



THE GREATEST SPECIAL SALE OF THE SEASON

A Cyclone of Low Prices. Special Sales in Every Department.
Clearing Away Thousands of Dollars worth of Merchandise, at
at 50c on the Dollar, in Order to Make Room for 20 Car
Loads of Goods, Soon to Arrive.

RARE BARGAINS OFFERED THIS WEEK.

FURNITURE DEPT.

- 2,400 Bedsteads usual price \$2.50 special sale price 89c
 - 15,662 Chairs usual price 60c special sale price 75c
 - 1,880 Kitchen Tables usual price \$1.75 special sale price 75c
 - 1,140 Breakfast Tables usual price \$3.50 special sale price \$1.75
 - 1,190 Center Tables usual price \$3.50 special sale price \$1.75
 - 1,880 Springs usual price \$3.00 special sale price \$1.00
 - 1,762 Mattresses usual price \$3.50 special sale price \$1.75
 - 1,440 Rockers usual price \$2.75 special sale price \$1.25
- And all other furniture equally as low.

Refrigerators and Ice Boxes.

- 4,226 Ice Boxes usual price \$8.50 special sale price \$5.60
- 4,227 Ice Boxes usual price \$12.50 special sale price \$8.50
- 4,228 Ice Boxes usual price \$17.00 special sale price \$11.50
- 4,229 Refrigerators usual price \$15.00 special sale price \$8.90
- 4,230 Refrigerators usual price \$18.00 special sale price \$10.90
- 4,246 Refrigerators with cooler usual price \$18.00 special sale price \$11.85.

Folding Bed Dept.

- Upright Folding Bed usual price \$25.00 special sale price \$12.50.
- Mantel Folding Bed usual price \$35.00 special sale price \$20.00.
- Upright Folding Bed with large mirror usual price \$55.00 special sale price \$35.00.
- Children's Folding Beds usual price \$25 special sale price \$14.50.
- Children's Trundle Beds usual price \$7.60 special sale price \$4.75.
- Table folding Beds usual price \$30.00 special sale price \$18.50.

Furniture Bargains.

- 1,188 Extension Tables usual price \$7.50 special sale price \$3.70.
- 1,119 Kitchen Safes usual price \$6.00 special sale price \$3.40
- 1,760 Cane Seat Chairs usual price \$1.50 special sale price 85c
- 19 "Kitchen Friends" usual price \$17.50 special sale price \$9.50
- 86 Sideboards usual price \$25.00 special sale price \$14.50
- 26 Hall Racks usual price \$12.50 special sale price \$7.50

Special Bargains.

- Bureaus usual price \$15.00 special sale price \$9.25
- Office Desks usual price \$10.00 special sale price \$5.00
- Buffets usual price \$15.00 special sale price \$9.50
- Toilet Sets usual price \$3.50 special sale price \$1.75
- Dinner Sets usual price \$15.00 special sale price \$7.50
- Tea Sets usual price \$8.50 special sale price \$4.25
- Single Lounges usual price \$9.50 special sale price \$4.85

CARPET DEPARTMENT.

- 40,000 yards Ingrain, usual price 38c, special sale price \$.14
- 18,000 yards Matting, usual price 38c, special sale price13
- 4,000 yards Hemp Carpet; usual price 40c, special sale price19
- 2,000 Door Mats, usual price 70c, special sale price28
- 1,800 Rugs, usual price \$4, special sale price 1.90
- 7,000 Curtain Poles, usual price 35c, special sale price10
- 48,000 yards Linoleum, usual price \$1, special sale price00
- 7,000 Shades, usual price 78c, special sale price23

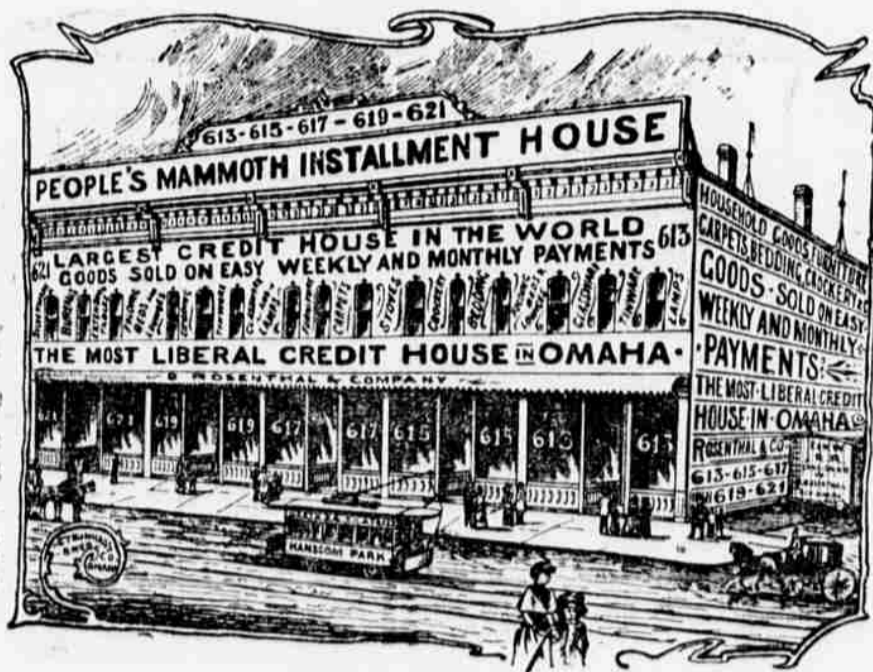
AND OTHER GOODS AT EQUALLY LOW PRICES.

