

# THE GREAT \$100,000 BANKRUPT SALE

OF THE

## PEOPLE'S DEPARTMENT STORE

BEGINS THIS MORNING AT 9 O'CLOCK

No event in the annals of merchandizing can be compared with this sale from the standpoint of money saving. It means that you can come here during the next few days and buy merchandise at prices never before equalled in Rochester

The affairs of this concern make it imperative to reduce the stock at once and turn it into **Cash**. Instead of letting a jobber have the goods, we propose to let the public reap the benefit. Truly, this is one of the greatest merchandising events Rochester has ever known, and one that will long be remembered.

**LADIES' UMBRELLAS**  
500 Ladies' umbrellas, fast black cover, good assortment of fancy handles, all \$1.50 umbrellas for ..... 98c

**ALARM CLOCKS**  
93 Alarm Clocks, "America" kind—guaranteed for one year, sale price, each ..... 59c

**TOILET SOAPS**  
Armour's well known Flotilla toilet soaps and Smith's Witch Hazel, large 5c cake, sale price per cake ..... 3c

**PAPER NOVELS**  
500 paper bound novels of Street & Smith's most popular titles, sold everywhere for 10c, sale price, each ..... 5c

**LADIES' UMBRELLAS**  
500 Ladies' fast black covered umbrellas, automatic runner, good assortment of fancy handles, fine \$1.00 value, sale price only 68c

**CHILDREN'S VESTS**  
Children's cream ribbed fleeced vests, sizes 16 to 24, best 25c grade, sale price only ..... 11c

**CHILDREN'S STOCKINGS**  
50 dozen children's black ribbed fleeced stockings, all sizes, best 15c grade, sale price per pair ..... 10c

**LADIES' STOCKINGS**  
60 dozen ladies' fast black seamless cotton stockings, full fashioned, double sole, regular price 15c, sale price, pair ..... 9c

**HAND BAGS**  
Ladies' 8-inch leather hand bags, black or brown, well lined, fitted with purse, 75c value, sale price only ..... 39c

**BOYS STOCKINGS**  
Boys' heavy ribbed fast black cotton stockings, all sizes, good 15c value, sale price, per pair ..... 8c

**LADIES' UNDERWEAR**  
Ladies' cream ribbed fleeced vests and pants, sizes 4, 5, 6, best 25c grade, sale price only ..... 17c

**MEN'S SHIRTS**  
Men's stiff bosom shirts, newest patterns, best sizes, Silver and Columbia brands, \$1 styles, sale price ..... 59c

**MEN'S UNDERWEAR**  
Men's heavy Jaeger fleeced shirts and drawers, all sizes, good 50c grade, sale price only ..... 33c

**FANCY BLACK COMBS**  
"Spiked" back combs, set with pure brilliants, \$1.50 values for only ..... 69c

**MEN'S HATS**  
Men's soft felt hats, all shapes, any \$1.50 hat in stock, on sale at ..... 98c

**BOOKS**  
\$35 cloth bound books by popular authors, regular price 25c, sale price, each ..... 9c

### WOMEN'S CLOAKS, SUITS, SKIRTS, AND WAISTS

In Many Instances at HALF PRICE and Less

Women's \$30 Suits for - \$14.98  
Women's \$25 Suits for - \$12.49  
Women's \$20 Suits for - \$9.98  
Women's \$15 Suits for - \$7.39  
Women's \$20 Long Coats \$9.98  
Misses' and Children's \$15 Coats - - - - \$6.98  
Women's \$15 long fancy check plaid Coats - - \$5.98

Women's \$35 Opera Coats \$14.98  
Women's \$35 Near Seal Coats \$14.98  
Women's \$30 Coats trimmed with Fur collars - - \$12.98  
Women's \$15 Rain Coats \$9.98  
Women's \$12 Rain Coats \$7.98  
Women's \$10 Rain Coats \$6.49  
Women's \$7.50 Rain Coats \$5.00

