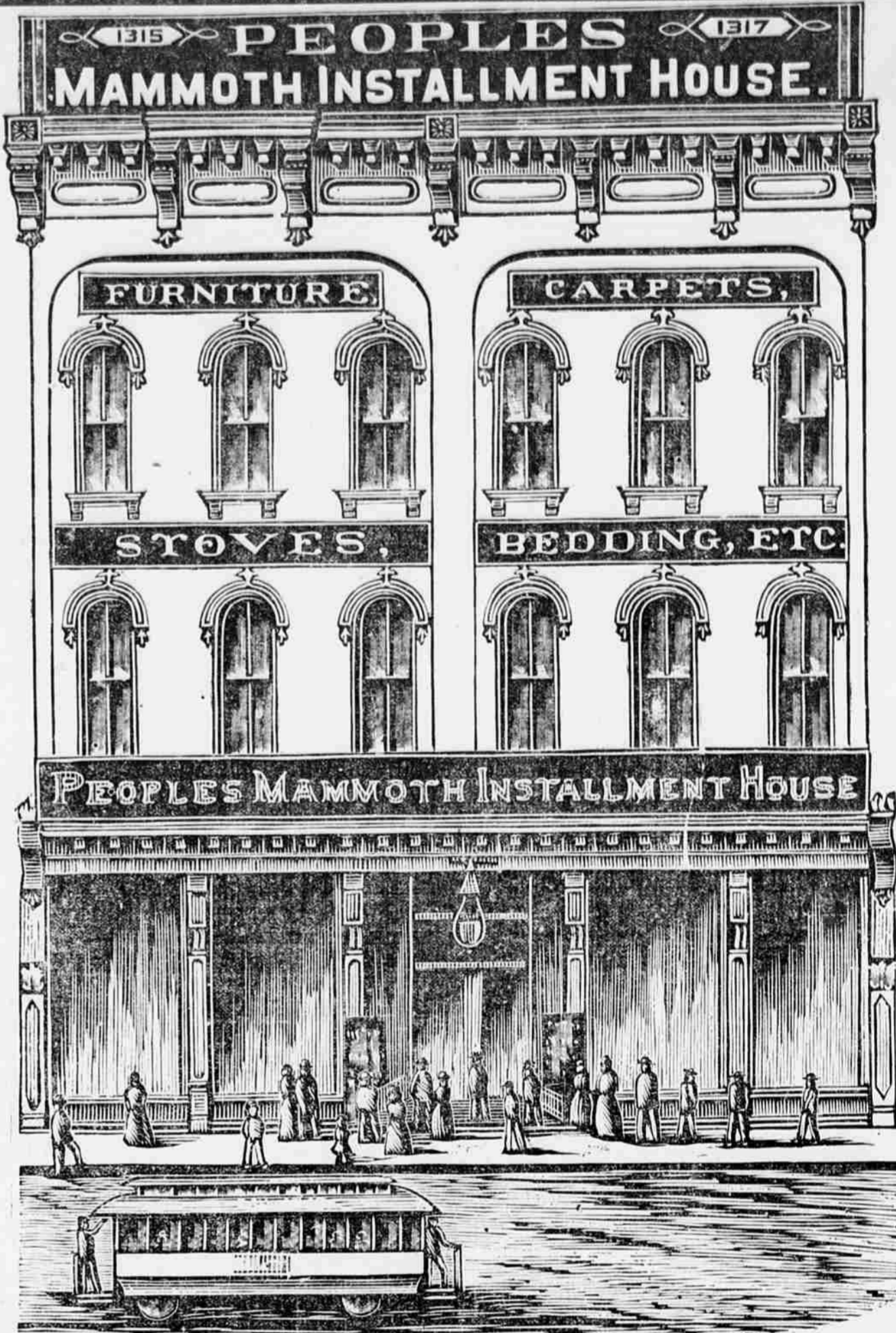


NOW READY FOR BUSINESS

OPENING IN THEIR NEW QUARTERS WITH A GRAND SPECIAL SALE.

