchiefs, no matter how priced is the line of newly imported ones we recently received—**15c**

Handsome Silk Stock Collars—choice colors, extra length—worth \$1.50 only **98c**

Gloves

The Monford Kid Gloves are the ones we guarantee and the makers guarantee them, too. Every pair is sewed with silk. We have the latest, in fact all the shades and all sizes. For the holidays we are putting them up one pair in a neat box. If you want to send them to a friend the package is convenient for mailing—Remember our special price is **1.00**

Beautiful Double Silk Mittens—all sizes, very good quality—made with silk box—put up one pair in a neat package, **50c**

Jackets and Furs at Half

We simply cut the prices in two, there is but ONE place to go, and that place is The Peoples Store.

Ladies' Fine Jackets

Washington millinery, box front, six buttons, trimmed with tailor strappings, full satin lined worth fully \$7.50, sale price, **4.98**

Ladies' fine Kersey Jackets—with striped seams, tailor made, full satin lined, straight 10.00 garment for **5.98**

Ladies' Seal Plush Jackets—jet trimmed, edged with fur, skimp's satin lined worth fully \$18, sale price only **9.98**

Misses' Mohair Astrakhan Jackets—in tan, reds and greens, every one cheap at \$5.00, now **2.98**

Misses' Fine Kersey Jackets—various colors, in the balance of the great stock, on sale this week for \$5.00—\$6.00 value, now **3.50**

Handsome Collarettes

10-inch long, worth fully \$2.50, only **12.50**

Genuine Stone Marten Scarves—trimmed with heads and tails, nice lined, very suitable gift, \$18 value, **9.98**

Ladies' Fine Plush Cape—jet trimmed, lined with satin, ribbed, edged, one of the best ever offered at \$7.50, on sale Monday at unheard of price **3.98**

Ladies' Seal Plush Cape—27 inch, trimmed with jet and silver, best quality, regular \$10 value, **4.98**

Ladies' 36 inch Seal Plush Cape—**5.98**

Holiday Hose

- Ladies' Fancy lisle hose—very beautiful patterns—Parisian styles, worth \$2 a pair, sale price **59c**
- Ladies' fancy silk hose—the most beautiful patterns, rich novelty effects—worth fully \$1.00 a pair, on sale **2.00**
- The Finest Silk Hose—beautiful effects, best imported hose shown in the city, on sale **2.00**
- Children's Very Good Hose—made with high silk lisle and toe, put up 2 pair in a nice box, \$1.50 value, sale price, pair **15c**
- Ladies' Fine Cashmere Hose—very superior quality, pair **50c**
- Sheet Music**
- The hit of the season—"Nestle Close to Mummy," on sale **19c**
- We have a full line of all the popular songs. They come here, "hot" from the press.

Handsome Millinery

- Hats Trimmed Free of Charge.
- A fine line of trimmed hats—the very latest styles, hats that were sold for \$6, \$7, \$8, all go on **3.98**
- A beautiful line of trimmed hats—the newest patterns, dainty headgear, exquisitely trimmed, with tips, velvet and tulle, worth up to \$12.50, for **5.98**
- All our untrimmed hats—worth up to \$3.50, to close at **49c** and **29c**
- Fancy feathers, wings and birds—**5c** worth up to 75c, at 10c, **10c**
- No Charge for Trimming!

Books at Special Prices

- All kinds for Children, Boys, Girls, Grown Folks.
- Victor Hugo's Works—gilt top, fancy bound, **2.79**
- Phroso—by Anthony Hope, in paper, 42c volume **58c**
- Books by Dickens, King, Doyle and many others—set of 10 volumes, **98c**
- Snug Corner Series—very good edition, good paper and best binding, the best stories for girls, 50c values for **29c**
- An Unusual Offer—10,000 12 mo books, cloth bound, the most interesting titles, for **1.00**
- It Was Marlowe—by Zeller, the story of the scout of three centuries—**1.19**
- Helan's Babies—well bound in cloth, 16 mo. sale price **45c**
- Young Peoples Library—well bound, good paper, 16 mo. popular series by Gaidis, Hawthorne, Scott, Irving, Milton, **12c**
- Young Peoples Library—best line binding, Robinson Crusoe, Robinson Crusoe, Robinson Crusoe, Robinson Crusoe, **39c**
- The National Series—pertaining to the history of our country and its great men, authors, 70c value, **49c**
- Wood's Natural History regular \$1.25 edition **79c**
- Mail orders filled. Send stamps for mailing. Complete titles in series furnished on application.

