eautiful Souvenirs given away to all who attend—Elegant music in the evening by Steinhauser's orchestra—The largest home-furnishing establishment in the west extends to you their fall greeting—Every man, woman and child in or visiting Omaha is cordially invited to attend our grand Fall Opening tomorrow and inspect our six mammoth floors of Furniture, Carpets, Stoves, Draperies, Crockery, Lamps, Silverware, Pictures, Frames, Bedding, etc. Never before in the history of Omaha has such an assortment of clean, stylish, up-to-date, reliable, low-priced Household Goods been displayed under one roof. The cause of the wonderful growth and pre-eminence of this firm can be attributed only to honest methods, low prices, reliable goods and fair treatment-Those facts, coupled with our easy payment system, has always made this the most popular place to buy home furnishings. 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 have ever had-Be sure and attend our Grand Fall Opening, Monday, September 12th.

Draperies, Rugs, Etc

almost anything you call for. Tremendous stock of goods to be sold by the yard; all grades and colors of Tapes tries, Bagdads, Swisses, Silks, Japanese effeets. Orientals, cotton materials, etc. Under no circumstances fail to visit this

| 1 | Ruffled Swiss Curtains—full size—worth \$2.90— Fall opening price | 95c |
|---|---|------|
| | Cluny Lace Curtains-62 inches wide-3½ yards long-worth \$4.50- Fall opening price | 2 50 |
| | Derby Portiers—heavy satin—all in the latest colorings, worth \$6.00— Fall opening price | 2 90 |
| | Rope Portiers—elegantly draped and fine colors—worth \$5.00— Fall opening price | 2 45 |
| | Negus Couch Covers, gorgeous effects-50 inches by 3 yards-worth \$8.60-Fall opening price. | 3 95 |
| | 6-4 Tapestry Table Covers, very handsome—worth \$1.50— Fall opening price | 69c |
| | Nottingham Lace Bed Sets, (spread and shams)—worth \$3.50— Fall opening price | 175 |
| | Roman Strip Drapery-50inches wide-worth peryard,\$1.50- Fall opening price | 690 |
| | Satin Tapestry—all colors—50 inches wide—worth \$1.00— Fall opening price | 490 |
| | Pair opening price | |

Grockery Department

sees it. Strictly up-to-date, stocked with all the latest importations of fine Haviland China, Austrian Chica, English semi-porcelain and hundreds of novelties. Situated on the main floor, it enables you to drop in at almost any time and make your selection quickly and discreetly. Always welcome in our

| | MAMMOTH DAYLIGHT CROCKERY DEPARTMENT. | co ou out | 7 |
|----|---|--------------|---|
| | 63-piece Dinner Set—deco rated—worth \$7.00— Fail opening price | 3 95 8 65 | |
| | Fall opening price | | = |
| | Fall opening price | 2 28 | Ì |
| ř | 12-piece Tollet Set—decor ated—worth \$9.50— Fall opening price | 4 90 | Ì |
| ģ | Lemonade or water set—handsomely decorated—worth \$3.00— | 1 50 | ۱ |
| ľ | Cuspidores-very pretty-worth 25c- | 10 | ~ |
| Į. | Fall opening price | 2000 | Ξ |
| ï | Fall opening price | 1 50 | • |
| | Decorated Parlor Lamp-fount and shade to match-worth \$2.50- | 986 | 3 |
| 8 | B. & H. Piano Lamp—elegant design—worth \$15.99— Fall opening price | 8 75 | i |
| | Fail opening price Fancy Scrap Baskets—new designs—worth \$1.00— | | • |
| | Fall opening price | 450 | į |
| | Fancy Hampers, many different patterns—one worth \$3.00— Fall opening price. | 1 4 |) |

MUSICAL PROGRAM

MONDAY EVENING.

From 7 to 10:30 p. m.

- J. M. Steinhauser's
- Excellent Orchestra
- March-" The Young Husband"-Ettner.
- 2 Overture Mignonette -Beyer.
- Waltz-" Jolly Fellows"-Vo stedt.
- 4 "Dear Ones Far Away" ---Easev.
- 5 Grand Selection "Bohemian Girl"-Balfe.
- 6 "Stars and Stripes Forever"
- Sousa. Cuban Dance-Tosa.
- Combination No. 20-Stein.
- Waltz, "Wine, Women and Song" - Strausse.
- 12 Coconut Dance-Herman.
- 11 "A Pleasant Evening-Beyer.

12 Indian War Dance-

Bellesteath. 13 March, "Gay Coney Island" Mader.

