

New Departments and Great Bargain Basement Open Tomorrow

New Departments

DRUGS, SUNDRIES, RESTAURANT, CANDY, KODAKS AND CAMERAS, SHEET MUSIC, OPTICAL GOODS, BOOKS AND STATIONERY, HAIR DRESSING AND MANICURING.

Right in the midst of our Great Harvest Sale the opening of the new departments and the Great Bargain Basement takes place. Preparations have been made months in advance, the markets were scoured for that which is choice and desirable and prices are made regardless of profit. No profit now is the watchword of our new departments and the older departments have taken up the watchword to be in line. Our aim is to supply your wants at the lowest possible prices, and if you'll but carefully peruse this page you will see that we are doing so on everything. (MAIL ORDERS FILLED.) Music All Day by Prof. Smith's Orchestra.

Free in Restaurant

Hot Coffee and Sandwiches will be served free to patrons from 9 to 11 a. m. and 2 to 6 p. m. Paxton & Gallagher's Celebrated Coffee will be used.

Monday Notion Bargains

- 5c Curling Irons, Monday..... 2c
- Brush Edge Skirt Binding..... 2c
- 10c Bristol Tooth Brushes, only..... 4c
- Package Leather Stitch..... 3c
- 5c Package Needles..... 5c
- on sale for..... 5c
- 1 1/2 lbs. of Tape..... 5c
- Monday only..... 5c

Domestic Specials

- Turkey Red Calico—worth 5c and 5c per yard, Monday..... 2c
- Stinson Mounting Points—5 cases on sale—per yard..... 2c
- Lonsdale Cambric—worth 5c on sale—per yard..... 5c
- 200 dozen Finished Towels—bleached—good size—5c value—Monday..... 2c
- Checked Nainsook—good quality—10c value—Monday..... 2c
- 30-inch Colored Hosiery—for comforters—5c and 10c values—Monday..... 2c
- Fleeced Blue Cashmeres—for wraps—excellent patterns—12 1/2c value—per yard..... 4c

Dress Linings

- Cambric Lining—full standard goods—per yard—only..... 2c
- Fine Waist Linings—worth 15c and 20c per yard—sale price..... 7c
- Pure English Dyed Canvas—for shaping skirts—worth 20c a yard—sale price only..... 8c

- MEN'S AND BOYS' 15c COLLARS 4c
- Another lot of men and boys 4cly linen collars—the last lot sold well and judging by the price, you won't lose them here long. Remember, all sizes, for..... 4c

Opening of the New Drug Dept.

- Tomorrow—Our New Drug Department will be opened to the public, which will add to the features of this great and growing establishment. At all times will be reliable drugs, standard goods, be sold at cut prices despite the formation of the trust. The appended list is a mere instance of the savings possible. Read carefully.
- 25c pkg. Liver PILLS..... 9c
 - 25c Porous Plasters—opening..... 9c
 - 50c box Sturart's Dyspepsia Tablets, opening..... 40c
 - 30c box Pepsini Face Powder, open..... 29c
 - 50c bottle Extract Beef, opening price..... 19c
 - 25c pkg. Liver PILLS..... 25c
 - 25c Soap, opening price..... 9c
 - 81.75 Family Syringe, opening price..... 79c
 - 75c Atomizer, opening price..... 39c
 - 50c Triple Extract Perfumes, opening price, ounce..... 24c
 - 75c Hot Water Bags, 2-qt. size, opening price..... 49c