Don't Forget the Baby

- A nice bonnet, hood or cloaks will suit the little dear very nicely. We offer special inducements tomorrow.
- Infant's Fine Wool Bonnets—silk mixed, different colors, worth fully 35c—special sale price **23c**
- Infant's Silk and Wool Bonnets—a great variety of styles and colors, handsomely trimmed—worth 75c—sale price **55c**
- Infants and Children's Hoods—ribbed silk—elegantly trimmed with fur and ribbon, well lined, regular \$2.50 values, only **1.75**
- Infant's Fine Knit Jackets—all wool, various colors, worth fully 45c—sale price only **25c**
- Infant's Fine Booties—all wool, all colors, worth 15c a pair, only **7c**
- Infant's Superior Wool Booties—various colors, worth 25c a pair, only **15c**
- 25 percent Discount on Any Infant's Cloak—Every infant's cloak goes at a 25 percent reduction—\$2.50 kind for \$1.50—\$3 kind for \$2.25—\$4 kind for \$3.00. This offer is bona fide.
- Infant's Cloaks on 2d floor, cloak department.

Holiday Slippers

- And shoes at very low prices.
- Men's Fine Slippers—black and tan, oper style, wild trees, worth \$1.00 a pair, only **59c**
- Men's Genuine Goat and opera Eyebrow cut slippers, medium and wide, kid lined, all sizes, worth up to \$2 a pair, on sale for **89c**
- Ladies' Fine Felt Juliettes—wool lined fur trimmed, all sizes go on sale, \$1.35 value special sale **98c**
- Ladies' fine Quilted Satin Slippers—trimmed with fur, the very fine quality, worth \$2 a pair, **1.25**
- Ladies' 50c storm rubbers, only **39c**
- Women's High Storm Boots—in tan only, worth \$2.50 a pair, only **1.59**
- Men's Fine Russia Calf Shoes—with double extension sole, latest style toe, \$3.50 value—**2.48**
- Infant's soft sole shoes, only **19c**

French Flan'is

- Cashmeres, Downes, Percates in waist and skirt patterns, a great lot of values for Monday.
- Beautiful French Flannel—the most attractive colors, all shades, waist patterns worth \$2.50, only **1.48**
- Wool Opera Flannel—in waist patterns, all shades, extra quality material, a very sensible gift, worth \$1.50 and \$1.25, only **73c**
- 36 inch French Percate—complete dress patterns, superior quality, worth \$1.50, special **1.00**
- Garner's Best Percate—put up in dress patterns, beautiful patterns, worth \$1.25—**79c**
- Danish Down—excellent waist patterns, on sale **20c**
- For Table Linens—our stock is at its best, we offer a special quality damask, worth 50c a yard at **25c**