The People's Mammoth Installment House

Invites you within its new store, to show you their new stock, their methods of conducting business, and generally speaking to show you the finest furniture, carpet and stove house in Omaha, wherein they shall be better able to serve the wants of the masses than ever before. It is an establishment where all the needs of the clerk and mechanic are met, as well as those of the millionaire. Everything for the average man and woman, or that is necessary for housekeeping, to be had on time at same prices as cash. Window displays have an intense interest for all, and while ours are marked by the greatest refinement and taste, they are only a slight indication of the immense display of Artistic Furniture within. Every imaginable design is on exhibition and in endless variety and quality. In fact ours is an establishment where everything from a clothes pin to the furnishing of a house may be had at moderate prices. Under its admirable and in every way satisfactory system of credit, The People's Mammoth Installment House has enjoyed a continuously successful career for years, during which time it has not only held the public esteem and confidence, but fixed a standard for upright and liberal dealing with the people. Our aim is to carry a line of goods from which it is impossible not to be able to make a selection. Simply as an advertisement they inaugurate and open the season with A Grand Special Sale, during which wonderful bargains will be offered in every department, only part of which are quoted below.



Opening Sale Prices.

Chamber Suits...usual price	\$25.00, this week only	\$12.50
Parlor Suits.....usual price	50.00, this week only	24.50
Bureaus.....usual price	12.00, this week only	6.95
Chairs.....usual price	.60, this week only	.25
Bedsteads.....usual price	3.50, this week only	1.75
Lounges.....usual price	9.50, this week only	4.75
Ingrain Carpets...usual price	.50, this week only	.25
Portieres.....usual price	7.50, this week only	3.75
Rugs.....usual price	5.00, this week only	2.50
Brussels Carpets.usual price	1.00, this week only	.50
Matting.....usual price	.35, this week only	.18
Stair Carpet.....usual price	.35, this week only	.18
Comforts.....usual price	1.50, this week only	.75
Blankets.....usual price	1.75, this week only	.90
Window Shades..usual price	1.00, this week only	.40
Wash Boilers,..usual price	1.75, this week only	.90
Dinner Sets.....usual price	15.00, this week only	7.50
Dining Tables...usual price	3.50, this week only	1.75
Extension Tables.usual price	7.50, this week only	3.75
Pillows.....usual price	1.00, this week only	.40

Our Easy Terms.

\$10.00 worth of goods, \$1.00 per week or \$4.00 per month.
 \$25.00 worth of goods, \$1.50 per week or \$6.00 per month.
 \$50.00 worth of goods, \$2.00 per week or \$8.00 per month.
 \$75.00 worth of goods, \$2.50 per week or \$10.00 per month.
 \$100.00 worth of goods, \$3.00 per week or \$12.00 per month.
 \$200.00 worth of goods, \$5.00 per week or \$20.00 per month.

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FROM THE OLD TO THE NEW.
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Opening Sale Prices.

Plush Rockers.....usual price	\$9.50, this week only	\$4.75
Rattan & Reed Rockers.usual price	9.00, this week only	4.50
Pictures.....usual price	3.50, this week only	1.50
Mattresses.....usual price	4.00, this week only	2.00
Springs.....usual price	2.50, this week only	1.25
Folding Beds.....usual price	22.50, this week only	12.50
Gasoline Stoves.....usual price	7.50, this week only	4.90
Cook Stoves.....usual price	15.00, this week only	9.25
Ranges.....usual price	32.00, this week only	17.50
Book Cases.....usual price	7.50, this week only	3.75
Ladies' Desks.....usual price	15.00, this week only	8.50
Plush Divans.....usual price	12.50, this week only	6.50
Secretaries.....usual price	35.00, this week only	18.50
Hall Racks.....usual price	15.00, this week only	7.50
Upholstered Plush Rockers.usual price	15.00, this week only	7.50
Center Tables.....usual price	5.00, this week only	2.50
Hat Racks.....usual price	.25, this week only	.08
Cheffoniers.....usual price	15.00, this week only	8.50
Rockers.....usual price	3.00, this week only	1.40

OUR MOTTO:

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



Open evenings until 9 o'clock; Saturdays until 10 o'clock. No trouble to show goods. Passenger elevator to all floors; no tramping up stairs necessary. Lighted by electric light. Car tickets furnished those residing at a distance. Freight paid on all goods shipped within a radius of two hundred miles.

PEOPLE'S MAMMOTH INSTALLMENT HOUSE.
 1315 AND 1317 FARNAM ST.