Opening of the New Book Dept

- DAVID HARRI M., publisher's price \$1.50, only..... 95c
- RICHARD CARVELL, publisher's price \$1.50, only..... 95c
- WHEEN KNIGHTHOOD WAS IN FLOWER, publisher's price \$1.50, only..... 95c
- MARKET PLACE, by Harold Frederic, only..... 95c
- LION AND UNION (Davis), publisher's price \$1.25, only..... 80c
- 75c Cloth Bound Editions, 48c
- Choice of the following: Calhoun West (Hopkinson Smith), Prisoner of Zenda (Anthony Hope), Soldiers of Fortune (Richard Harding Davis), Sorrows of Satan (Marie Corelli), Tekla (Robt. Barr).
- Paper Edition Famous Novels 38c
- Hon. Peter Sterling, Prisoner of Zenda, Soldiers of Fortune, Sorrows of Satan, Lady of Quality, The Maxman.
- The Famous Clover Leaf Series
- Representing the cream of the English and American authors, fine silk cloth binding, gold edges..... 29c
- author's price \$1, opening price..... 29c
- E. P. Ro's Works—10 cloth, volume..... 29c
- The Famous Elsie Books—10 volume..... 75c

Visit the Great Bargain Basement.

THE PEOPLES STORE
LEADERS OF LOW PRICES
16th & FARNAM STREETS, OMAHA.
The Fastest Growing Store in America.

Modern Restaurant

- Dinner, 15c.
- MENU
- SUPPER
 - SOUP
 - Macaroni.
 - FISH
 - Baked White Fish, Tomato Sauce.
 - ROASTS
 - Sirloin of Beef, au Jus.
 - Loin of Pork, Apple Sauce.
 - ENTREES
 - Chicken Pot Pie.
 - VEGETABLES
 - Mashed Potatoes, Sugar Corn.
 - DESSERT
 - Apple and Berry Pie.
 - Tea, Coffee, or Milk.
- Regular dinner served from 11 to 2 p. m. Short orders served from 3 p. m. to 6 p. m. Prices lower than any other first-class restaurant in the city—service the best. Hot Coffee & Sandwiches Free to all patrons from 9 to 11 a. m. and 2 to 6 p. m. Paxton & Gallagher's celebrated coffee served exclusively.

Opening of the Kodak & Camera Dept

- A complete line of photographers' supplies. Amateur developing at very low prices.
- Eastman Kodaks—size 3x3 1/2, aluminum plate hold—1.25
- We have a thoroughly complete line of cameras and kodaks—at the leading makes, including Prema, Pocos, Cyclone, Adiake, Korona
- Supplies at Very Low Prices for Monday—
- Seed's Dry Plates—2 1/2" 4x5, opening price..... 39c
 - Seed's Dry Plates—2 1/2" 3x4 1/2, opening price..... 24c
 - Seed's Dry Plates—2 1/2" 3x4 1/2, opening price..... 29c
- A fresh stock of fresh toning papers, films, etc. Mail orders promptly filled.

Opening of the New Optical Department

- While our prices on this class of goods are considerably lower than regular optical stores charge, the quality is in the goods, nevertheless. Our department is in charge of a noted New York refractician and we guarantee satisfaction in every case. EYES TESTED FREE OF CHARGE.
- Gold Filled Rimless Glasses..... 150
 - worth \$2.25 per pair, opening price..... 150
 - Solid Gold Spectacles—fitted with the finest lenses..... 285
 - Solid Gold Eye Glasses, fitted with the finest lenses, \$5.00 values..... 285

Candy Department

- Fine Hand Dipped Chocolate Creams, fresh every day, per pound only..... 19c
- Per 2 pound sack only 50c

Tobacco Sale

- Standard Navy Tobacco, per lb. 35c
- Battle Ax Plug Tobacco, lb..... 35c

CIGARS

- Little Pet Cigars, best 5c Cigar made, per box of 50, only..... \$1.08
- Irish Girl and W. J. Florence, well known 10c brands, 4 for..... 25c
- Box of 50 Rose Cigars..... 75c
- Box of 50 Clarendon Cigars..... 40c
- Box of 25 Clarendon Cigars..... 40c
- PEANUTS, PER QUART, 3c
- 5,000 quantity of Fresh Roasted Peanuts on sale tomorrow as long as they last, per quart..... 3c