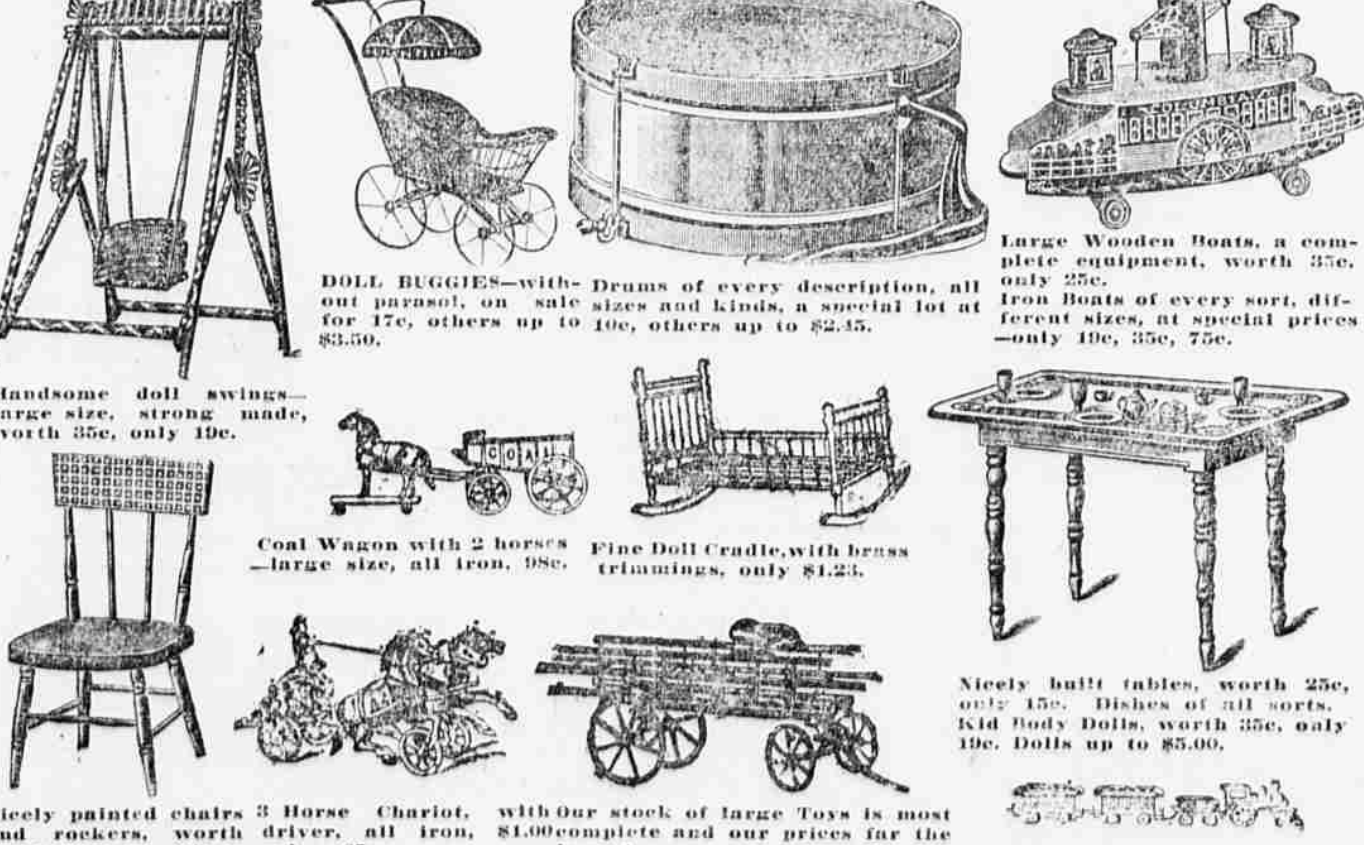
Watches, Clocks, Silverware, Jewelry

- Wonderful array of bargains; prices that bring buyers tomorrow.
- Handsome Mantel Clocks—5 day, half hour strike, with gilt dial, fine finished, brass trimmings, \$8 value, **5.48**
- Ladies' Solid Gold 10kt Chatelaine Watches—excellent movement, \$10 value, **9.98**
- Ladies' Watch—gold filled case, American movement, \$6.00 value—only **3.98**
- Men's Open Face Watch—20 year, Double case, Elgin movement, \$12.00 value—**7.98**
- Sterling Silver Oyster Fork, Butter Knives, Sardine Forks, Sugar Shells, etc., choice Monday for **98c**
- Gents solid gold Cuff Links guaranteed 10kt \$10 value **2.98**
- Ladies' 14k Gold Rings—set with genuine diamonds, opals, pearls, \$4.00, \$5.00 and \$6.00 values, at \$2.98 and **3.48**
- Solid Silver Baby Rings, 29c
- Beautiful Sid Combs set with bell-hats, fine quality, **49c**
- A beautiful assortment of shell combs, 50c value, **24c**
- Ladies' New Belt Girdle, on sale for **59c**
- Ladies' Extra Large Chain Purse, \$2 value **1.50**
- Genuine Garnet Breast Pin, only 30c

Santa Claus Is Here

Bring in the little ones and let them talk to him. He will listen to their wants, and give them a coupon that will entitle them to a present. You will find him in the toy department, amidst the dazzling array of bright and interesting playthings that amuse the little ones, and even the grown folks.

