

SWEEEPING REDUCTIONS DURING THIS ASTOUNDING

MARCH SALE

WE ARE COMPELLED TO UNLOAD TO MAKE ROOM FOR NEW GOODS.

CASH OR REDIT

THE GREATEST FURNITURE AND CARPET SALE EVER HELD IN OMAHA.



Parlor Suit, 5 pieces, choice of frames and colorings, worth \$25.00-March sale price..... 18.75
Biggest Couch sale ever held—500 couches, 6 row tuft, 39 inches wide, new sanitary construction, worth \$14.00—March sale price..... 6.50
Iron Beds—all sizes and assorted colors—go in March sale at \$2.50 and..... 1.89
Sideboard—highly polished, beveled mirror, worth \$21.00—March sale price..... \$11.75



Solid oak parlor Rocker, golden fth, color seat, worth \$4.00—March sale price..... 1.89
Heywood Go-Cart; reclining new design, rubber tires, worth \$11.00—March sale price..... 6.50
Odd Dresser, oak, worth \$7.50..... 7.50



Chiffonier—assorted styles, 5 large drawers, worth \$10.00—March sale price..... 4.90
Extension Table—golden finish heavy construction, worth \$10.00—March sale price..... 5.50
Folding Crib—white maple, special weave spring, worth \$2.50—March sale price..... 1.25

MISS THIS BIG SALE

SUIT AND MILLINERY DEPARTMENT

Greater inducements than ever before. The newest creations in Ladies' Ready-to-Wear Clothing.

Special Offer for Monday in Suits and Skirts

145 ladies' tailor-made suits of homespun, chevion or venetian, in light gray, oxford gray, castor, black and brown—jackets made in blouse or eton effects, with eton or Peplum effect backs, lined with good quality of taffeta, prettily trimmed with stitched taffeta bands or tailor stitching, skirts are all the newest flounce effects. The regular value of these suits is \$17.50—9.98
175 suits, made in fine broadcloths, venetians, pebble chevions, etc.—blouse, single or double-breasted tight-fitting or eton effects; colors, black, blue, brown, castor and red—jackets are lined throughout with good quality taffeta, handsomely trimmed with moire or peau de soie silk—skirts are deeply flounced and mercerized drop lined—regular value of these suits is \$25—14.75
275 suits—the very choicest selection of the season—such as Gibson, Maxim, American Girl, Florodora effects—in gray, brown, blue, black and tan—materials are imported chevion, French broadcloth, granite, zibeline, etc. The acme of workmanship in each garment—regular value of these suits \$39—our price Monday—\$25 to 32.50
Special Offer for Monday in Skirts
250 silk taffeta skirts, tucked tops, with deep flounce of lace netting and ribbon trimming—worth \$12.50, for Monday..... 6.98
150 Moire Silk Skirts, with deep French flare flounce, trimmed with 3 rows of bands of stitched satin and feather edged, regular \$13.50, for..... 7.50
125 allover Lace Silk Skirts with deep lining, handsomely trimmed with ruffe bottom, bands of moire—an extraordinary good value for \$15—for Monday..... 9.98

Special Offer of Jackets and Raglans FOR MONDAY

Nobby 19-inch Jackets, as per cut or eton, blouse, Gibson, or Norfolk Jacket, in covert, broadcloth, chevion, peau de soie, moire and taffeta—the most complete assortment of these styles, at prices ranging from 4.98, 6.98, 7.50 up to 25.00
Handsome taffeta, moire, peau de soie and shower proof Raglans—very much of a favored garment for traveling or street wear, dainty shoulder capes and sailor collars, trimmed with cream, Russian lace, Kimona sleeves, either loose or tight fitting backs, at prices ranging, in silk, at..... 12.50 to 37.50
In cloth, either shower proof or covert cloth, at..... 5.98 to 15.00

CARPET SALE

All Wool Ingrains, worth 75—March sale price..... 48c
Brussels Carpets, worth \$1.00—March sale price..... 69c
Velvets and Moquettes, worth \$1.50—March sale price..... 98c
6x12 Smyrna Rugs, worth \$22.50—March sale price..... 12.50
\$2.50 Lace Curtains—March sale price..... 1.15

THE PEOPLE'S STORE LEADERS OF LOW PRICES 16th & FARNAM STREETS, OMAHA. Includes illustration of a woman in a dress.

RESENTS FEMINE CHOICE

Burlington Passenger Agent Criticizes Action of Nebraska Club Women.

TALKS OF SANTA FE AS OFFICIAL ROUTE

Believes Southern Line Will Be More Expensive and Not as Pleasant as Either of the Nebraska Roads.

One Omaha railroad is greatly displeased at the action of the Nebraska State Federation of Women's Clubs in naming the Atchison, Topeka & Santa Fe line as the official route for Nebraska women to the national convention in Los Angeles next May. Another is indifferent to the choice made.