Ladies Outer Garments

- Considerably Underpriced.
- Ladies' Tailor-Made Suits—made of Venetian cloth and Kersey, beautifully lined, perfect fitting, different styles, loose and tight fitting jackets, regular \$12.50 values, only..... 8.75
 - Ladies' fine Tailor-Made Suits—superior quality Venetian cloth, also broadcloth, beautifully lined, perfect fitting gowns..... 12.50
 - Ladies' fine Plush Capes—genuine seal trimmed, with extra quality Thibet fur; these are garments worth fully \$7.50 each, special sale price only..... 4.98
 - A Great Snap—in ladies' Kersey caps, with jet trimmings, ladies' plush jackets, plush saques; not a garment in the lot worth less than \$10, sale price..... 2.98
 - Ladies' Jackets—made of Washington Mills Kersey, all colors, full lined, elegantly trimmed with a tailor strapping, worth fully \$10.00, sale price..... 6.98
 - Your choice of 300 all wool Flannel Waists—a full line of colors, well made, perfect fitting, regular \$1.50 values, on sale for..... 98c

Great Dress Goods and Silk Sale

- Liberal bargains and liberal assortments, the best in the west, no old or "dead" stock on our shelves or on our counters, in fact, no one can be found in the city. We buy the goods you most desire, and sell at prices that please. How are these for tomorrow, certainly NO PROFIT, but they are "Trade winners."
- 45-inch All Wool Scotch Suitings—and double fold German plaid novelties, in the most desirable colors, handsome dress fabrics that we defy competition to duplicate at less than 45c per yard—harvest sale price..... 19c
 - All Wool GOLF Suitings—the 25 leading shades, extremely beautiful and attractive dress fabrics, worth 50c per yard, sale price..... 23c
 - French and German Plaid Novelties—reversible plaids, suitable for separate skirts, and 50 inch flannel suitings in the most becoming blue and brown colorings, the latest designs and patterns, 75c values, yard..... 39c
 - Bannockburn Suitings—all wool, suitable for tailor made golf skirts—the chance of a life. Order to buy all wool dress goods, 75c values for..... 39c
 - English Meltons, Camel's Hair Suitings—rich novelties, dress fabrics that sell for \$1.25 a yard, special sale price only..... 68c
 - Fine Crepons—handsome patterns, fine fabrics, excellent wearing qualities, positively worth \$1.25 yard, harvest sale price..... 69c
 - Fine all wool Crepons—rich luster, double blister effects, mohair top, a most fetching assortment, fabrics worth \$2.00 yard, on sale for..... 1.25
 - The Finest Crepons—rich luster, beautiful patterns, a large and varied assortment of styles, actually worth \$2.50 and \$3.00 a yard, on sale for..... 1.48
 - Colored Satin Duchesse—in all the leading and most desirable colors, street and evening shades, goods worth fully 75c a yard, harvest sale price..... 39c
 - All the Latest Novelty Silks—fancy striped taffetas, two-toned changeable brocades, peau de soie, in the newest colorings, worth \$1.25 a yard, harvest sale price..... 79c
 - Extra Quality Black Satin Duchesse—also the finest peau de soie, silks that retail for \$2.00 per yard, special sale price only..... 89c
 - Excellent Quality Black Satin Duchesse—and peau de soie, a very desirable grade of silk, goods worth easily \$1.00 per yard, harvest sale price..... 59c