Remember, we Save You Fully 1-3 on Toys and Dolls



Large Wooden Boats, a complete equipment, worth 35c, only 25c.

Iron Boats of every sort, different sizes, at special prices—only 10c, 25c, 75c.

DOLL BUGGIES—with Drums of every description, all on parcel, on sale at 10c and 15c, a special lot at 17c, others up to 10c, others up to \$2.35.

Handsome doll swings—large size, strong made, worth 35c, only 19c.

Nicely built tables, worth 25c, only 15c. Dishes of all sorts, Kid Body Dolls, worth 35c, only 19c. Dolls up to \$5.00.

Nicely built chairs 3 Horse Chariot, with our stock of large Toys is most and rockers, worth driver, all iron, \$1.00 complete and our prices for the worth 50c, only 29c, value, 65c.

Nickel Plated Train only 10c.

Satin Suspenders, Neckwear, Etc.

- Very special offers; suitable gifts for men.
- Men's colored percale Shirts—with most excellent colorings, excellent patterns, worth 75c, fully **89c**
- Men's holiday neckwear—the latest in a lace edged box, a grand assortment, **50c**
- Men's Cardigan Jackets—very nicely made, swell styles, worth \$3, sale price only **2.25**
- Men's Fine Pajamas—made of the finest flannel, nice patterns, two special lots, at \$1.50 and **1.00**
- Adler's Genuine Kid Gloves—latest styles and latest styles, all sizes, on sale per pair **1.00**
- Adler's Genuine Mocha Kid Gloves—in the newest shades and latest styles—worth fully \$1.50 a pair, only **1.25**
- Fancy Satin Suspenders—with patent gilt sliding buckle, kid lined, put up one pair in a lace edge box, worth 75c, only **50c**
- Extra Quality Satin Suspenders—gilt buckle, put up one pair in a lace edge box, \$1 value **75c**
- Beautiful Oxford Buttons—the very finest, exclusive designs, worth fully **89c**
- Men's Initial Handkerchiefs—worth 75c only **50c**
- Men's Irish Linen Initial handkerchiefs, put up 6 in a box on sale, each only **25c**
- Men's Fancy Hosiery—fancy striped, worth fully the latest styles, per pair only **35c**

Good Groceries for Little Money

- FREE—1c K. C. Baking Powder to every purchaser of 1 pound of our superior blend Mocha and Java **25c**
- 5 lbs. H. & E. Gran. Sugar **22c**
- The People's Superior Highest patent Flour, sack, only **1.05**
- Good White Flour, sack, **45c**
- 10 bars Wash- alone Soap for **25c**
- 10-lb. sack pure Graham Flour, **19c**
- N. Y. Buckwheat Flour, lb. **3c**
- Strictly fresh Eggs, doz. **16c**
- Good broken Mocha and Java Coffee, pound, **7c**
- Golden Rio Coffee, pound, **12c**
- Fancy Santos Coffee, pound, **15c**
- The People's Superior Mocha and Java Coffee, **25c**
- Tea Siftings from finest teas, **19c**
- Fancy Spider-leg Japan Tea, **36c**
- New crop English Breakfast Tea, **35c**
- Breakfast Oat-meal, lb. **2c**
- 2 sacks fine Table Salt **5c**
- Three-pound can solid packed Tomatoes **6c**
- 3-lb. can Green Gages or Egg Plants, **12c**
- A. B. C Soda or Oyster Crackers, per pound, **4c**
- 2-lb. pkg. Ralston's Pancake or Buckwheat Flour, **7c**
- Wheat Flour, lb. **6c**
- Ham, lb. **6c**