SUPPORT FROM BUSINESS MEN

Committee in Charge of Christian Disciples' Convention Gets Encouragement.

The committee in charge of the promotion of the Christian Disciples' convention has been canvassing for support among the Omaha business men, and reports the following encouraging expressions: I. W. Carpenter, Wholesale Paper Company—I am very much pleased to see that the church people engaged in this enterprise and should dislike to see it fall after all the preparation that has been made.

ST. PATRICK'S DAY EXERCISES

Principal Celebration Will Occur at Creighton University in the Evening.

St. Patrick's day will be celebrated tomorrow by the people claiming kinship and friendship with the Emerald Isles by special religious services, high mass and a panegyric of the patron saint of Ireland. In the evening there will be a general gathering of the gaelic race at Creighton University Hall at Twenty-fifth and California streets, where an appropriate and elaborate program will be rendered.

AFFAIRS AT SOUTH OMAHA

School Board Again Broaches that \$10,000 Bond Issue.

CITY ATTORNEY ADVISES ALACRITY

Says Time is About Up for Giving Proper Notice, by Publication, of the Plan in Contemplation—Town Topics. "If the board of education proposes to submit a proposition to the people at the spring election for the issue of bonds intended to pay for the erection of a High school building it will have to hustle" said a city official last evening.

OMAHA SUBURBS.

Dundee. Mrs. Hume is preparing to build another cottage on Fifteenth street. The Dundee Woman's club will meet Wednesday with Mrs. J. W. Hamilton. To Mr. and Mrs. N. O. Perley, formerly of Dundee, a daughter was born Wednesday.

MAJOR ROSE RE-NOMINATED.

MILWAUKEE, March 15.—David R. Rose was re-nominated for mayor by acclamation by the democratic party convention here today. The platform adopted favors municipal ownership of the electric light plant as soon as the city finances will permit.

A Bad Disease

There is a certain disease that has come down to us through many centuries, and is older than history itself, yet very few outside of our own country know anything of its nature or characteristics. At first a little ulcer or sore appears, then glands of the neck or groin swell; pimples break out on the breast, back or some other part of the body and fill with yellow pus; matter in the mouth and throat become sore and the tongue is at all times badly coated. Headaches are frequent, and muscles and joints throb and hurt, especially during damp, rainy weather. These are some of the symptoms of that most loathsome of all diseases, Contagious Blood Poison.

MILES OUT OF THEIR WAY.

Then comes this choice of the Santa Fe. This takes the Nebraska women hundreds of miles out of their way, and I am certain it will cost them more in the end. Then it carries them through a hot territory in the summer time, which will be very disagreeable. The Santa Fe line is away south of the Burlington, extending all through the torrid district.

YOST TO REMAIN IN OMAHA

Acceptance of Presidency of Northwestern Company Will Not Change His Residence.

Aspirants for the presidency of the Iowa Telephone company may make plans now if they wish, but there is no particular hurry. C. E. Yost said yesterday that he may eventually give up that place, but that the action is not made prospective as an immediate result of his election, in Boston last week, to the presidency of the Northwestern Telephone Exchange company.

COUGH SETTLED ON HER LUNGS.

"My daughter had a terrible cough which settled on her lungs," says N. Jackson of Danville, Ill. "We tried a great many remedies without relief, until we gave her Foley's Honey and Tar, which cured her." Refuse substitutes.

IN MEMORY OF JOHN P. ALTGELD.

At a business meeting of the Jacksonian club held last evening arrangements were made for exercises in memory of the late John P. Altgeld on the evening of March 23. Dr. A. J. Hipple will preside. It is not now known who will be the principal speakers. Their names will be announced as soon as determined.

EMERGENCY HOSPITAL COMPLETED.

The emergency hospital for the erection of which the county commissioners appropriated \$1,000 was practically completed yesterday. The building is located on Q street east of the Burlington tracks and is built of brick. Fifteen acres of ground surround the building and will be used as a farm. The ground was leased some time ago at an annual rental of \$150 per year. Unless otherwise desired the lease will run for five years with the privilege of renewing it for another five years.

MILITARY OPENING.

Mrs. McCaffrey invites the ladies of South Omaha and Omaha to attend an opening of the spring millinery on March 20 at 209 North Twenty-fourth street, opposite the postoffice. Magic City Gossip. List your property with H. M. Christie. M. Mahery is rapidly recovering from a severe illness. Dr. A. J. Hipple will preside. It is not now known who will be the principal speakers. Their names will be announced as soon as determined.

STORM CLEANS STREETS.

The heavy rain Saturday morning gave the paved streets a thorough washing and cleaned the sewers to a great extent. Some damage was done to the unpaved streets and for the next few days the street commissioner's force will be engaged in filling washouts in dangerous places. All of the work which can be put off until the weather is warmer, then the road machine can be used to good advantage.

MAGIC CITY GOSSIP.

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