



# HOME FURNISHING MADE EASY

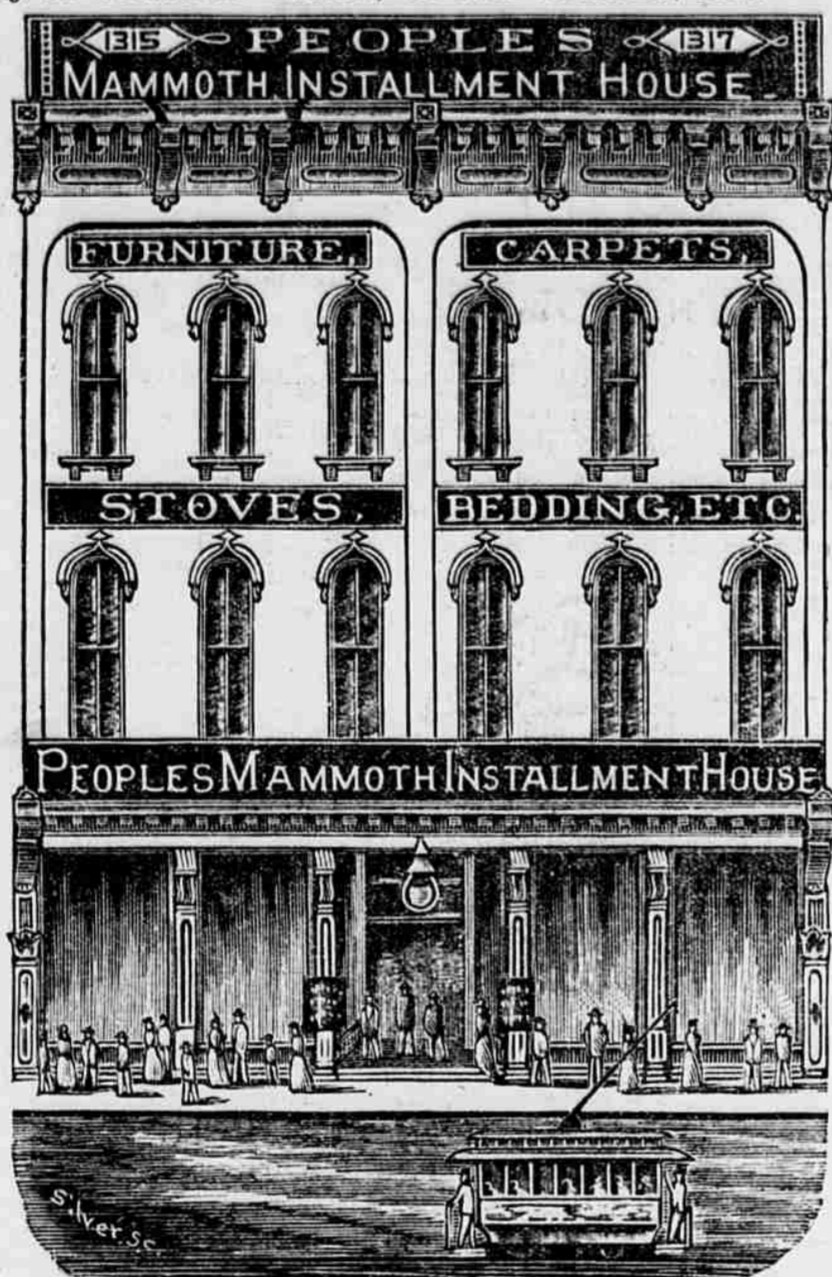
## The Original, the Largest and the Cheapest Credit House in the World.

Sends greeting to every man, woman and child throughout the great city of Omaha and vicinity. The twenty-six different departments in our mammoth establishment are brimful of everything necessary for housekeeping. Our Easy System of Credit, coupled with our Great Display in every department, enables one to furnish their home complete. Polite and attentive salespeople will assist you in your selections. We buy largely and direct from first hands, thus giving our patrons the benefit of the lowest prices, and on easy weekly or monthly payments. You are invited to walk through our stores and inspect our goods and prices. It is a pleasure for us to show you our goods. We sell on easy payments and deliver free of charge daily to Council Bluffs, South Omaha, etc.

**ONE SINGLE DOLLAR**  
Opens an account with us and buys \$10 worth of furniture, carpets, stoves, chamber suits, ranges, rockers, sideboards, center tables, wardrobes,



dining tables, silverware, clocks, cutlery, lamps, bedding, matting, baby carriages, gasoline stoves, book cases, secretaries, pictures, art squares, and everything essential for your home.



