

A GIGANTIC CLEARING SALE.

A BACKWARD SEASON FORCES THE SALE

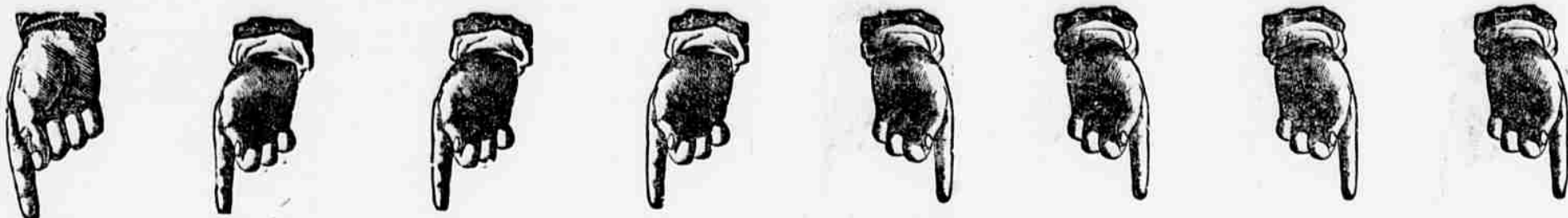
Of an Enormous Amount of Merchandise.

Mail Order Department.

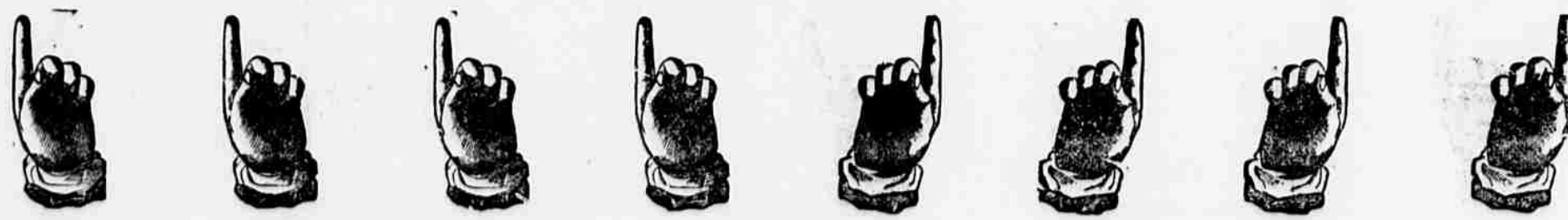
Annual Mail Order Business, \$100,000

Remember we sell goods on our partial payment plan anywhere this side the Pacific Ocean. Write for 128-page Illustrated Catalogue, just issued. It is the finest catalogue of House Furnishing Goods ever issued in the United States, and contains complete illustrations of Furniture, Carpets, Stoves, Clocks, Silverware, &c., size of catalogue 11x16, sent upon receipt of 10 cents to cover postage.

Page two of this great catalogue is made up entirely of letters received from our out-of-town patrons, and by permission we reproduce these few out of a great many received, showing how well pleased our mail order patrons are.



