EVENINGS But Six Days Left to do Your Holiday Shopping In EVENINGS This last week before Christmas will witness the most congested trade conditions ever experienced in the annals of Omaha's retailing. Our tremendous

DINNER 15c Served from 11 to 2. SUPPER 15c

Served from 5 to 8.

stocks of holiday goods still remain apparently intact. But there is no telling when they will give out. We publish below a page full of remarkable values that represent but a mere a fraction of the bargains awaiting you. If something suggests itself to you that you would desire and you do not see it advertised, rest assured we have it and in every instance is the price in your favor. Mail Orders Filled.

THE NEW SONG-"Nestle Close to Mammy," on sale in Sheet Music 19C

Fine Umbrellas-Gloves



Union Silk Umbrellas, steel red, case and tassel, handle of furze, congo, boxweod, weick women's sizes, with princess handles, men's size with crooked handles, \$3 and \$3.50 values, on sale **1.95**

We have a choice lot of the finest silk umbrellas, with sterl. ing silver mountings, the very latest handles, each put up in a blue ribbon, values up 2.50, lace edged box and tied with 3, 3.50, 4, 5, & 6.50

he Montford Kid Gloves are the ones we guarantee. Every pair is sewed with silk, all sizes and all shades. Gloves are the Put up one pair in a lace edge box, worth \$1.50 a pair,



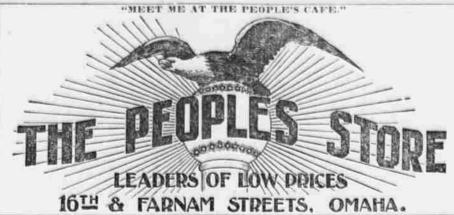
Cigar Bargains With every purchase of \$1.00 or over we give a free ticket to the Creighton.

- CIGARS

The second secon	
For your friends who smoke, Box of 25 La Adelaide	11
Box of 25 La Adelaide Cligars Box of 25 Clarendon Perfectos	
Box of 50 celebrated Little Pet Cig Box of 50 Union Made Cigars on Box of 50 Commanders, 10c brand	sale. 1

Box of 50 Boss Cigars, only 50 Box of 25 Diamond Joe, Summatra wrapper, long Havana filler, \$2.00 grade, 1.19 Box of 25 Courier Journal Conchas, regular \$2.00 grade, on sale for 1.19 Box of 25 Cuban Perfectos, sold for \$2.90 regular, on sale for 1.19 Box of 25 Perfectos, Summatra wrapper, Havanna filler, \$2.00 value 1.19 Box of 25 Speckled Trouts 50 4-piece Smoking Set, with nickel trimming, on sale for only 58c A choice line of pipes, the best grades, at the most inviting prices.

FANS-Bone frame, silk and fine feath-



Men's Fine Furnishings



day Neckw'r the latest tecks and puffs, put up one in a lace edge 50c Men's Fancy Percale Shirt the most attrac-tive colorings, excellent pat-terns-#125 val-ues for 89c

Men's Holi- Fancy Satin Suspenders-with patent gilt buckles, kid ends, one pair in edged box, worth \$1.00 and \$1.23 a pair, at 75c and. Men's fine Silk Initial Handker-chlefs-worth fully 75c. 50c Men's Irish Linen Handkerchiefshemstitched, put up 6 pair in a box, 25c Adler's Genuine Kid Gloves-in the Men's Cardig in Jackets-satin faced

wood Opera Flannel-in waist patterns, all shades patterns worth \$2.50, terns, all shades, extra quality material, a very sensible gift, worth \$1.50 and \$1.25, per pattern 73c 36-inch French Percale - complete dress patterns, superior quality, worth \$1,50, special sale price per pattern..... 1.00 Garner's Best Percale-put up in dress patterns, beautiful pat- 79c terns, worth \$1.25, per pattern Danish Down-excellent waist patterns, on sale per pattern......20c

French Flan'els

Cashmeres, Downs, Percales in

waist and dress patterns, a great

Beautiful French Flannel-the most

attractive colors, all shades, waist

lot of values for Monday.