**A HEARTY WELCOME**  
Awaits you at the Peoples Mammoth Installment House. Once inside the grand entrance, whether buyer or visitor, you are made thrice welcome. The purchasing power of your dollar will do more for you at our store than at any other credit house in the world. Come



in and rest awhile. Perhaps you will see something you need. You needn't worry about ready cash, as we will give you ample time on part of your purchase

**Just Claims Allowed  
Complaints Heeded  
Corteous Treatment  
No Misrepresentation  
Bed Rock Prices  
Easy Payments  
Enormous Business  
Small Profits  
Satisfaction Guaranteed  
No Trouble to Show Goods  
Lighted by Electricity  
No Interest Charged  
Cash or Credit**

**SOLE AGENTS FOR**  
Quick Meal Gasoline Stoves  
Glacier Refrigerators  
Featherstone Baby Carriages  
Peninsular Stoves and Ranges  
Palace Combination Folding Beds  
Gendron's Bamboo Baby Carriages  
Matuska Mantel Folding Bed

## PRICES This WEEK

- |                       |                                                 |                        |                                                 |
|-----------------------|-------------------------------------------------|------------------------|-------------------------------------------------|
| Chamber Suits,        | \$9.50, \$14.50, \$19.50, \$25.00 and upward.   | Brussels Carpet,       | 50c, 75c, 90c, \$1.10 and upwards               |
| Bedsteads,            | \$1.75, \$2.50, \$3.75, \$4.50 and upward.      | Ingrain Carpets,       | 24c, 35c, 47c, 58c and upwards                  |
| Wardrobes,            | \$7.50, \$10.50, \$17.50, \$19.00 and upwards.  | Mattings,              | 24c, 35c, 42c, 48c and upwards                  |
| Bureaus,              | \$0.25, \$8.00, \$10.75, \$12.50 and upwards.   | Stair Carpets,         | 18c, 30c, 35c, 45c and upwards                  |
| Springs,              | \$1.25, \$2.00, \$2.50, \$3.50 and upwards      | Window Shades,         | 38c, 50c, 75c, \$1 and upwards                  |
| Mattresses            | \$1.75, \$2.75, \$4.50, \$6.00 and upwards.     | Lace Curtains,         | 90c, \$1.50, \$2.25, \$3.50 and upwards         |
| Parlor Suites         | \$24.50, \$32.50, \$39.00, \$45.00 and upwards  | Comforts,              | 85c, \$1.25, \$1.50, \$2.25 and upwards         |
| Lounges,              | \$4.75, \$7.50, \$11.00, \$14.25 and upwards    | Pillows,               | 50c, 75c, \$1.25, \$1.50 and upwards.           |
| Rockers,              | \$1.50, \$1.90, \$2.50, \$4.00 and upwards      | Center Tables,         | \$1.40, \$2.50, \$3.50, \$4.75 and upwards.     |
| Baby Carriages,       | \$3.50, \$5.00, \$7.50, \$9.75 and upwards.     | Sideboards,            | \$10.50, \$13.50, \$17.50, \$19.50 and upwards. |
| Refrigerators         | \$9.50, \$11.50, \$13.75, \$15.00 and upwards   | Extension Tables,      | \$3.90, \$4.75, \$6.50, \$7.50 and upwards.     |
| Ice Boxes,            | \$4.75, \$7.50, \$9.00, \$11.25 and upwards.    | Bookcases,             | \$4.75, \$7.50, \$8.50, \$9.75 and upwards.     |
| Gasoline Stoves       | \$3.50, \$5.50, \$7.00, \$10.50 and upward.     | Portieres,             | \$3.50, \$4.75, \$6.00, 7.50 and upwards.       |
| Hanging Lamps,        | \$2.00, \$3.50, \$5.00, \$8.50 and upwards      | Pictures,              | 75c, \$1.25, \$1.75, \$3.00 and upwards.        |
| Dinner Sets,          | \$5.50, \$7.50, \$9.50, \$10.75 and upwards     | Easels,                | 75c, \$1.25, \$1.90, \$2.65 and upwards.        |
| Tea Sets,             | \$3.50, \$4.50, \$6.50, \$7.50 and upwards      | Clocks,                | 90c, \$1.50, \$2.25, \$4.50 and upwards.        |
| Chairs,               | 35c, 50c, 75c, 90c and upwards                  | Medicine Chests,       | \$1.75, \$2.50, \$3.65, \$4.50 and upwards.     |
| Toilet Sets,          | \$1.75, \$2.50, \$3.75, \$5.00 and upwards      | Hall Racks,            | \$7.50, \$8.75, \$10.50, \$15.00 and upwards.   |
| Chiffoniers,          | \$7.75, \$9.00, \$11.50, \$14.50 and upwards    | Plush Rockers,         | \$2.75, \$3.50, \$4.50, \$7.00 and upwards.     |
| Office Desks,         | \$4.75, \$7.50, \$9.50, \$13.00 and upwards     | Plush Chairs,          | 90c, \$1.50, \$2.75, \$4.50 and upwards.        |
| Mirrors,              | 50c, \$1.00, \$2.00, \$3.50 and upwards         | Cook Stoves,           | \$9.50, \$12.50, \$15.00, \$18.50 and upwards.  |
| Mantle Folding Beds,  | \$8.50, \$12.50, \$20.00, \$25.00 and upwards   | Ranges,                | \$19.50, \$21.00, \$28.50, \$35.00 and upwards. |
| Upright Folding Beds, | \$17.50, \$30.00, \$37.50, \$42.50 and upwards. | Ladies' Desks,         | \$6.50, \$7.75, \$10.00, \$12.50 and upwards.   |
| Wash Boilers,         | 90c, \$1.40, \$1.75, \$2.50 and upwards         | Kitchen Safes,         | \$3.50, \$5.00, \$6.50, \$7.50 and upwards.     |
| Pjano Lamps,          | \$7.50, \$9.75, \$12.50, \$15.00 and upwards    | Silver Plated Castors, | \$2.75, \$3.50, \$5.00, \$6.50 and upwards.     |