| | | | | | |
|--|-------------------------|-------|--|------------------------|-------|
| Wardrobes, former price..... | \$12 00, this week only | 8 50 | Ingrain Carpets, former price..... | \$ 40c, this week only | 24c |
| Bureaus, former price..... | 10 50, this week only | 6 25 | Rag Carpets, former price..... | 50c, this week only | 29c |
| Cheffoniers, former price..... | 12 00, this week only | 7 75 | Matting, former price..... | 35c, this week only | 18c |
| Revolving Office Chairs, former price..... | 7 50, this week only | 3 75 | Stair Carpet, former price..... | 30c, this week only | 17c |
| Office Desks, former price..... | 9 50, this week only | 6 50 | Brussels Carpet, former price..... | 90c, this week only | 62c |
| Roll Top Office Desks, former price..... | 30 00, this week only | 19 50 | Velvet Carpet, former price..... | 1 50, this week only | 90c |
| Oradles, former price..... | 3 00, this week only | 1 75 | L'noleums, former price..... | 75c, this week only | 48c |
| Whatnots, former price..... | 6 00, this week only | 3 50 | Pillows, former price..... | 1 50, this week only | 90c |
| Children's Rockers, former price..... | 1 25, this week only | 65c | Comfort, former price..... | 2 50, this week only | 1 40 |
| Children's Folding Beds, former price..... | 7 50, this week only | 4 50 | Sp-rads, former price..... | 1 75, this week only | 90c |
| Brass Bedsteads, former price..... | 50 00, this week only | 34 50 | Laoc Curtains, former price..... | 2 00, this week only | 90c |
| Parlor Suits, former price..... | 40 00, this week only | 24 50 | Laoc Curtains, former price..... | 3 25, this week only | 1 75 |
| Parlor Suits, former price..... | 50 00, this week only | 31 50 | Portieres, former price..... | 6 50, this week only | 3 50 |
| Parlor Rockers, former price..... | 15 00, this week only | 8 75 | Irish Point Lace Curtains, former price..... | 8 50, this week only | 4 75 |
| Parlor Divans, former price..... | 12 50, this week only | 6 50 | Tapestry Table Covers, former price..... | 3 50, this week only | 1 90 |
| Single Lounges, former price..... | 8 50, this week only | 4 90 | Table Scarfs, former price..... | 1 50, this week only | 90c |
| Bed Lounges, former price..... | 15 00, this week only | 8 75 | Window Shades, former price..... | 1 00, this week only | 27c |
| Center Tables, former price..... | 10 00, this week only | 5 50 | Door Mats, former price..... | 1 75, this week only | 1 00 |
| Library Tables, former price..... | 10 00, this week only | 5 50 | Basin, former price..... | 1 75, this week only | 1 00 |
| Bible Stand, former price..... | 1 50, this week only | 49c | Screens, former price..... | 4 00, this week only | 2 40 |
| Butler's Tray, former price..... | 10 50, this week only | 6 50 | Chamber Suits, former price..... | 27 50, this week only | 16 50 |
| Hall Racks, former price..... | 12 50, this week only | 5 75 | Chamber Suits, former price..... | 19 50, this week only | 12 50 |
| Cheval Mirrors, former price..... | 12 50, this week only | 7 50 | Bedsteads, former price..... | 3 50, this week only | 1 65 |
| Mirrors, former price..... | 8 50, this week only | 4 50 | Mattresses, former price..... | 3 00, this week only | 1 75 |
| Mirrors, former price..... | 1 25, this week only | 65c | Springs, former price..... | 3 00, this week only | 1 40 |
| Work Stand, former price..... | 5 00, this week only | 2 75 | Kitchen Safes, former price..... | 5 00, this week only | 3 40 |
| Parlor Work Baskets, former price..... | 3 50, this week only | 1 75 | Kitchen Tables, former price..... | 2 00, this week only | 90c |
| Parlor Cabinets, former price..... | 45 00, this week only | 23 50 | Dining Tables, former price..... | 3 50, this week only | 1 90 |
| Picures, former price..... | 2 50, this week only | 1 25 | Extension Tables, former price..... | 7 50, this week only | 4 25 |
| Pictures, former price..... | 5 00, this week only | 2 50 | Sideboards, former price..... | 18 50, this week only | 10 50 |
| Bookcases, former price..... | 6 50, this week only | 3 50 | China Closets, former price..... | 30 00, this week only | 17 50 |
| Ladies' Desks, former price..... | 9 50, this week only | 5 50 | Folding Beds, former price..... | 12 50, this week only | 8 50 |
| Secretaries, former price..... | 27 50, this week only | 17 50 | Chamber Suits, former price..... | 19 50, this week only | 12 50 |
| Combination Library Cases, former price..... | 17 50, this week only | 10 50 | Counters, former price..... | 37 50, this week only | 25 00 |
| Parlor Rockers, former price..... | 4 50, this week only | 2 45 | Cook Stoves, former price..... | 50c, this week only | 28c |
| Large Parlor Arm Rocker, former price..... | 7 50, this week only | 4 25 | Ranges, former price..... | 1 00, this week only | 65c |
| Cane Rocker, former price..... | 2 50, this week only | 1 25 | Gasoline Stoves, former price..... | 13 50, this week only | 8 50 |
| Carpet Rockers, former price..... | 3 50, this week only | 1 90 | Gasoline Ovens, former price..... | 35 00, this week only | 20 00 |
| Parlor Pedestals, former price..... | 15 00, this week only | 7 50 | Baby Carriages, former price..... | 6 00, this week only | 3 50 |
| Music Cabinets, former price..... | 15 00, this week only | 9 50 | Baby Carriages, former price..... | 3 00, this week only | 1 90 |
| Reed Rockers, former price..... | 2 50, this week only | 1 50 | R-frigerators, former price..... | 4 50, this week only | 2 50 |
| Rattan Rockers, former price..... | 7 50, this week only | 4 50 | Ice Boxes, former price..... | 7 50, this week only | 4 50 |
| Steel Engravings, former price..... | 6 00, this week only | 3 50 | Wash Boilers, former price..... | 14 50, this week only | 9 50 |
| E chairs, former price..... | 15 00, this week only | 7 50 | Tubs, former price..... | 7 50, this week only | 4 75 |
| Clocks, former price..... | 2 00, this week only | 90c | Dinner Sets, former price..... | 1 50, this week only | 75c |
| Clocks, former price..... | 5 00, this week only | 2 50 | Tea Sets, former price..... | 75c, this week only | 49c |
| Silver-Plated Castors, former price..... | 6 50, this week only | 3 25 | Toilet sets, former price..... | 10 00, this week only | 5 50 |
| Silver-Plated Tea Spoons, former price..... | 1 00, this week only | 40c | Hangng Lamps, former price..... | 6 50, this week only | 3 75 |
| Wash Stands, former price..... | 1 75, this week only | 90c | Hat R. oks, former price..... | 3 00, this week only | 1 75 |
| Cots, former price..... | 1 75, this week only | 90c | Brass Parlor Stands, former price..... | 25c, this week only | 8c |
| Curtain Poles, former price..... | 35c, this week only | 15c | Glit Chair, former price..... | 5 50, this week only | 2 75 |
| Clock Shelves, former price..... | 75c, this week only | 35c | Hal Chairs, former price..... | 6 50, this week only | 3 50 |
| | | | Medicine Cabinet, former price..... | 8 00, this week only | 1 90 |



