

OUR MOTTO:

Best  
Quality  
Lowest  
Prices.

Cocoa Cas-  
tile Soap

our price  
per box

1c

"PETIT"

Curling Irons

our price

2c

Children's  
Fancy Bordered

handkerchief

our price

1c

Black Satin  
Pulley Belts

our price

25c

Infant's fancy  
Colored soft sole

Shoes

our price

25c

Adamantine

PINS

our price  
per paper

1c

Fancy

Drape

Pillows

our  
price

10c

# THE PEOPLE'S STORE!

Main Street--Next Door to First National Bank.

WE ARE HERE TO STAY

## Grand Opening, Monday Nov. 12th,

9 O'clock, A. M.-A Special Invitation.

THE people of Denison and surrounding country are invited to call and examine our stock of Dry Goods, Dress Goods, Cloaks, Furs, Notions, Linen, Hosiey, Underwear, Men's and Ladies Furnishing Goods, Blankets, Curtains, Shoes, Rubbers, Etc., Etc. We do not extend this invitation with a view of placing our visitors under obligations to buy. We desire to become acquainted with you and to have you fully understand the line of goods we intend to carry and get an idea of our prices and as this can best be accomplished by your personal inspection, we ask the privilege of showing you through our store. The following are but a few of the many things on sale at our store. Lack of space prevents our quoting more items.

Your Money Cheerfully Refunded If Goods Are Not Satisfactory

### Dress Goods.



500 pieces black and colored imported and domestic dress goods. All the newest weaves shown here.  
36 in. wide, black and colored mohairs, our price per yard... 15c  
36 in wide black and colored novelties and wool suitings... 19c  
38in black and colored all-wool serges heuriettas, granites etc. our price per yd... 39c  
36 in fancy black Jacquards our price... 25c  
45in fine black marvellaue, our price... 49c  
25 pieces black and colored granites, armures, serges, and all-wool suitings per yd... 49c  
54in venetian suitings in all colors per yard... 98c  
In our dress goods department will be found a complete line of new crepons, cheviots, permas, armeres, granites and golf plaids.

### Blankets.

Here's where we lead in low prices.  
100 pairs 10x4 grey blankets for... 49c  
50 pairs large size grey blankets... 69c  
40 pairs extra size 11x4 blankets... 98c  
15 pairs heavy wool blankets for \$1.98  
20 pairs "North Star" all-wool blankets large size, our price... 2.69  
Extra fine California wool blankets upwards from... 3.49

### Hosiery.



Three little maids from school are we. We never "kick" except with glee. Because we wear, but cannot tear The famous hose Y D.

Childrens full seamless fast black hose only... 5c  
Childrens fleecelined full seamless double sole fast black hose 10c  
Boys extra heavy bicycle ribbed hose, double heel and toe... 10c  
Ladies fleeced full seamless fast black hose only... 10c  
Ladies fleeced hose, high splic-heel and toe, fast black... 15c

Ladies black all wool hose... 15c  
Ladies best quality black cashmere hose only... 25c  
Mens heavy Rockford socks only 4c  
Mens heavy grey mixed wool socks only... 10c  
Mens extra heavy all wool socks 17c  
Mens heavy Mackinaw socks only 25c

### Underwear.

Compare these prices and judge for yourself.  
1 case ladies ribbed fleecelined underwear, our price... 20c  
Ladies heavy ribbed fleecelined underwear, our price... 25c  
Ladies fine foreign wool underwear 49c  
Ladies ribbed fleecelined union suits only... 35c  
Ladies grey non-shrinkable fleecelined union suits our price... 48c  
Mens heavy fleecelined underwear 29c  
Mens fancy Jersey ribbed fleecelined underwear, our price... 45c  
Mens extra heavy wool fleeced underwear, our price... 49c  
Mens fine all wool Jersey ribbed underwear, our price... 85c  
Mens fine ribbed worsted underwear our price... 98c  
Boys extra heavy fleecelined underwear, our price... 25c  
A full line of childrens fleecelined and natural wool underwear from 5c up.

