

OPEN EVENINGS But Six Days Left to do Your Holiday Shopping In OPEN EVENINGS

DINNER 15c Served from 11 to 2. SUPPER 15c Served from 5 to 8.

This last week before Christmas will witness the most congested trade conditions ever experienced in the annals of Omaha's retailing. Our tremendous 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 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 Department 19c

Fine Umbrellas-Gloves

Union Silk Umbrellas, steel rod, case and tassels, handle of furze, congo, boxwood, wick-seal, women's sizes, with princess handles, men's size with crooked handles, \$3 and \$4.50 values, on sale for 1.95

Cigar Bargains

With every purchase of \$1.00 or over we give a free ticket to the Craigton. CIGARS For your friends who smoke. Box of 25 La Adelaide 1.15 Cigars 59c

THE PEOPLES STORE LEADERS OF LOW PRICES 16TH & FARNAM STREETS, OMAHA.

Men's Fine Furnishings

Suitable gifts and the kind he'll best appreciate. Men's Holiday Neckwear the latest neckties and puffs, put up one in a face edge box, a grand assortment, 75c value, choice, only 50c

French Flannels

Cashmeres, Downs, Percales in waist and dress patterns, a great lot of values for Monday. Beautiful French Flannel—the most attractive colors, all shades, waist patterns worth \$2.50, 1.48

Big Kerchief Furor

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

Big Bargains in Shoes & Slippers

Men's Extra Quality Sateo Calf Shoes—pair well made and correctly shaped. The styles are the latest, and you can buy them for less than \$1.75 a pair, on sale 98c

Rubber Goods Sale

IN OUR DRUG DEPARTMENT. Syringes and Water Bottles at ridiculously low prices. Your choice of Water Bottles and Syringes, worth up to 49c for only 1.50

Cameras for Xmas

Perfection Camera, No. 32, fitted with fine lens, time and snap shot shutter, two brilliant view finders, tripod socket, covered with seal grain leather, \$1.00, on sale for 1.98

Watches, Jewelry and Novelties.

Ladies' Hunting Case Watch—sterling silver worth \$6.00, only 3.98 Ladies' Genuine Gun Metal watches regular \$5.00 value—sale price 2.48

Albums-Toilet Cases

Toilet set in one piece, outfit, brush, comb, and brush, regular \$2.50 value, on sale for 1.25

Xmas Hose

A beautiful assortment of fine hose put up in Xmas packages. Ladies' Fancy Hose—in a new and choice lot of colorings, hand-somely shaped, also, worth 35c, a pair, only 18c

Grand Perfume Sale

In our Drug Department we are offering thousands of PERFUME BARGAINS such as never before have been shown in Omaha. 25c Bottle of Perfume 50c

Good Spex Cheap

Double Vision Glasses, in solid aluminum frame, only 1.98 Solid gold, extra heavy spectacles, \$2.85 with fine lenses, per pair, on sale for 98c

Finest Corsets and Undermuslins

The La Gracque Corsets are pronounced by physicians as the best health corset 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, laces, and lattice work and nothing handsomer was ever manufactured. We have three grades that sell elsewhere for \$5, \$7.50, and \$10, on sale for 1.50, 3.50, 5.00

Xmas Crepons & Silks

A black Peau de Sole Dress pattern, a black Duchesse, Rose or Crepon Dress Pattern, a practical and choice Christmas 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.

One-Fourth Saved on Groceries

By sending your orders to us, "Phone 1924. Everything "as advertised"—no humping. We cater to the country trade—all shipments made carefully and promptly. Fancy Mixed Nuts, Almonds, Walnuts, Brazil, Pecans, Chestnuts, Filberts, only 12c

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 furniture, fair sized pieces, velocipedes, trizyces, etc. We're quoting record-breaking prices for the last week.

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.