

SMITH'S NEW STORE  
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# THE BALL HAS OPENED.

## GREAT BARGAINS IN CARPETS, CARPETS, DRY GOODS, AND NOTIONS, ---AT--- SMITH'S NEW STORE

1307 and 1309 Farnam Street, Omaha,

READ THE LIST OF BARGAINS.

### SPECIAL SALE

### CARPETS!

ALL OF THIS WEEK.

the West,

Mats and Rugs from 10 to 20 per cent Less than Any Other House in

## PRICE LIST OF CARPETS.

Alexander Smith's First Grade Moquettes at \$1.50 per yard; sold elsewhere at \$2. Double Royal Wilton Velvets at \$1.35; sold elsewhere at \$1.75. Wilton Velvets at \$1.25; elsewhere at \$1.60. A Beautiful Lowell's 5-Frame Body Brussels at \$1.25; sold elsewhere at \$1.50. Standard, Full 5-Frame Body Brussels at \$1.15; sold elsewhere at \$1.40. 5-Frame Body Brussels at \$1; sold elsewhere at \$1.25. Roxbury's Tapestries at 90c; sold elsewhere at \$1.10. Lowell's Extra Supers at 75c; sold elsewhere at 90c. Very Heavy All-Wool at 60c; sold elsewhere at 75c. Cotton and Wool at 20c, 25c, 35c and 40c. Linoleums at 90c per square yard; sold elsewhere at \$1.10. Oil Cloths from 25c to 50c per square yard. Straw Matting from 20c to 40c per yard. Cocoa Matting at 45c per square yard. Napier Matting at 55c per square yard.

Grand Special Sale, on Monday, March 23d!  
We have the reputation of selling goods cheaper than any house in the west, but on Monday we will lower our record by several cents, and will give to our customers bargains such as they have never before been permitted to enjoy.  
DO NOT MISS THIS GREATEST OF ALL OPPORTUNITIES  
All new goods and the very latest styles and patterns: All the most desirable shades in Silks and Satins. The fruit is ripe; pluck it now while you have an opportunity.

### CURTAIN DEPARTMENT.

In connection with our carpet department, we now have a Curtain and Upholstery department, and will promptly attend to all orders in this line.

### PERSONAL GUARANTEE:

We personally guarantee that every yard of carpet bought at our store is just exactly as represented, and if it is not as represented the money will be refunded. Furnishing hotels, churches and public institutions a specialty.

The most magnificent line of Carpets, Rugs and Matting ever seen in Omaha or the west, and at prices which defy all competition. We guarantee to sell Carpets cheaper than any house west of Chicago. Read the bargains on the opposite side of this page, and then compare them with the prices of other merchants.

## SPECIAL SALE OF CARPETS ALL OF THIS WEEK.

## SILKS, SATINS AND DRESS GOODS.