Wonderful Shoe Values Monday

- Such sensational selling was never witnessed, behold these values.
- Mens buckle working Shoes—usual price 1.25..... 89c
 - Mens' Splendid Quality Satin Calf Shoe—in wide or narrow toes, a splendid shoe for service, \$2.25 value, only..... 1.69
 - Mens' Genuine Kangaroo Calf Shoes—with heavy double sole, wide coin toes, regular \$3.00 value..... 1.98
 - Men's Genuine Wilton Calf Shoe—with double soles, leather lined, the usual \$3.50 shoe, but we squeezed the price down to..... 2.39
 - Boy's Genuine Kangaroo Calf Shoe—with heavy soles and seamless back, never sold under \$2.00 a pair..... 1.59
 - Ladies' Fine Dongola Lace Shoe—patent tip and trimming, worth \$1.50, sale price only..... 89c
 - Ladies' Tan Black—lace or button, real goat shoes, regular \$2.00 values for..... 98c
 - Ladies' very fine All Wool Felt Fur Trimmed Julietts—worth fully \$1.50, sale price..... 98c
 - Ladies' Genuine Goodyear Welt and Hand Turned Lace Shoes—never sold under \$2.50 a pair, sale..... 1.79
 - Hundreds of Pairs—of Ladies' very fine Dress Shoes—with light or heavy soles, sold everywhere at \$3 a pair, sale price only..... 1.98
 - Ladies' 7-button Gaiters, 1/2 17c
 - Ladies' Finest Quality Patent Leather Dress Shoes—in several different kinds, new mannish shapes, Russian calf, etc.,—none worth less than \$4, under \$2.98 a pair, sale price..... \$2.98

Bargains in Groceries

- Phone 1024 and give your attention. It will receive prompt attention.
- The People's Superior Highest Patent Minnesota Flour, sack..... \$1.05
- Fancy High Patent Minnesota Flour, per sack..... .79c
- Good White Flour, sack..... .45c
- 10 lb. Granulated Sugar..... .45c
- 10 lb. sack White or Yellow Cornmeal..... .61-2c
- 5 lb. New York State Buckwheat Flour, per sack..... .17c
- 5 lbs. Hand Picked Navy Beans..... .14c
- 5 lbs. Breakfast Oatmeal..... .10c
- 1 lb. can Champion Beans..... .31-2c
- 1 lb. can Golden Pumpkin..... .15c
- 3 lb. can solid packed Tomatoes..... .06c
- 3 lb. can Golden Pumpkin..... .12c
- City Soda or Oyster Crackers, pound..... .12c
- 1 lb. can Blood Red Salmon..... 1-2c
- Good Broken Mocha and Java Coffee..... .71-2c
- No. 1 Golden Rio Coffee, lb..... .12c
- Choice Tea Siftings (from best teas)..... .21c
- Cape Cod Cranberries, qt..... .25c
- No. 1 Picnic Ham, per lb..... 3-4c
- Good Country Butter, lb..... 14c-15c
- Fancy Creamery Butter..... 18c-20c
- No. 1 Italian Prunes per lb..... 4-5c
- N. Y. Evaporated Apples..... 8-10c
- Evaporated large Clink Peaches, pound..... 8-10c
- We deliver to a north bluff and south Omaha 3 times weekly.

Big Hosiery Sale

- Ladies' Fancy Striped Hose—all colors, excellent quality, positively worth 35c pair, sale price..... 18c
- Ladies' fancy Hose—silk and lisle, beautiful colors and combinations, worth fully 50c a pair, sale price..... 25c
- Children's Fast Black Ribbed Hose—two thread, all sizes, made with double heel and toe, 25c values, special sale price only..... 9c
- Children's Fleece Lined Ribbed Hose—very fine qualities, 25c values, pair..... 25c
- Underwear Specials
- Ladies' Union Suits—well made garments, line fleeced, a big purchase from the mill enables us to sell 75c garments for..... 39c
- Ladies' Black All Wool Vests—also medicated scarlet vests, \$1.50 and \$2 values, for only..... 98c
- 75c Black Tights..... 58c
- Infants' Middy Vests..... 10c
- Children's Fine Natural Wool Shirts and Drawers—25c values..... 12 1/2c

Rare Millinery Offers

- Prices that tend to indicate medium grade of hats, but the hats are here and demonstrate their worth—they look their value. Three Special Lots:
- Lot No. 1—Comprises about 115 hats, the very latest European models, artistic designs, dainty woman's headgear, trimmed with velvet, feathers and tips, value up to \$7.50—sale price only..... 3.79
 - Lot 2—Comprises about 90 hats, all handsome models, designed after the latest Parisian effects and London styles, \$10.00 values for..... 4.79
 - Lot 3—Comprises about 100 hats, mostly New York pattern hats, also products of our own work room—each style has been carefully studied, and all ideas that could be gleaned were put into these hats, the best trimmings are used, \$12.00 values..... 5.79