Fine Table Linens-our stock is at its best, we offer a special quality 25c damask, worth 50c a yard, at

Big 'Kerchief Furore



"In the Nick of Time" we secured from a noted importer 10,000 dozen of fancy handkerchiefs at our own figure. The deal was closed last Monday and now the goods are in the house. The lot includes the finest imported lace, lawn, linen and silk handkerchiefs, elegantly embroidered and hemstitched. We divide them into lots for quick selling. Plush edged boxes to put them in for presentation.

Lot 2, Handkerchiefs worth up to 15c 5c for 4. Handkerchiefs worth up to 25c 10c for Handkerchiefs worth up to 25c 10c for Handkerchiefs worth up to 25c 15c Lot 6, Handkerchiefs worth up to 25c Lot 7. Handkerchiefs worth up to 25c worth up to 25c worth up to 25c sorth up to 25c sorth up to 25c Lot 7. Handkerchiefs worth up to 25c sorth up to 25c so for 20c worth up to 75c They make choice and desirable christmas gifts as the styles are the very latest.

Big Bargains in Shoes & Slippers



Men's Congress Calf Shoes—genuine seamless, worth \$2 per pair- 1.23 Men's \$3 50

Grade Shoesbox calf. Russia calf, patent leather, Vici kid and wax calf correct shapes, sale 2.48 Men's Fine Slippers-the balance of that great purchase, regular \$2.00 and \$2.50 values 89c Men's Patent Leather Dane. ing Pumps-worth \$2.50, on 1.48

Mens genuine goat Hand Turned and Opera Everett and Welt Shoes -Cut Slippers-med-

Men's finest Slipregular \$2.50 value, on sale per pair 1.48 Women's Fine pers-trimmed with fur, fine quality, worth 82.00 a pair— 1.25 half dollar kind for only.....



Amas Hose

A beautiful assortment of fine hose put

up in Xmas packages. Ladies' Fancy Hose

lot of colorings, hand. -

Rubber Goods Sale IN OUR DRUG DEPARTMENT.



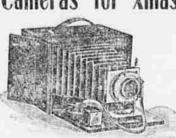
In our Drug Department we are offering housands of PERFUME BARGAINS uch as never before have been shown in 25e Pottle of Perfume 9c

Hair Goods Switches of all shades of hair, regular selling 1.98 price \$3.00, only ... 1.98 Switches of all shades, quite l ng, worth fully \$5.00, only ... 2.98 Very Long Switches, 24-juch all shades of 1.00 ch, all shades of 4.98 Extra Long Switches, all shades, including gray, worth fully \$10,00, on safe 7.50 Hair Dressing--Manicuring-

Shampooing-

Corns Removed- 19c Facial Treatment 20c Parlors 2nd Floor. Only Experts Employed.

Cameras for Xmas



Perfection Camera, 354x355, fitted with fine lens, time and snap shot shutter, two brilliant view finders, triped sockets 1.98 covered with seal grain leather, 1.98 Quadruple Plated Tea Sets, hand engraved, \$10.00 value 4.98 Cycle Poco, No. 3, 4x5, double rectilinear lens, unicum shutter, Iris diaphram, carrying case, listed at 8 98 Xmas Albums, Turkey Morocco, plain embossed cover, Scotch gray or white leaves, only

Card Mounts, all colors, all sizes up to 4x5, on sale, per dozen Good Spex Cheap



Double Vision Glasses, in solid 2.85 "Lenses exchanged free of charge, charge for fitting. Satisfaction guaranteed or your money refunded.

Xmas Stationery A Fine Selection of dainty stationery, put up in pretty boxes



Sterling Bonnet

worth fully \$1,00, on Beautiful Muslin Gowns, with nice lace trimmings, regular \$1.50 and \$1.75 quality

Watches, Jewelry and Novelties. $\begin{array}{cccc} \text{Ladies' Hunting Case Watch} - \\ \text{sterling silver-worth fully} & 3.98 \end{array}$ Ladies' Genuine Gun Metal watches



sign, worth

very nice de-ladies Watches - 20 year sign, worth case guaranteed, 14k, 00 size with fine 7 jewel Hampton movement, \$25 val- 12.98

Albums--Toilet Cases



lar Boxes of all kinds, plush and celluioid. On Sale at Special Prices.