FREE THIS WEEK.

Curtain Poles free with all lace curtains or portieres.
 Stove Pipe free with all cook stoves.
 Carpets made and laid free of charge.
 Car tickets furnished those living at a distance.
 All goods shipped within a radius of 100 miles free.
 Spring and Mattress free with every chamber suit of \$40 and over

SPECIAL TERMS.

\$15 worth of goods, \$1 per week or \$4 per month.
 \$30 worth of goods, \$1.50 per week or \$6 per month.
 \$60 worth of goods, \$2 per week or \$8 per month.
 \$90 worth of goods, \$2.50 per week or \$10 per month.
 \$120 worth of goods, \$3 per week or \$12 per month.
 \$200 worth of goods, \$5 per week or \$20 per month.
 Everybody can buy whether having the ready cash or not. All goods sold on easy weekly or monthly payments. Residents of South Omaha and Council Bluffs enjoy the benefit also of the above terms. Goods delivered to these two cities daily free of charge. Everyone invited to examine our stock and inspect our terms and prices. No trouble to show goods. Open evenings until 9 o'clock. Houses furnished complete on one day's notice.



Come to the right place, make no mistake. Beware of imposters and frauds. We are located directly opposite Hotel Esmond. The only Furniture house in Omaha having five stores linked together. Look for the White Front.

STOVE DEPARTMENT

- 480 Cook Stoves usual price \$13, special sale price \$6.50
 - 465 Cook Stoves usual price \$20, special sale price \$12.00
 - 86 Ranges usual price \$35, special sale price \$19.50
 - 720 Gasoline Stoves usual price \$7.50, special sale price \$4.90
 - 46 New Process Stoves, usual price \$24, special sale price \$14.00
 - 1870 Tea Kettles usual price 75c, special sale price 30c
 - 1640 Wash Boilers usual price \$17.5, special sale price 85c
 - 2,000 Joints Stove Pipe, usual price 20c, special sale price 10c
- And all other goods equally as low.

Baby Carriages

- 100 Baby Carriages usual price \$4, special sale price \$1.90
- 85 Baby Carriages usual price \$6, special sale price \$3.00
- 175 Baby Carriages usual price \$10, special sale price \$5.00
- 125 Baby Carriages usual price \$15, special sale price \$9.50
- 90 Baby Carriages usual price \$20, special sale price \$12.50
- 140 Baby Carriages usual price \$30, special sale price \$16.00

Parlor Furniture Dep't

- Parlor Suits usual price \$35, special sale price \$17.50
- Parlor Suits usual price \$45, special sale price \$25.00
- Parlor Suits usual price \$65, special sale price \$35.00
- Parlor Suits usual price \$150, special sale price \$85.00
- Upholstered Rockers usual price \$15, special sale price \$6.90
- Plush Divans usual price \$10, special sale price \$5.00

Special Bargains

- 1,126 Hanging Lamps, usual price \$3.50, special sale price \$1.70
- 460 Oil Paintings usual price \$3.00, special sale price \$1.50
- 880 Steel Engravings usual price \$3.50, special sale price \$1.75
- 66 Pier Mirrors usual price \$15, special sale price \$7.50
- 88 Clocks usual price \$2.50, special sale price \$1.25
- 66 Cheffoniers usual price \$18, special sale price \$10.50

Special Prices

- Palace Combination Folding Beds, usual price \$100, special sale price \$65.00
- Bookcases usual price \$10.00, special sale price \$5.00
- Secretaries usual price \$35.00, special sale price \$24.50
- Table Scarfs usual price \$1.75, special sale price 90c
- Easels usual price \$2.50, special sale price \$1.00
- Bed Lounges usual price \$16.00, special sale price \$9.50
- Push Couches usual price \$25.00, special sale price \$15.00

The ★ People's ★ Mammoth ★ Installment ★ Company,

(INCORPORATED.)

LARGEST CREDIT HOUSE IN THE WORLD.

613-615-617-619-621 North Sixteenth Street, - - - Between California and Webster.