#### Skirt Specials

Sold regularly for \$2.98, in black and blue. All styles, special price \$1.49  
Women's \$5.00 Skirts, sale price \$3.33  
Women's \$7.50 Skirts, sale price \$4.98  
Women's \$10 Skirts, sale price \$6.49  
Women's \$14 Skirts, sale price \$8.98  
Women's \$5.00 Silk Waists - \$3.33  
Women's \$2.98 Silk Waists - \$1.98  
Women's \$5.98 Silk Waists - \$3.98  
Women's \$9.00 Silk Waists - \$5.98  
Women's \$12.00 Silk Waists - \$7.89

#### Men's and Boys' Clothing at a Great Sacrifice

There probably never was a time when such rare values were offered in Men's and Boy's Clothing.  
Men's \$15 Suits for, - - \$9.95  
Men's \$12 Suits for - - \$7.50  
Men's \$10 Suits for - - \$6.95  
Men's \$18 Overcoats for - \$9.95  
Men's \$10 and \$12 Overcoats \$5.00  
Boys' \$4.50 Overcoats - \$1.00  
Boys' \$5.00 Overcoats - \$2.50  
Boys' \$4.00 Overcoats - \$2.25

#### High Grade Footwear at Bankrupt Prices

Women's Goodyear Welt Shoes, all leather, \$3.50 and \$4.00 values, sale price ..... \$2.59  
Women's Shoes in Goodyear Welt or Hand Turned Soles in all leathers, \$3.00 values, sale price ..... \$2.29  
Women's fine Shoes in single or double soles, all leathers, \$2.50 values, sale price ..... \$1.78  
Women's and Misses Shoes in fine kid skin leather, \$2.00 values, sale price ..... \$1.49  
Women's Double Sole Shoes, solid leather throughout, \$1.50 values, sale price ..... \$1.00  
Women's Felt Shoes and Nurse's Comfort Shoes with Rubber heels, \$1.50 values, sale price ..... \$1.00  
Misses' and Children's Shoes, Goodyear welted soles, sizes 11½ to 2; \$2.00 and \$2.25 values, sale price ..... \$1.57

#### Extra Special

100 Children's Fancy Tourist Coats—in the latest colors and styles. Sold regularly from \$2.00 to \$4.00. Sale price

98c

#### DRESS GOODS AND DOMESTICS

\$1.25 fancy check, Louisine Silk, 27 inches wide, sale price, a yard ..... 75c  
All of our 59c Satins, sale price, a yard ..... 39c  
75c—27 inch black taffeta, sale price, a yard ..... 49c  
89c—45 inch black Mohair dress goods, sale price, a yard ..... 49c  
25c—Kecko dress goods in black, white and colors, sale price, a yard ..... 15c  
3000 yards outing flannel in dark and light colors. Regular price 10 and 12½c—sale price ..... 6c  
2500 yards printed flannel, 28 inches wide, all in new patterns, light and dark colors, 10 to 12½c values, sale price ..... 6c  
All of our light prints a yard ..... 3c  
All of our Indigo blue, mourning, silver gray and red prints. 4c  
2000 yards cheese cloth in white and colors; regular price 5c, sale price, a yard ..... 3c  
12½c fancy bed ticking—sale price, a yard ..... 7 1-2c  
75c fancy plaid silk—sale price, a yard ..... 49c  
All of our regular 69c taffeta silks—sale price, a yard ..... 49c

#### MEN'S SUSPENDERS.

Men's fancy elastic suspenders, kid ends, best 50c grade in city, sale price, per pair ..... 29c

#### MEN'S SHIRTS

Men's soft shirts with attached and detached cuffs, worth up to 75c, sale price, each ..... 34c

#### PEARL BUTTONS

25 gross American pearl buttons, pure white, all sizes, regular price, 5c, sale price, per doz. 2c

#### CAPS

Odd lot men's and boys' caps, heavy and light weight, values up to 79c, sale price, each. 33c

#### LEATHER POST CARDS

21,000 leather post cards, best subjects, sold all stores for 5c and 10c, sale price, each ..... 2c

#### PERFUMES

Crescent Perfume Co.'s and Kimball's large size 25c, fancy boxed perfumes, sale price only. 14c

#### TALCUM POWDER

Bryant's high grade Talcum Powder, sold in most stores for 15c, sale price, per box. 5c

#### LADIES' HANDKERCHIEFS

Ladies' plain hemstitched lawn handkerchiefs, good 5c value, sale price, each ..... 2c

NOS. 353-373 MAIN STREET EAST