10c Ribbons \$1 and 1.50 Belts for 19c

- Special Lot of Ribbons—fancy plaid and striped silk ribbons, 1 1/2 inches wide, also a lot of silk braid, worth 10c per yard only..... 3c
- Over 75 Dozen—of sample belts, genuine Seal, Morocco and Alligator with elegant silver buckles, alone worth double our price, choice Monday..... 19c

Corset and Glove Sale

- Lattice La Grecque Corsets, the perfection for short hip corsets, excellent quality, perfect fitting, \$1.50 value, for..... \$1.00
- French Satin Fancy Hip Corsets, beautiful patterns—cannot be told from the highest priced kind, worth fully 75c, sale price..... 49c
- Special Offer—Opera-ta Corsets—regular 65c kind, all sizes, sale price..... 39c
- The Montford Kid Gloves are continuing to replace the highest grades of kid gloves sold. They are made of fine quality kid—new shades—latest styles, guarantee every pair—they are \$1.50 gloves, but our price is..... 1.00
- Special Jewelry Items.
- The latest Girde Chains, 75c values..... 40c
 - 25c Sterling Silver Friendship Hearts..... 20c
 - 75c Beautiful Enamelled Belt Buckles..... 24c

Wonderful Bargains in Stoves, Furniture, Carpets and Housefurnishings in General

Greatest Values Ever Offered to You by This or Any Other Concern, for the Second Week of This Great Harvest Sale. Read Each Item Carefully.

Carpets-Draperies

- MATTING, worth 25c yard..... 12-12c
- Fibre Carpets—new full designs—attractive patterns—worth fully 60c a yard—harvest sale price only..... 49c
- Rich Velvet—beautiful designs—\$1.25 value—harvest sale price..... 98c
- Assorted and Moquette Carpets—beautiful designs—goods worth \$1.25 a yard—harvest sale price..... 89c
- 4x6x8 beautiful patterns—size 9x12—worth \$15—harvest sale price..... 13.48
- Finest Imported Lace Curtains—Brussels Net-rich designs—beautiful patterns—worth \$2.50 a pair—harvest sale price..... 4.75
- Beautiful Tapestry Portieres—all shades and designs—over 300 different patterns—worth \$3.00 a pair—harvest sale price only..... 2.98
- Solid Oak Center Tables—of mahogany finish, 15x15 top—worth fully \$1.00, Monday's sale price only..... 29c

Beds-Bedding

- Enamelled Iron Beds—made with strong posts—steel side rails—trimmings—\$1.00 value—harvest sale price..... 2.24
- Handsomely Enamelled Iron Beds—elegant designs—very heavy corner posts, surmounted with heavy brass knobs—\$6.00 value—harvest sale price..... 3.98
- Brass Trimmed Enamelled Iron Beds—elegant designs—beautiful scroll patterns—a bed worth fully \$7.50—harvest sale price..... 4.48
- White Enamelled Iron Beds—heavy corner posts—massive frame—beautiful designs—\$15.00 value—harvest sale price..... 7.90
- 4x6x8 beautiful patterns—size 9x12—worth \$15—harvest sale price..... 13.48
- Finest Imported Lace Curtains—Brussels Net-rich designs—beautiful patterns—worth \$2.50 a pair—harvest sale price..... 4.75
- Beautiful Tapestry Portieres—all shades and designs—over 300 different patterns—worth \$3.00 a pair—harvest sale price only..... 2.98
- Solid Oak Center Tables—of mahogany finish, 15x15 top—worth fully \$1.00, Monday's sale price only..... 29c

