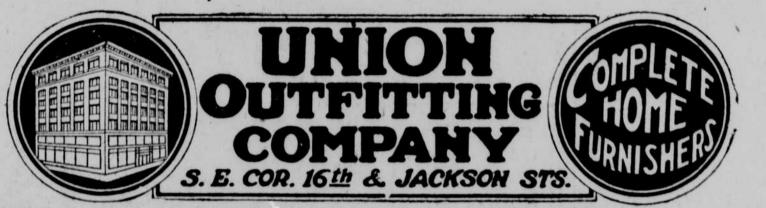


where you will find the greatest happiness.

GOOD furniture is not necessarily expensive; indeed, its cost is trifling compared with the wonderful transformation and added comfort it brings to the home, and best of all, there is practically no up-keep cost.



Omaha's Great Home **Furnishing Institution**

The Home of **Home Outfits**

Our consistent growth under the same mangement from a small store on North 16th Street to our present large establishment of 7 stories and basement justifies our belief that a community's confidence and patronage are always given to the store which provides mer-chandise of good quality at moderate prices and on convenient, easy terms.