ENCLOSED please find money order for furniture bought of you last week. Allow me to say that I fully appreciate your business course toward me during the past year, and can say that my treatment has always been the best and your people have always shown the disposition to do what is just and right.
Shelby, Ia. G. H. HINK.

OUR Carpets arrived and are laid. I assure you they are lovely. Please find enclosed \$12 for 24 yards of carpet like the one we bought. Respectfully,
Cheyenne, Wyo. MRS. L. CARPENTER.

FIND your mode of sewing carpets, that I was kicking about, looks real well when done.
Butte City, Mont. MRS. H. CARPENTER.

WISH to acknowledge the receipt of your check for \$4.49 for freight allowance. Everything is entirely satisfactory.
Fort Robinson, Neb. G. R. KEMP, Sgt. U. S. A.

GOODS arrived in good shape; they are much nicer than anticipated. I express you this day my thanks, and also express bill, for \$5.20 freight, to be refunded. I shall be pleased to recommend your manner of doing business, to all my friends.
Fort Robinson, Neb. R. SEYMOUR.

GOODS arrived yesterday all in good order, and everything was found fully satisfactory. I will say that all of my trade goes to you. Respectfully yours,
Hawkins, Wyo. J. JENSEN.

I HAVE received your catalogue, and after having examined it thoroughly take pleasure in saying that it is the finest and most complete I have ever seen.
Grand Island, Neb. C. F. COOMBS.

PLEASE send me your Furniture Catalogue. Since my removal from Omaha a year ago I have been depending on retail furniture, but not noting that the prices after all, you may expect an order soon.
Waverly, Neb. M. C. HEIKERT, Telegraph Operator.

THE carpets arrived and are laid; they are perfectly grand, and are good value for the money. I will state that I never put any money out with more satisfaction. I shall speak a good word for you in my town.
South Bend, Neb. MRS. W. L. HILL.

RECEIVED the furniture yesterday; allow me to thank you for the manner in which you handled my order. I express my thanks today.
Petersburg, Neb. E. K. NEEDHAM.

RECEIVED the folding bed. My wife is greatly delighted with it, and every one who sees it is pleased. It is the finest and most elegant folding bed they ever saw.
Hawkins, Wyo. A. A. BROWN, Photographer.

SEND Samples of Carpets, both Ingrain and Brussels, at once. I bought a carpet of you 18 months ago which wore very well and desire the same quality for front room.
Dubuque, Iowa. I. COOK.