Extra Special Basement Bargains

- Note the saving in every item—Your chance to save is now.
- Alta Cloth, beautiful patterns, put up in 10-12 yard patterns, handsomely priced, worth fully \$1.00, suitable price **59c**
- A choice lot of Sofa Pillows, worth \$1.00, only **69c**
- A choice lot of Fine Neckwear—all the latest novelties, beautiful patterns, worth \$1.00, only **48c**
- Beautiful Smyrna Rug—animal or floral patterns, rich designs, worth fully \$2.00, value **1.98**
- Fine Chenille Portieres, very fine patterns, heavy grade, nicely fringed, worth fully \$1.00 a pair, **2.50**
- On sale at \$1.50, **69c**
- A choice lot of Fine Tapestry Portieres, a swell lot of patterns; these goods are going at 50 percent discount; worth \$1.00, only **2.50**
- Extra fine lot of Lace Curtains, beautiful designs, 3 1/2 yards long, worth fully \$1.00 pair, **2.50**
- Brussels Net and Irish Point Curtains, excellent patterns, rich designs, worth \$5 per pair, only **5.49**
- A choice lot of Swis Curtains, very superior 300 styles, worth \$2.00 a pair, only **1.35**

Come and Roam Through the Greatest Furniture Department in the West.

Everywhere will you find suitable articles for gifts for everybody, and in every instance is the price very low. Buying in quantities enables us to make better terms with manufacturers. That is why we are able to undersell competitors, and that is why we get the business.

Stoves at 1-3 Saving.

HOME CORAL BASE BURNER with heavy castings, full nickel plated, worth \$20.00, **15.75**

RADIANT PENINSULAR base burners, beautiful stoves, nicely proportioned, one of best heaters made, \$12.00 values, **29.50**

SILVER GEM COOK STOVE, has heavy castings, a good baker, no defective flues, **13.98**

CORAL OAK STOVE, will burn hard or soft coal, heavy castings, \$15.00 value, **9.98**

SENSATION COOK STOVE, No. 8, heavy castings, a good baker, non-defective flues, worth \$20.00, only **13.48**

THE GRAND SEWING MACHINE—a machine embodying all the latest improvements for all kinds of sewing, worth \$48.00—**19.50**

HANDSOME COMBINATION BOOK CASE—nice fittings, **6.75**

CHILD'S HIGH CHAIR—with rattan seat, worth \$3, only **\$1.79**

HANDSOME ENAMELED IRON BED—with brass trimmings, neat design, worth \$8, only **3.98**

Handsome Oak Taboret—very neat design—worth \$3, only **1.69**

NICE SEWING MACHINES—gold and silver, **\$1.75**

BEAUTIFUL MORRIS CHAIR, elegantly upholstered, large and comfortable, regular **8.95**

DAY CLOCKS, oak or mahogany frames, nicely carved, cut glass time keeper, **2.90**

OAK TONIC CASE, worth \$1.00, only **1.65**

OAK OR MAHOGANY Reception Chair, worth \$5.00—**3.50**

BRASS ONYX TOP TABLES—has fine figure and colors, elegant, **4.75**

WHITE AND GOLD CHAIRS, worth \$2, only **98c**

MAHOGANY DAVENPORT, also oak, beautifully upholstered, worth fully \$6.00, only **4.90**

BEAUTIFUL DIVAN, richly upholstered, with the latest different colors, has mahogany frame, \$20.00 value, **14.50**

5-PIECE PARLOR SUITE, fine oak frames, etc., only **26.50**

BEAUTIFUL SMYRNA RUG—animal or floral patterns, rich designs, worth fully \$5—**3.48**

BEAUTIFUL ART SQUARES—handsome patterns, new designs, size 9x12, worth fully \$12.00, only **7.85**

HANDSOME WILTON RUGS—size 9x12, new series of patterns, worth \$5.00, only **\$3.50**

ELEGANT TAPESTRY PORTIERES—beautiful designs, worth \$10 pair, **6.48**

ANTIQUE SCREENS—handsome designs, worth fully **98c**

OAK CENTER TABLE—\$1.00 kind for **49c**

BEAUTIFUL French China Plates—a fine assortment, all colors—worth \$1.50, **98c**

HANDSOME VASES—fine china, or with brass trimmings, a big selection of the latest styles, rare designs—special values from 98c up to \$25.00.

HANDSOMELY Decorated Dinner Sets, 100 pc ea, Has Hand China—fresh goods, worth fully \$40—sale price, **\$23 1/2**

BEAUTIFUL Parlor Lamps—the finest in the city, over 300 styles, up to **\$50**

FINE decorated Lamp with globe to match, brass foot, worth \$3.50—only **1.98**