Handsome Album, celluloid cover, plush trimmed, worth fully \$1.25, only 85c Full Size Album, celluloid cover, plush trimmings, metal clasp, worth \$2, 1.39

Glove Boxes and Col-

25 In t. Set. Set. Set. Set. Set. Set. Set. S	worth 33c a pair, only. 18c a pair, only. 18c Ludies' Fancy Liste Hose—in new and choice colorings, beautiful patterns, w'th fully 50c pair 35c
Toilet and Manicure complete outfit, about 20	Ladies' Finest Liste Hose tiful patterns, Parisian styles worth 75c a pair, only
and Manicuring Com- tion, worth fully 4.95	Ladies' Fancy Silk Hose- beautiful patterns, rich nove ty effects, worth \$1-50 pair.
Manicuring Sets, put up neat case, worth 89c \$1.25, sale price.	The Finest Silk Hose—b feets the best imported hose shown in the city, price
rtment, \$1.50 1.19	Ladies' Fine Cashmere Hose.

-very beau-...59c Mexican Drawn Work -in the most Choice gifts for the holidays. el. 1.00 ELEGANT LUNCH CLOTHS-beautiful drawn work, neat designs, worth 4.25 beautiful ef-2.00 superior quality, per pair only 50c

Bracelets, worth fully 98c Finest Corsets and Undermuslins

Extra Heavy Sterling Silver Chain



The La Gracque Corsets are procorsets are pro-nounced by physicians as the best health cor-set on the market. Not only do they permit the wearer to have full ease, but aid in retaining the form. They are made with ribbons acting as lattice work and noth-ing handsomer was ever manufactured. We have three grades that self clsewhere upward to \$5.

our 1, 1.50, 3.50 Ladies' Fine Muslin Aprons, made

Special Quality Muslin Aprons.

Xmas Crepons & Silks

A black Peau de Soie Dress pattern, a black Duchesse, Regence or Crepon Dress Pattern makes a practical and choice Christmus gift. We inaugurate a special sale of Black Dress Silks and Crepons this week. Our qualities will be found strictly first-class, reliable in every sense. Our 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, Novelty Dress Patterns, all wool, and are selling at re-markably low prices—these

for 4.74 per pattern Waist lengths of Bare Silks—every offer bona fide, marvolous values and at times when such values are best appreciated. Fancy stripes and plaids at a plaid at

Skirt and Dress Patterns of the Finest Silks. 6.32, 7.12, 8.00 and 8.80

9 48, 10,68, 12.00, 13 00, & 16.20

7.00, 12.00 and 15.00

One-Fourth Saved on Groceries

By sending your orders to us. 'Phone 1924. Everything "as advertised"—no humbug. We cater to the country trade—all shipments made carefully and promptly. FREE—10c can K. C. Baking Baking Powder and one large package Magnetic Starch to every purchaser of one pound of our Superior Blend 25c Mocha and Java 25c New Crop English Breakfast

New Crop English Breakfast New Crop English Breakfast per sack, only Fancy Snow White Patent Flour, sack ... 35c rea, pound -pound pall best 17c ard Strictly Fresh Eggs, 16c 10 lbs, finest Granulated Cornmeal, only...
16-lb. sack pure
Graham Flour
5 bars White Russian,
mond C or Santa
Claus Soap, only..... New California Prunes 5c New California Peaches, per pound New Bartlett Pears, 3-lb. can solid packed Tomatoes 12c 2-1b. can Sweet Sugar 64c Corn, only 64c 2-lb, can Marrowfat 5c New Hallowe'en lew Turkey Figs, City Soda or Oyster Crackers, pound 4%c Grape-Nuts, 10c arge Seedling 17 c ranges, dezen arge Bananas. 15c package Turkeys, Geese, Ducks Chickens and all delicacies for your bristmas dinner at lowest prices ever quoted for first-class