STOVES AND RANGES

- At One-Third Under Value.
- Star Estate Steel Ranges—very nicely made of heavy wrought steel, highly polished, fully nickel trimmings, has duplex grate for wood or coal, worth fully \$42.50 harvest sale price..... 27.50
 - Staple Air Tight Wood Heaters—good clear castings, worth fully \$5.00—harvest sale price..... 3.15
 - 4 Hole Laundry and Cook Stove—very heavy castings—has large top—a good heater—worth \$7.00—harvest sale price..... 4.98
 - Large size Cook Stove—very heavy castings, a good baker, large oven, worth fully \$20 harvest sale price..... 11.50
 - Home Coral Base Burner—has heavy castings, full nickel, 16-inch fire pot—a good steady heater—and a coal silver—worth \$25.00—harvest sale price..... 15.50
 - Peninsular Base Burners—have very heavy castings, with full nickel trimmings, large fire pot—a good heater—worth fully \$25.00—harvest sale price..... 29.50
 - Coral Oak Stove—an excellent heater, splendid steel drum, heavy castings nickel trimmings—\$12.50 value—harvest sale price..... 7.98
 - Silver Gem Cook Stove—heavy castings, large oven—a good baker—full nickel trimmings—\$6.00 value—harvest sale price..... 9.98

Important

- We desire to inform the public that all merchandise on our main floor and in basement will be sold for cash only. Merchandise on other floors, such as ready-made wearing apparel, millinery, carpets, furniture, stoves and household goods, will be sold as heretofore, either for cash or on the easy payment plan. [Mail Orders Filled.]
- 5-piece Parlor Suits—covered with silk—very beautiful frames, nicely upholstered—worth fully \$40.00—harvest sale price..... 24.50
 - Antique Open Screen—worth \$1.75—harvest sale price..... 98c
 - Antique Wardrobe—large size—beautiful designs—worth fully \$15.00—harvest sale price..... 5.75
 - Panoramic Couch—large and comfortable—elegant frame—\$25.00 value—harvest sale price..... 11.75
 - Odd Commodities—oak finish—neat designs—worth fully \$2.00—harvest sale price..... 3.98
 - Oak Hall Trees—very beautiful designs—rich carvings—large mirrors—worth \$12.50—harvest sale price..... 7.48
 - Brass Oval Top Table—beautiful design—has lower shelf for vase—worth fully \$5.00—harvest sale price..... 5.48
 - Oak Sideboards—very beautiful design—rich carvings—has large roomy drawers—one cutlery drawer, velvet lined—beautiful French beveled mirror—double plate—worth fully \$18.00—harvest sale price..... 10.75
 - Oak Corner China Closets—beautiful design—highly polished double plate glass—worth \$18.00—harvest sale price..... 11.75
 - 6-ft. Antique Extension Tables—beautiful design—highly polished—has large top and lower shelf—worth fully \$7.50—harvest sale price..... 4.48
 - Mahogany Parlor Rockers—beautiful design—highly polished—worth fully \$7.00—has cubbler 3.98
 - Mahogany Combination Bookcase—beautiful design—rich carvings—writing desk—has nice fittings—highly polished—\$20.00 value—harvest sale price..... 11.75
 - Antique Bedroom Suit—beautiful design—large dresser—has double plate French beveled mirror—worth fully \$25.00—harvest sale price..... 14.50
 - Covered Couch—covered with velvet—handsome frame—worth fully \$12.00—special sale price..... 7.98
 - Oak Cubbler Rocker—beautiful design—large and comfortable—worth fully \$12.00—special sale price..... 1.98
 - Handsome Mirror—size 10x14—worth \$1.25—special sale price..... 79c
 - Large size—nice design—\$3.00 value, only..... 1.79
 - Jardiner Stands—mahogany—only..... 39c
 - Folding Tables—for card parties—worth \$1.25—special sale price..... 1.25
 - Mexican Drawn Work Doilies, 12 1/2c worth 25c, only..... 12 1/2c