### Domestics.

Money saving values of interest to all careful buyers.  
Standard dress calico per yd... 3c  
1 case good Domet flannel per yd... 4c  
Yard wide heavy LL sheeting at... 4 1/2c  
Heavy French outing flannel at... 5c  
Yard wide percales, dark colors... 5c  
5 pieces fast black satines, yd... 6 1/2c  
Fancy and staple check amoskeag ginghams... 5c  
Extra wide German blue calico... 7 1/2c  
Double fold fancy ticking per yd... 10c  
Good cambric dress lining per yd... 3c  
Heavy unbleached cotton flannel at... 5c  
5 pieces wool red flannel, our price... 15c  
5 bales pure cotton batting per roll... 5c

### Corsets.



Childrens Nazareth waists our price 15c

### Linens.

We import all of our high grade linens you thereby save middleman's profit.  
1 case cotton twill toweling per yd 2 1/2c  
20 pieces 18in wide German bleached crash, our price... 5c  
Fast color turkey red table Damask, our price... 15c

54in wide unbleached table linen, our price... 25c  
Extra heavy satin Damask, our price per yard... 49c  
Extra fine bleached satin Damask, our price per yard... 75c

### Lace Curtains.

#### Window Shades.



100 pairs Nottingham lace curtains pair... 39c  
50 pairs Nottingham lace curtains 3 yards long pair... 89c  
25 pairs extra fine Nottingham lace curtains 3 1/2 yds long. Big assortment of new designs up from... \$1.49

### Wrappers.



25 dozen percale Wrappers beautifully trimmed, separate tight fitting waist lining, regular \$1.25 value, our price

75c

### Cloaks, Capes and Collarettes.



The following are but a few of our immense assortment. These goods must be seen to be appreciated.  
Ladies grey Melton Jackets, lined throughout, our price... \$3.49  
Ladies fine English Kersey jackets in black and colored, lined... 4.98  
Ladies fine silk boucle jackets lined through, our price... 4.98

Ladies fine Kersey jackets, best taffetta silk lined, new storm collar, our price... 8.98  
Ladies fine "salts seal" plush capes, extra long and lined... 4.98  
Better goods in jackets and capes at the same low proportionate prices, Misses and Childrens jackets of all descriptions.  
Ladies fine Fur Collarettes of all kinds. Prices ranging from \$1.39 upwards.

### Gloves and Mittens

Our line of gloves and mittens are made from carefully selected stock.



Ladies fine wool mitts... 10c  
Ladies heavy double wool mitts... 15c  
Ladies all wool double mitts, fancy back, our price... 23c  
Ladies fine Kid mitts, fur trimmed... 49c  
Ladies fine cashmere gloves, our price... 15c  
Ladies fine taffetta gloves our price 25c  
50 dozen men's cotton flannel mitts... 5c  
A full line of mens and ladies gloves and mitts up from... 25c

### Shoes.

#### In Basement Department.

A perfect fit guaranteed. Every pair warranted.

#### Ladies Shoes.

Ladies dongola kid lace shoes, all sizes, our price... \$1.25  
Ladies 2.00 fine kid shoes, our price... 1.49  
Ladies fine Kangaroo calf shoes, worth 2.50, our price... 1.75  
Ladies fine vici kid shoes, extension or flexible soles, our price... 1.98  
Ladies fine French kid shoes, strictly hand turned or extension welt soles, our price... 2.49

#### Children's Shoes.

Infants button shoes 25c.  
Childrens dongola kid shoes 5 to 8... 49c  
Childrens fine dongola kid shoes sizes 8 1/2 to 11 only... 89c  
Misses fine dongola kid shoes, sizes 11 1/2 to 2 only... 98c  
We are showing a big line of better grades in misses and childrens shoes in French kid and kangaroo calf at lowest possible prices.

#### Men and Boys Shoes.

Mens best Milwaukee Oil grain shoes, our price... \$1.19  
Mens satin calf shoes, warranted solid, our price... 1.39  
Better grades of mens shoes in vici kid, box calf, etc. at 1.50, 1.98 and 2.49.  
We carry the celebrated Selz "Royal Blue" shoes for men.  
Boys satin calf shoes at... 98c

Compare  
our prices  
with those  
Asked  
Elsewhere

Ladies Fine  
White Hem-  
stitched  
handkerch'fs  
our price  
3c.

Woodworth's  
French  
Perfume  
per bottle,  
our price  
8c.

Large wool  
Shoulder  
Shawls  
our price  
20c.

All wool  
Underskirt  
Patterns  
full size  
69c.

Boys Silk  
Windsor  
Ties  
our price  
15c.

Large size  
Fascinators  
all colors  
our price  
23c.

Big line of  
Crochet  
Bed Spreads  
upwards from  
49c.

Black figured  
Mohair  
Dress Skirts  
our price  
98c.