THE furniture I bought of you arrived last week in splendid order and I am well pleased; much praise is due you for the care and attention given to packing and shipping the same, as nothing was marred in the least.
Bancroft, Neb. REV. FATHER MCKATH.

YOURS of recent date received. I have this day ordered for \$200 for which please send me the entire order has been satisfactory, and we shall be pleased to call on you again.
Wayne, Neb. Pres. Normal College.

THE goods came in fine condition, nothing broken or marred, and we are well pleased with them.
Sidney, Neb. DR. D. T. MCGEE.

ENCLOSED please find postoffice money order for \$100 for which please send me receipt in full; accept my thanks for your straightness in dealing.
Box 238, York, Neb. MRS. H. C. TAYLOR.

ENCLOSED find \$1.00 express order, amount of payment due. I am well satisfied that your partial payment system is a most advantageous plan of purchasing with limited means.
Council Bluffs, Ia. WM. HILL.

RECEIVED the cooking outfit all right. My wife is well pleased with the stove. It will give me satisfaction. I expect to call on you soon and make another selection.
Pacific Junction, Iowa. C. W. MITCHELL.

GLAD to report that in unrolling the larger piece of carpet, found the missing curtain pole, etc., complete. Thanks for your uncomplaining readiness to supply another.
Kearney, Neb. GEO. WRIGHT.

THE Dinner Set and Lamps arrived in good order. I find your part payment plan to be very satisfactory. I expect to call on you soon and make another selection.
Kearney, Neb. J. SCOTT.

THE furniture came to hand promptly, and everything is O. K. I will say we are very much pleased, and in return for your kindness get another order from us very soon. Will send freight bill with next mail.
Greeley, Neb. With Citizens State Bank. M. J. SUGENT.

I AM much obliged to you for your kindness, and assure you that everything has been satisfactory in this deal, and you will surely hear from me again with reference to getting some more furniture soon.
Wausa, Neb. G. E. LUNDGREN.

I AM well pleased with the desk, and it is a fine piece of work than one could hardly expect for the money.
Topeka, Kas. H. UDELL.

THE Carriage I purchased from you last fall proved more than satisfactory. Kindly send me your new catalogue of your prices, and take pleasure in endorsing your house.
Central City, Neb. L. H. GATES.

THE case came the day after I sent my letter. I am very much pleased with it. I return you the billings by express today.
Lincoln, Neb. C. E. CONNESS.

GOODS have come to hand all right, and I am much pleased with them. If I should need any more, will bear you in mind.
Beatrice, Neb. MRS. F. SMITH.

ENCLOSE \$3.00, balance due on contract. Now any favors I can do you in the future I shall be glad to do in return for your kindness. I have received from the Peoples Mammoth Installment House.
Beatrice, Neb. J. O. NELSON.

WE are much pleased with the goods bought of you. Pleased with your way of doing business, pleased with your prices, and take pleasure in endorsing your house.
Richland, Colfax Co., Neb. REV. E. R. BUTON.

Write for 128-page Catalogue—just issued.
Write for Special Baby Carriage Catalogue.
Write for Special Refrigerator Catalogue.
Write for Samples of Carpets.
Write for Special Photographs.

EASY TERMS.
So that everybody can attend this great forced sale whether they have the ready cash or not, we sell all goods on easy payments without extra or interest.
\$10 worth of goods \$1 per week or \$1 per month.
\$25 worth of goods \$1.50 per week or \$6 per month.
\$50 worth of goods \$2 per week or \$8 per month.
\$75 worth of goods \$2.50 per week or \$10 per month.
\$100 worth of goods \$3 per week or \$12 per month.
\$200 worth of goods \$5 per week or \$20 per month.
We sell and deliver daily to South Omaha and Council Bluffs also on these terms.



**JUST CLAIMS ALLOWED,
COMPLAINTS HEDED,
COURTEOUS TREATMENT,
NO MISREPRESENTATION,
BED ROCK PRICES,
EASY PAYMENTS,
ENORMOUS BUSINESS,
SMALL PROFITS,
SATISFACTION GUARANTEED,
NO TROUBLE TO SHOW GOODS,
NO INTEREST CHARGED,
CASH OR CREDIT.**

People's Mammoth Installment House,

Cheapest Furniture House in America,
1315-1317 FARNAM ST.

We close evenings at 6:30; Monday and Saturday evenings excepted.