

THE PEOPLE'S FURNITURE & CARPET COMPANY'S

GRAND SPRING OPENING

MONDAY, MARCH 28TH.

ABSOLUTE MERIT and the people's good judgment have MADE OUR BUSINESS A SUCCESS. Customers tell us "we have traded with you 6 or 8 and some 10 years." What a glorious tribute this is to business integrity—to honest methods—to liberality—and to fair dealing. Who would want stronger recommendations? Sterling merit has made us grow from an acorn to the sturdy oak it is today. Steadily and constantly using every effort to CHEAPEN THE PRICES of reliable goods. Honest advertising—giving the people the best values for their money—are the prime factors that have gained your confidence—and to be always worthy of it will be our constant aim and ambition.

Nothing will be left undone to make our Spring Opening a success on a grand scale, so that it will be looked back upon as the greatest demonstration of its kind ever witnessed in Omaha. Handsome souvenirs, the very finest of music, beautiful singing, etc., etc., will all contribute to make this a noteworthy event. Last, but by no means least, there will be displayed for your critical inspection the largest, grandest and choicest selection of furniture, carpets, draperies, stoves, crockery, etc., ever shown in the west. For opening week we place on sale a long list of the choicest goods, a portion of which is given below, which will positively make this the biggest week's business we ever had. Be sure and attend our Grand Spring Opening Sale.

MUSIC IN THE EVENING.

BEAUTIFUL SOUVENIRS TO ALL CALLERS.

Bed Room Suits

—with fancy French plate mirror—highly polished—worth \$35.00—
Spring Opening Price... **24 50**

Wardrobes

—Antique finish—large and roomy—worth \$14.00—
Spring Opening Price... **6 90**

Pictures

—beautifully framed—protty subject—worth \$3.50—
Spring Opening Price... **1 58**

Book Case

—plano polished—antique oak—worth \$7.50—
Spring Opening Price... **9 50**

Easel

—Nice design—well made—worth \$1.00—
Spring Opening Price... **49c**

Medicine Cabinet

—very commodious—big bargain—worth \$2.50—
Spring Opening Price... **1 24**

Child's Fld'g Bed

—new pattern—well finished—worth \$10.00—
Spring Opening Price... **5 25**

Folding Bed

—with woven wire springs—supported by 3 rows of steel coils—worth \$22.50—
Spring Opening Price... **14 35**

Hair Mattresses

—best ticking—well made—worth \$15.00—
Spring Opening Price... **9 75**

Sham Holder

—none better made—worth \$1.00—
Spring Opening Price... **45c**

Tabourettes

—very pretty and stylish—worth \$2.50—
Spring Opening Price... **98c**

Baby Jumpers

—Just the thing and inexpensive—worth \$3.50—
Spring Opening Price... **1 48**

Iron Bed

—white enameled—solid brass trimmings—worth \$6.00—
Spring Opening Price... **3 45**

Parlor Suits

—beautifully upholstered in tapestry—mahogany finish or solid oak frame, full spring—worth \$50.00—
Spring Opening Price... **32 50**

Draperies

NOTHING HELPS SO MUCH TO TUNE UP YOUR HOUSE THAN A FEW DRAPES. WE ARE BETTER PREPARED THAN ANY STORE IN OMAHA TO ASSIST YOU IN THIS LINE. WE QUOTE ONLY A FEW PRICES—BUT OUR STOCK COMPRISES A VAST ASSORTMENT OF WOOLLEN, COTTON, SILK AND LACE DRAPERIES—THAT WILL SURPRISE AND PLEASE YOU.

- Nottingham Lace Curtain, new design, very pretty, good edge; price this week... **95c**
- Irish Point Lace Curtain—Genuine beauties—price this week... **3.75**
- Muslin Curtains—Handsome ruffio edge; price this week... **1.65**
- Rope Portieres—Just arrived, late designs; price this week... **2.65**
- Tapestry Curtains—Fine colorings and patterns; price this week... **2.25**
- Head Rests—Very pretty; price this week... **45c**

Good Furniture

The pick of the factories. Such an outlet as this store appeals to every maker. We get concessions no one else gets, sell better goods for less money and grow quicker than any other shop.

- Ladies' Desk (no mirror) mahogany finish, birdseye maple or quarter sawed oak, prettily carved, nicely arranged pigeon holes, worth regular \$12.00; spring opening price... **\$5.90**
- Sideboard—antique, bevel plate mirror, spring opening price... **\$9.85**
- Chiffonier—solid oak, five drawers, worth \$12.00, spring opening price... **\$6.45**
- Cane Seat Chair—antique, well made, worth \$1.25—spring opening price... **78c**
- Kitchen Table, has two large flour bins, two drawers, two pastry boards, spring opening price... **\$5.90**
- Extension Table—antique oak, very pretty, worth \$10.00, spring opening price... **\$5.60**

Carpets, Rugs, Etc.

