

| CUREEIT LTEEATURE. |  |
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USE OUR TELEPHONE. CALL 727 AND ASK FOR THE DEPARTMENT WANTED.


16 IH \& FARNAM STREETS, OMAHA.

CREDIT PRICES AT THE PEOPLE'S STORE ARE CASH PRICES ELSEWHERE

## Why the People Like to Trade With Us

SIMPLY BECAUSE it is easy to pay for your buying here, where terms are made to suit each purchaser, dividing sinto convenient little parts and extending it out over sufficient time so that it cannot become a strain on your purse.
SIMPLY BECAUSE we ask no tribute for this credit accommodation, charge no interest, and because extension of ents are always granted when requested. Our credit arrangements are conducted privately
Every Article in Our Store is Marked in Plain Figures at Lowest Prices

## A Host of Bargains in

Ladies' Suits, Skirts, Coats and Hats
 Ladies' Walking Skirts $\begin{gathered}\text { Well made. in this.............. } \\ \text { terials-all striotly tail. }\end{gathered}$ orod - mana gytles to select from-we guarantee the fit-
our regular
s. 50


## Men's and Boys' Clothing

Second Week of Our Great $\$ 9.50$ Suit Sale
For one more week we will sell all our MEN'S RAND-TAILORED SUITS
AND OVERCOATS that were $\$ 12.50$ and $\$ 15.00$, with many new lots added-
big variety of good ;،atterns still left-at.

50c



## Ten Tourist Lines to Pacific Coast


Rock Island through tourist cars both ways.
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