



GRAND OPENING

OMAHA'S MOST BEAUTIFUL STORE

TODAY will be a memorable day in Omaha's business history. A day that will long be remembered by the purchasing public. It marks the Grand Opening Celebration of The Rubel Furniture Co.

The building recently remodeled and designed by us to meet our particular needs will be thrown open for the first time to the general public. Special arrangements have been made for your comfort and your entertainment. We want you and the entire public to visit the most complete furniture store in the west.

Five mammoth floors stocked with the best the market affords of up-to-date and dependable home-furnishings of every description. It will be a sight long to be remembered. **Saturday is Our Reception Day.** Honor us with a visit and receive a handsome souvenir. Enjoy the music. You will be glad that you came. We will be most happy to receive you. Our beautiful stock of goods, carefully selected by experienced buyers, will be a pleasing sight. We feel confident that you will enjoy inspecting it. We bid you welcome.

OUR POLICY: At the very outset we desire to make known the policy that it is our intention to pursue.

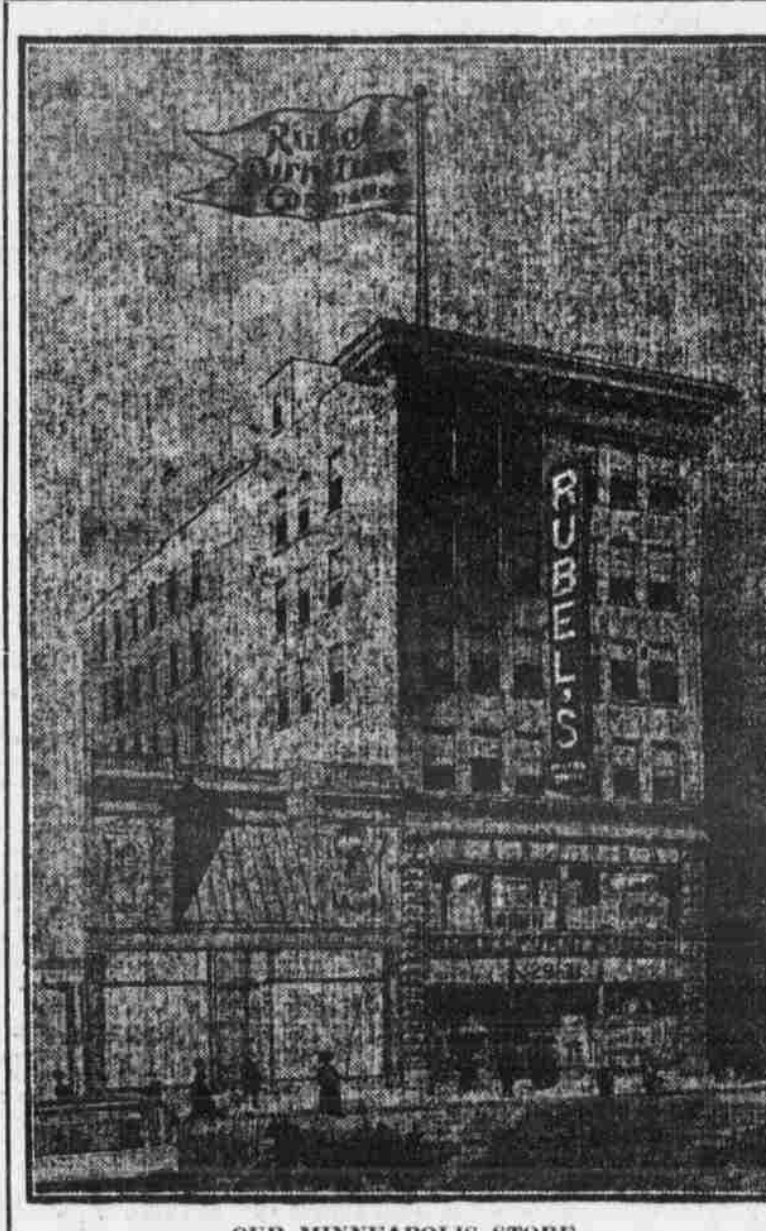


OUR OMAHA STORE

We will work upon the principle that the best advertisement is a customer well satisfied. Our treatment will be courteous. Careful attention will be paid to all orders, prompt deliveries will be made and any article purchased of us which is not entirely satisfactory or to your liking, will be cheerfully exchanged or money refunded.

Your home furnished on approval. An advantage to you we offer. We give thirty days' free trial on any home outfit you may select, any single piece of furniture or any article of household goods. It is an ideal plan, a generous one. It allows you to sample our goods for one entire month and become acquainted with their merits absolutely free.

This is precisely what we mean by this new plan of ours. We want to place our merchandise in your home so that you can see how it looks before you buy it. If you don't like it, we will take it away and if you do like it, pay for it in convenient monthly payments. This offer includes everything we handle. Pick out what you think you want. Let us place what you select in your own home so you can see how it accords with its surroundings. If any of the articles do not seem to be as you desire, you can exchange them for something different. We know how good our merchandise is, we know how much better than that offered elsewhere, therefore, we gladly and confidently grant you thirty days' free trial.



OUR MINNEAPOLIS STORE

Souvenirs Free!

Every lady visiting our store today will be presented with one of these handsome, press cut table bells free. This article is one which will be much appreciated by all.

Store Open until 10 P. M.

Souvenirs Free!

The bell is very handsome in design, has the exact appearance of genuine cut glass and we trust that every home in Omaha will be a recipient of one of these useful gifts.

Store Open until 10 P. M.



ALL GOODS MARKED IN PLAIN FIGURES

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OUR TERMS

Our terms are easier than the easiest obtainable elsewhere.

There are no fixed terms at Rubel's. We do not say that you must pay so much down and so much a month, but we do say that we will make the terms easier and better for you than you can secure anywhere else. Our terms are elastic; they meet the requirements of the individual, no matter what your income may be, no matter how little you have to pay down, or how little you can spare each month. Just depend upon it that you can come to us and we will arrange everything to your entire satisfaction.

OUR PRICES

Our prices are lower than the lowest obtainable elsewhere.

That we are able to undersell is due to the fact that our purchasing is handled entirely by a member of the firm, of many years' experience in the furniture market; and is due to the further fact that our expenses are reduced by our unexcelled advantages. This enables us to handle a huge amount of merchandise at a minimum cost. Every partner in our concern is an active worker. For these reasons and for the additional reason that our object is to establish ourselves firmly in the hearts of the people rather than with the idea of immediate gain, we have marked our goods at a closer margin of profit than that of any other like concern.

MUSIC

Kiplinger Military Band will furnish the music for this occasion.

RUBELS

1513-1515 HOWARD STREET
NEAR 16th STREET.

Concert Hours

Morning Concert from 10 to 12. Afternoon Concert from 2 to 5. Evening Concert from 7 to 10—Popular Program.

