

GRAND OPENING OF THE PEOPLE'S STORE

JOHN R. CAVANAGH, President

To-day, (Friday)
store opens at
9 A. M. and
closes at 6 P. M.



The Largest Co-operative Department Store in Rochester, N. Y.
Conducted in the Interest of the People by the People.

To-morrow,
(Saturday) store
opens at 8 A. M.
and closes at 10 P. M.

**A Multitude of People Attended the Opening of Rochester's
Greatest Department Store Yesterday.**

Everybody Delighted with the New Store and its Merchandise

The thousands that visited our store Thursday (the Opening Day) proves without a doubt that the People of this city are going to make this store their headquarters for all kinds of merchandise. This fact was best illustrated when, fifteen minutes after the doors were opened, every department was crowded with eager buyers. People came to look, but when they found the tempting prices we quoted on every line of goods it was a case of buy at once.

We are pleased beyond measure with the reception the people of Rochester and vicinity has given us, and we assure everyone that we will work every minute with the one thought of giving you complete satisfaction with every purchase made

If you have not already visited the store come to-day or to-morrow, we will gladly welcome you.

MUSIC AFTERNOONS AND EVENINGS

Special Prices on All Lines of Merchandise

THE PEOPLE'S STORE

353, 355, 357, 359, 361, 363, 365, 367, 369, 371 Main Street East