

THE PEOPLES FURNITURE & CARPET COMPANY'S

GRAND FALL OPENING

Beautiful 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.



OUR ELEVEN YEARS OF SUCCESSFUL BUSINESS IS BASED UPON TRUTH, AMBITION, COURAGE, DETERMINATION, RELIABILITY, PERSISTANCE, PROGRESSIVENESS, NEW METHODS, CAPITAL.

Draperies, Rugs, Etc

We take especial pride in our Drapery department. We know that we have almost anything you call for. Tremendous stock of goods to be sold by the yard; all grades and colors of Tapestries, Bagdada, Swisses, Silks, Japanese effects, Orientals, cotton materials, etc. Under no circumstances fail to visit this department.

Ruffled Swiss Curtains—full size—worth \$2.00—	95c
Full opening price	
Cluny Lace Curtains—62 inches wide—3 1/2 yards long—worth \$4.50—	2 50
Full opening price	
Derby Portiers—heavy satin—all in the latest colorings, worth \$6.00—	2 90
Full opening price	
Rope Portiers—elegantly draped and fine colors—worth \$5.00—	2 45
Full opening price	
Negus Couch Covers, gorgeous effects—50 inches by 3 yards—worth \$3.00—	3 95
Full opening price	
6-4 Tapestry Table Covers, very handsome—worth \$1.50—	69c
Full opening price	
Notttingham Lace Bed Sets, (spread and shams)—worth \$3.50—	1 75
Full opening price	
Roman Strip Drapery—50 inches wide—worth per yard \$1.50—	69c
Full opening price	
Satin Tapestry—all colors—50 inches wide—worth \$1.00—	49c
Full opening price	

MUSICAL PROGRAM

MONDAY EVENING.

From 7 to 10:30 p. m.

- J. M. Steinhauser's
Excellent Orchestra
- 1 March—"The Young Husband"—Eitner.
 - 2 Overture—Mignonette—Beyer.
 - 3 Waltz—"Jolly Fellows"—Vo stedt.
 - 4 "Dear Ones Far Away"—Easey.
 - 5 Grand Selection—"Bohemian Girl"—Balfe.
 - 6 "Stars and Stripes Forever"— Sousa.
 - 7 Cuban Dance—Tosa.
 - 8 Combination No. 20—Stein.
 - 9 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

Don't fail to visit our DAYLIGHT Stove Department, the largest in the city. 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—	9 45
Full opening price	
Cast Iron Range—large and spacious oven—worth \$30.00—	18 50
Full opening price	
Steel Range—all the latest improvements—worth \$35.00—	24 75
Full opening price	
Parlor Cook Stove—very handy and pretty—worth \$16.00—	9 95
Full opening price	
Oil Heater—just right for early Fall days—worth \$12.50—	4 90
Full opening price	
Laundry Stove—made of heavy castings—worth \$6.00—	3 25
Full opening price	
Air Tight Wood Heater—nicely finished—worth \$6.00—	3 07
Full opening price	
Oak Heater—large in size and very pretty—worth \$14.00—	8 95
Full opening price	
Base Burner—a guaranteed fuel saver—worth \$22.50—	13 50
Full opening price	
Gasoline Stove—warranted in every way—worth \$8.50—	2 95
Full opening price	

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, Holly Brussels, Tapestry Brussels, Ingrains, Hemps, etc.

Brussels Carpet, beautiful colorings, worth \$1.10—	59c
Full Opening Price	
Velvet Carpets, with borders to match, worth \$1.50—	79c
Full Opening Price	
Ingrains, all wool closely woven, worth 75c—	47c
Full Opening Price	
Ingrains, very good quality, worth 50c—	29c
Full Opening Price	
China Matting, beautiful assortment of patterns, worth 35c—	15c
Full Opening Price	
2x30 Smyrna Rug, choice designs, worth \$4.00—	1 48
Full Opening Price	
Art Squares, in many handsome patterns, worth \$7.00—	3 45
Full Opening Price	
Comforts, filled with white cotton, worth \$2.50—	98c
Full Opening Price	
Heavy Stair Carpet, worth 40c—	17c
Full Opening Price	

Crockery Department

Our elegant Queensware department wins the admiration of everyone who 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.

53-piece Dinner Set—deco rated—worth \$7.50—	3 95
Full opening price	
100-piece Dinner Set—deco rated—worth \$15.00—	8 65
Full opening price	
6-piece Toilet Set—deco rated—worth \$4.00—	2 25
Full opening price	
12-piece Toilet Set—deco rated—worth \$3.50—	4 90
Full opening price	
Lemonade or water set—handsomely deco rated—worth \$3.00—	1 50
Full opening price	
Cups and saucers—very pretty—worth \$5c—	10c
Full opening price	
B. & H. Banquet Lamp, fine polished metal—worth \$3.00—	1 50
Full opening price	
Decorated Parlor Lamp—fount and shade to match—worth \$2.50—	98c
Full opening price	
B. & H. Piano Lamp—elegant design—worth \$15.00—	8 75
Full opening price	
Fancy Scrap Baskets—new designs—worth \$1.00—	45c
Full opening price	
Fancy Hampers, many different patterns—one worth \$3.00—	1 45
Full opening price	

SIX NEW DEPARTMENTS :: BE SURE AND VISIT THEM

In our elegant TRUNK AND Valise Department

We show the largest line in the city. We offer for this week, our fall opening sale, a large, heavily lined steel cornered trunk, worth \$7.50. Fall opening price only **2.95**

In our CUT GLASS AND 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 all we claim.

Sewing 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 the manufacturer, and ourselves for 3 years, for only \$29.50? Handsomely finished in quartered oak and highly polished—the biggest value on this page.

TOYS.

This new and elegant department bids fair to excel anything in the city. Wooden toys, iron toys, mechanical toys—domestic and imported. Large assortment of doll carriages, velocipedes and tricycles at right prices. Don't forget that "The Peoples" has a Toy Department.

Mexican Drawn Work.

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

In our Picture Frame AND Moulding Dept.

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

Furniture Bargains.

5-piece Tapestry parlor suit—mahogany frame—worth \$40—	Full opening price	\$22.50
Antique Oak Cane Seat Dining Room Chair—worth \$1.25—	Full opening price	69c
Handsome antique Oak Center Table—24x24 top—worth \$2.50—	Full opening price	\$1.55
Solid Oak Sideboards—with large bevel plate mirror—worth \$22.50—	Full opening price	\$12.75
Large and roomy Antique Oak Chiffoniers—worth \$11.00—	Full opening price	\$5.50

This handsome quartered oak wood seat rocker, piano polish finish, heavy carved, a bargain at \$7.50. Full opening price **4.25**

This beautiful 3-piece antique Bed Room Suit with 20x24 bevel plate mirror—handsomely carved and finished—worth \$27.50— Full opening price **\$14.75**

This handsome Combination Toilet Commode—with 14x24 bevel plate mirror—in antique finish—worth \$9.50. Full opening price **5.25**

HANDSOME SOUVENIRS TO ALL CALLERS. MUSIC IN THE EVENING