Special Inducements to Young Folks Just Starting Housekeeping.

**★ "IT'S A BIG PLACE, THAT PEOPLES MAMMOTH INSTALLMENT HOUSE. THEY TREAT YOU WELL THERE AND GIVE YOU TONS OF SATISFACTION." (A scrap of conversation overheard on the cars.) ★**

**Our Motto**  
If the goods we sell you do not prove satisfactory come to us, we will allow all reasonable claims.

**The People's Mammoth Installment House,**  
Popular and Reliable Easy Payment Outfitters.  
**1315 & 1317 Farnam Street**

**We Close**  
Every evening at 6:30. Monday and Saturday evenings excepted. All other furniture houses in the city, by agreement, do likewise.

## RE-ORGANIZED Mail Order Dept AND CREDIT SYSTEM EXTENDED.

The People's Mammoth Installment House takes pleasure in announcing that they have reorganized their Mail Order Department and extended their credit system, whereby, those residing at a distance, in country or town, can now purchase of them on easy payments, just the same as residents of Omaha. Their 150-page illustrated catalogue will be ready for distribution about April 5th. It is the finest catalogue of House Furnishing Goods ever issued in the United States, and contains illustrations of Furniture, Carpets, Stoves, Draperies, Clocks, Silverware, etc.

### REMEMBER:

REMEMBER, We pay freight 100 miles.  
REMEMBER, We have but one price for all.  
REMEMBER, We send special catalogues of most every class of goods.  
REMEMBER, We do a larger business than any other several establishments in the west.  
REMEMBER, We sell for cash, one-third, or one-fourth down, balance in easy monthly payments.  
REMEMBER, That you can order by mail and be as well served as though you visited our store.  
REMEMBER, Goods can be sent 1,000 miles as safely and easily as 10 miles.  
REMEMBER, We sew up all goods in burlaps, so that they are absolutely sure to arrive at their destination in prime condition.  
REMEMBER, Well, remember not to forget all of the above facts.

Do You live at a distance? Send two-cent stamps and you will receive by return mail the largest catalogue of House Furnishing Goods in the United States. We pay freight 100 miles. Samples of Carpets.

You CAN order by mail and be as well served as though you visited our store. Goods are sewed up in burlaps, stuffed with Excelsior, and reach you in perfect condition, however great the distance.

THE People's Mammoth Installment House is one of the largest and most reliable establishments in the U. S. and our readers may rely on their goods, their prices and their service.

A MAN SAID: "No house in these United States carries at all times for immediate delivery such a great assortment of carpets, draperies and linings as does the wide-awake, progressive People's Mammoth Installment House, and at popular prices, not only just now, but always."

GOODS SOLD on our partial payment plan anywhere this side of the Pacific Ocean. One-third, one-fourth, or one-fifth down, balance monthly. One price to all.

NO persons ordering by mail ever paid more for an article than is charged customers who visit our store.

REMEMBER, we keep everything used in the home, from the upper northeast corner of the attic to the lower southwest corner of the cellar.

OUR Mail Order Department has three stenographers and typewriters for the sole purpose of answering promptly and conscientiously from our out-of-town customers.

### SEND . . .

Or come to us and get what you want. We have everything for the home, the necessities, the comforts, the luxuries.  
If you wish to pay all cash, good.  
If you wish to pay but a small amount down, and the balance monthly, good again.  
Our prices are the same to all, whether the purchase is large or small, the customer rich or poor, mighty in the community, or humblest of the humble.  
If you live in Nebraska, Iowa, North or South Dakota, we will just as willingly sell you on our partial payment plan as if you lived in Omaha.  
Write us for further information. All correspondence answered same day as received.  
Write for our Special Baby Carriage and Refrigerator Catalogues.

## OUR EASY TERMS

- \$10 worth of goods \$1 a week or \$4 a month.
- \$25 worth of goods \$1.50 a week or \$6 a month.
- \$50 worth of goods \$2 a week or \$8 a month.
- \$75 worth of goods \$2.50 a week or \$10 a month.
- \$100 worth of goods \$3 a week or \$12 a month.
- \$200 worth of goods \$5 a week or \$20 a month.
- \$300 worth of goods \$7.50 a week or \$30 a month.