- Lowest prices you'll get this year—we've said it before and proved it—we say it again and prove it.
- Ingrain Carpets—Very heavy, good patterns, worth 60c. Spring Opening Price... **33c**
 - Brussels Carpet—Nice colorings, worth \$1.00. Spring Opening Price... **55c**
 - Velvet Carpet—High grade quality and pattern, worth \$1.40. Spring Opening Price... **85c**
 - Axminster Carpet—Beautiful patterns, best of goods, but slightly soiled, worth \$1.50. Spring Opening Price... **75c**
 - Rugs—Moquette and Body Brussels Rugs, worth \$3.50. Spring Opening Price... **98c**
 - Large Smyrna Rugs, slightly soiled, worth \$5.00. Spring Opening Price... **1.98**
 - Sakal Rugs, oriental patterns, worth \$4.50. Spring Opening Price... **1.75**
 - Matting—Beautiful pattern—Just received, worth 45c—Spring Opening Price... **23c**
 - Oil Cloth—The latest designs—Good quality—worth 50c—Spring Opening Price... **24c**
 - Linoleum—Very pretty—Worth regular, 75c—Spring Opening Price... **47c**
 - Carpet Sweeper—Broom action, worth \$2.50. Spring Opening Price... **1.20**
 - Hassocks—Many different patterns, worth 90c. Spring Opening Price... **47c**
 - Misfit Ingrain Carpets—Worth \$12.50. Spring Opening Price... **6 30**
 - Misfit Brussels Carpet—Worth \$15.00. Spring Opening Price... **7 50**

our easy terms

On a bill of \$10.00—\$1.00 per week or \$4.00 per month.
On a bill of \$20.00—\$2.00 per week or \$8.00 per month.
On a bill of \$30.00—\$3.00 per week or \$12.00 per month.
On a bill of \$40.00—\$4.00 per week or \$16.00 per month.
On a bill of \$50.00—\$5.00 per week or \$20.00 per month.
On a bill of \$75.00—\$7.50 per week or \$30.00 per month.
On a bill of \$100.00—\$10.00 per week or \$40.00 per month.

- Perpetual Palms—Not imitations, but palms, ferns, grasses, etc., that have actually grown, but which are treated in a manner that makes them everlasting. We are the sole agents and quote these low prices: Palm—worth \$5.00; Spring Opening Price... **2.50**
- Heywood Baby Carriages—We are sole agents for this grand line. Buy now and take advantage of the early spring days and perhaps save a dollar bill by so doing. We place on special sale a very pretty baby carriage, worth regular \$10, for **5.75**
- Leonard Cleanable Refrigerator—Needs no words to affirm its goodness. Guaranteed not to sweat or mix flavors. Perfect circulation and a big ice savor. We place on sale one of these refrigerators, worth \$10.00, spring opening price... **\$6.75**



OUR ELEVEN YEARS OF SUCCESSFUL BUSINESS IS BASED UPON

MUSICAL PROGRAM

- Monday evening from 7 to 10:30 p. m.
- F. M. Steinhauser's Excellent Orchestra
F. M. Steinhauser, Director.
- PART I.
1. March—"People's Furniture & Carpet Co."
New, by F. M. Steinhauser.
2. Overture—"Welcome" Austin
3. Polka—"My Only One"
4. Polka—"Chatterbox," characteristic piece.
Moses Tobani
- PART II.
5. March—"El Capitan"
6. Waltz—"Wine, Women and Song"
7. Waltz—"Hot Time in Old Town"
8. Waltz—"Grace & Beauty" Gavotte
Morse
- PART III.
9. Selection—"Pleasant Evening"
10. "Dear One, Far Away," Schottisch
11. Waltz—"Papa-Mama" Moses
12. Grand Selection—"Brigands"
Offenbach
- PART IIII.
13. Overture—"National Airs"
14. March—"King Cotton"
15. Indian War Dance—Muller
16. Gallop—"With Steam"
Strauss

- TRUTH
- AMBITION
- COURAGE
- DETERMINATION
- RELIABILITY
- PERSISTANCE
- PROGRESSIVENESS
- NEW METHODS
- CAPITAL

Beautiful Singing

by trios and quartettes of professional singers will be heard on different floors of our mammoth building.

Handsome Souvenirs for all Callers.

Peoples Furniture & Carpet Co.

16th and FARNAM STS.

Building formerly occupied by Morse Dry Goods Co.