The Best Candies Priced Low

Visit Santa Claus at Headquarters and Bring the Children He'll give them a coupon that entitles them to a present. Come and let them see the largest assortments of dolls and toys shown in the city. Toy

25c



















Books for Presents

and at these prices there is no reason why good paper, 18mo, popular series by Goldsmith, Hawthorne, Irving, Scott, Milton, Holworth and others equally famous, 12c on sale for, per volume, only



Young People's Library— Fither Goose on sale for best linen binding-Robinson Crusoe. Pilgrim's Progress. Aesop's Fables. Adventures in Frozen Seas, etc.—the best books 39c for boys

Children's Books of every sort. We have over 50 styles and 500 titles of story books for children, including the famous Mother Goose books and the new book by Father Goose, Some are printed on linen-all are prettily illustrated. We are show-ing some special lines at 10c, 12c, 14c

The books for grown children, with better reading, values up to 75c, 39c at 24c and

The National Series, pe taining to the history of our country, its great men and their deeds, written by the best authors, worth 75c a volume. 49c Victor Hugo's Works-gilt

top, fancy bound, of volumes. Flower, regular \$1.5079c edition, on sale for ... 79c

12c Writing Desk- 98c Iron Horse and Wa- 19c heely embossed frame. What is better appreciated as a gift than some article one actually needs?

Take a stroll through our furniture department and observe the pretty things that add to the comforts of a home and are not at all costly (i. e. comparatively) when bought at The People's Store. Besides, by our method which pertains to the house furnishing line, you can pay as suits your convenience. We'll turn the nickels you let slip into a beautiful parlor suit or something equally as desirable.



Child's High Chair Child's Rocker -



Beautiful Morris Chair-elegantly upholstered: large fortable, regular \$15.07 value, only 8.95 1.98 Child's Swing-has S.D ty Clocks-cag or mahoggood way to an use the timekeeper, worth \$1, 2.90 fully \$2 for 1.25 Beautiful Bed Room Suites-Walkers and children's consisting of bed, dresser faralture of all kinds at large pieces, worth \$22,



Be sutiful Smyrna Rugs-animal or floral patterns, rich designs, worth 3.48 fully \$15.00, only Beautiful Art Squares - handsome Handsome Wilton Rugs-size 9x12. beautiful bly a book tapearry, differholstered, with fine tapearry, different color, has mahogaby 14.50 Elegant Tarestry Portieres—beaufra er. \$20 value

5. Piece Parlor Suite—fine oak
palr, only

6.48 \$35



Beautiful Combination Book Case handsome interior fittings, highly polon sale for 8.75 Handsome Enameled Iron Bedwith brass trimming worth \$6, 3.98 on sale for 3.98



Cobbler Scated 6.48 Rocker, oak or mahog-Beautiful Sideboard, Brass Onyx Top Tableshave prefly frame 4.75
87.00 value 4.75
White and Gold 98c
Chairs, worth \$2.98c
Mahogany Shaving Stand-also cak, worth 4.90



Only

19.50 golden can with cane seat, very Ludies Dress. chair, has nice carvings, ing Tables - worth mirror, worth We Save You 1-3 on Stoves. fully \$0, only—
Home Coral Base Burner—
with heavy casting, full nickelheavy casting, a good baker, non-.48







Gilt Corner

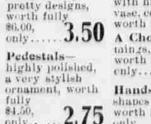
Chairs-worth



Handsome Oak

Tabouret-

Pedestalshighly polishe ornament, worth



vase, center draft burner, 1.95 worth fully \$3, only A Choice Lot of Beautiful Vases—gilt frimmings, pitcher and urn shaped, 5.85 Handsome Jardinieres-vacious

French China Plates-

worth fully \$1,35, Fancy China Cups and Saucers -nicely decorated, worth fully 35c and 50c 25C

100 Piece Dinner Set-choice

worth fully \$40, only . 23.50

Handsome Parlor Lamps-

decorations, delicate tints

with nicely decorated glob