Stove Department

Such standard makes as the Peninsular Base Burner, Star Estate Steel Ranges, Quick Meal Gasoline Stoves, Estate Oaks, etc., can be seen in Omaha only at the "Peoples." The few prices enumerated below can only give a very faint idea of what we can do for you in this line.

| Cook Stove-good baker-a wonderful value-worth \$15.00- | 0 | 45 |
|--|------|-------------|
| Cook Stove—good baker—a wonderful value—worth \$15.00— Fall opening price | | 100 |
| Cast from Kange—large and spacious oven—worth \$50.00— | 18 | 50 |
| Steel Range-all the latest improvements-worth \$35.00- Fall opening price. | 24 | 75 |
| Fall opening price | 44 | 100000 |
| Parlor Cook Stove-very handy and pretty-worth \$16.00- | 9 | 95 |
| Oil Heater-just right for early Fall days-worth \$7.50- | 7 | - |
| Oil Heater—just right for early Fall days—worth \$7.50— Fall opening price. | 4 | 90 |
| Laundry Stove-made of heavy castings-worth \$0.00- Fall opening price | 3 | 25 |
| Faji opening price | | |
| Air Tight Wood Heater-nicely finished-worth \$6.00- | 3 | 01 |
| Oak Heater-large in size and very pretty-worth \$14.00- | 1000 | 95 |
| Fall opening price | 0 | 1.7500 53.1 |
| Base Burner-a guaranteed fuel saver-worth \$22.50- Fall opening price. | 13 | 50 |
| Fall opening price | .0 | |
| Gasoline Stove-warranted in every way-worth \$8.5Q-Fall opening price. | 2 | 95 |

Carpet Department

Our Carpet stock represents the cream of the carpets manufactured for this fall's trade. Having experienced buyers in the eastern markets this summer enables us to now display the choicest, newest and best values in carpets ever shown in Omaha. Patterns galore in Wiltons, Velvets, Axminsters, Moquettes, Body Brussels, Topestry Brussels, Ingrains, Hemps, etc.

| Brussels Carpet, beautiful colorings, worth \$1.10- | 59 c |
|--|-------------|
| Velvet Carpets, with borlers to match, worth \$1.50- Fall Opening Price | 79 c |
| Ingrains, all wool closely woven, worth 75c— | 47c |
| Ingrains, very good quality, worth 50c— Fall Opening Price | 29c |
| China Matting, beautiful assortment of patterns, worth 35c- | 15c |
| 20x60 Smyrna Rug, choic2 designs, worth \$4.00— Fali Opening Price | 1 48 |
| Art Squares, in many handsome patterns, worth \$7.00- | 3 45 |
| Comforts, filled with white cotton, worth \$2.50— Fall Opening Price | 980 |
| Heavy Stair Carpet, worth 40c— Fall Opening Price | 170 |
| | |

DUSINESS IIS BASED TRUTT

Our Facy Torms

| Vui L | 13y | 1011113 | | |
|--------------|------------------|---------|--------|-----|
| On a bill of | \$10.00- week | or | \$4.00 | per |
| on a bill of | \$20.00- | | | |

- On a bill of \$20.00—
 \$1.25 per work or \$5.50 per month.
 On a bill of \$30.00—
 \$1.50 per week or \$6.00 per month.
 On a bill of \$50.00—
 \$2.00 per week or \$8.00 per month.
- month.
 On a bill of \$75.00—
 \$2.25 per week or \$9.00 per month.
 On a bill of \$100.00—
 \$2.50 per week or \$10.00 per month.
 - month, a bill of \$200.00— \$4.00 per week or \$15.00 per month.

SIX NEW DEPARTMENTS: BE SURE AND VISIT THEM

TRUNK **Valise Department** We show the largest line in the city. We

fall opening sale, a large, heavily lined steel cornered trunk, worth \$7.50, Fall opening price only

offer for this week, our

CUT CLASS Fancy Bric-a-Brac Department

We stand without a doubt head and shoulder above anything in the west. To properly appreciate this department requires your personal inspection, which will convince you of

Machines.

We are sole agents for the Grand Sewing Machine. Why pay from \$50 to \$65 for a sewing machine, when you can buy one from us, warranted in every way by he manufacturers, and ourselves for 5 years, for only 29.50? Handsomely fin-ished in quartered oak and highly polished

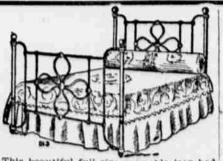
This new and elegant department bids fair to excel anything in the city. Wooden oys, iron toys, mechancal toys-domestic and imported. Large assortment of doll carriages, velocipedes and tricy. cles at right prices. Don't forget that "The People's" has a Toy Department.

Drawn Work.

Every lady knows the value and beauty of drawn work on fine linen. All done by hand, and the prices so low hat it seems hard to realize that it can be made for such a little money.
This department has proved to be a wenderful success. Displayed rgiht up in front on main

Picture Frame Mouiding Dep't.

We show the finest and latest designs mad - We can frame to you order, any size picture, at one-half the regula exclusive picture frame stores charge you. One trial will convince you that we are right on prices.



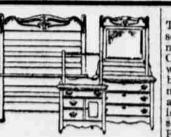
This handsome 6-foot extension Dining Room Table—in antique oak—piano polish top—very massive and heavily constructed orth \$5.25 ing price, only



Antique Oak Cane Seat Dining Room Chair -worth \$1.25-Fall opening price Handsome antique Oak Center Tables-20x 24 top-worth \$3.50-Fall opening price..... Solid Oak Sideboards—with large bevel plate mirror—worth \$22.50—Fall opening price Large and roomy Antique Oak Chiffoniers —worth \$11.00—Fall opening price



Inis handsome nartered oak wood seat rock er, piano polish heavy carved, Fall opening



This beautiful 3-piece antique Bed Room Suit with 20x24 bevel







HANDSOME SOUVENIRS TO ALL CALLERS. MUSIC IN THE EVENING

\$1.55