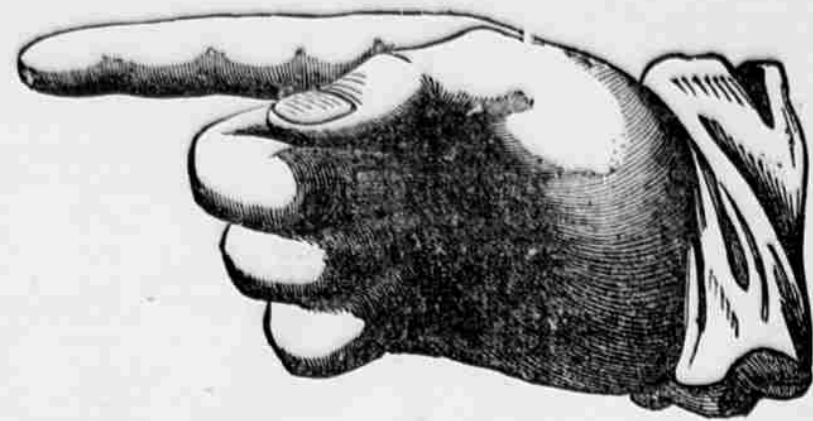


ANOTHER LIST OF BARGAINS



Chamber Suits. \$9.50, \$14.50, \$18.50 Worth Double.	Parlor Suits. \$17.50, \$24.50, \$37.50 Worth \$30, \$38.50 and \$60.	Baby Carriages. \$2.40, \$3.75, \$6.50 and \$9.50 Worth Double.	Refrigerators. \$8.75, \$10.50, \$13.50 and \$15. Worth \$13.50, \$16.50, \$20 and \$25.
Our Secret of Success: Enormous Business. Small Profits. Easy Terms. Courteous Treatment.	Carpets. Ingrains, 15c, 22c, 34c, 50c. Brussels, 48c, 65c, 75c, \$1.80. Mattings, 15c, 22c, 25c, 30c. Worth Double.	Draperies. Portieres, \$3.50, \$4.75, \$6.50. Lace Curtains 85c, \$1.10, \$1.50, \$2.25. Silk Curtains, \$2.25, \$3.50, \$4.75, \$6.50. Worth Double.	Bedding. Pillows 40c, 65c, 90c, \$1.10. Comforts, 75c, \$1.10, \$1.25, \$1.45. Spreads, 90c, \$1.40, \$1.75, \$1.00. Blankets, 85c, \$1.20, \$1.50, \$1.75.
Dinner Sets. \$5.50, \$7.25, \$9.50, \$10.50. Worth \$11, \$14.50, \$19, \$21.	Gasoline Stoves. \$3.50, \$4.75, \$6.50 Worth \$6, \$8, \$10.50.	Stoves. \$7.50, \$10.50, \$14.50, \$17.50 Worth \$12.50, \$18.50, \$22.50 and \$30.00.	Crockery. Toilet Sets \$1.90, \$2.65, \$3.25, \$4.50, Worth \$3.75, \$5.25, \$6.50, and \$9.
Book Cases. \$4.50, \$6.75, \$8.75, \$9.25, Worth Double.	Folding Beds. \$9.50, \$14.50, \$22.50, \$27.50 Worth Double.	Ladies' Desks. \$6.50, \$8.50, \$9.75, \$10.50 Worth Double.	Silverware. Silver Plated Tea Spoons 45c. Silver Plated Sugar Shells 35c. Silver Plated Butter Knives 20c. Silver Plated Knives and Forks \$1.25. Worth Double.
OUR TERMS:	\$15 Worth of Goods For \$4 A Month.	\$25 Worth of Goods For \$6 A Month.	\$50 Worth of Goods For \$8 A Month.
Rockers \$1.25, \$1.75, \$2.25, \$3.50. Worth \$2.50, \$3.50, \$4.50, and \$7.00.	Dining Tables \$1.75, \$2.75, \$3.50, \$4.75, Worth \$3.50, \$5.50, \$7.00 and \$9.50.	Lounges. \$4.75, \$6.25, \$7.50, \$8.75, Worth \$9.50, \$12.50, \$15.00 and \$17.50.	Hall Racks. \$6.50, \$7.75, \$9.50, \$10.25, Worth \$13.00, \$15.50, \$19.00 and \$21.00.
Two Rooms Furnished Complete, \$47.50.	Three Rooms Furnished Complete, \$67.50.	Four Rooms Furnished Complete, \$95.00.	Six Rooms Furnished Complete, \$120.00.
Wardrobes \$7.50, \$10.50, \$12.50, \$13.75. Worth Double.	Office Desks \$4.75, \$6.50, \$8.25, \$10.00, Worth Double.	Lamps 75c, \$1.25, \$2.50, \$4.50, Worth Double.	Carpets Linoleums, 38c, 48c, 57c, 65c, Worth Double.
Just Claims Allowed. Complaints heeded. Courteous treatment. No misrepresentation.	Daily Deliveries to South Omaha and Council Bluffs.	Easy Payments. Bed Rock Prices. Enormous Business. Prompt Deliveries.	Satisfaction Guaranteed. No Interest Charged. No Trouble to Show Goods. No Names on Our Wagons.

WE ARE House Furnishers.

This Space Is Reserved For Our Mail Order Department.

OF ALL the Phenomena ever witnessed in our store, the business of our **CARPET** department for the last week is the climax. We don't want any more carpet trade than is being poured on to us. Something is the matter. Either we have the choicest goods, or the largest assortment, or our prices are lower than elsewhere, or we give better service, or—well, perhaps it's all true. Our carpet department is simply overflowing with as nice a stock as was ever produced on this round earth of ours.

WE ARE HOUSE FURNISHERS. NEVER! NEVER! NEVER! Forget That Fact.

A Story of Yesterday:
A brisk young man walked into the office of the Mail Order department yesterday and said he was a New Methodist Minister, had just been up to Conference and had been assigned to B—. He was rich in faith, but had but little money in his inside pocket. With our co-operation, he proposed to buy a modest Housekeeping Outfit on our "Partial Payment Plan," have the same shipped to B—, and for his wedding trip drive across the country. We fitted him out with \$20 worth of goods. He paid his one-fourth down, and probably is now as happy a man as there is in the commonwealth. And "The People" made all this possible.

MORAL: Draw it yourself.

DON'T WRITE for Special Prices or Discounts, as the prices in our catalogue are not. No exception is made, when to yet the amount of the order or whatever your business may be. Some of our catalogues of Special Goods are subject to a discount, the amount of which is distinctly marked on each catalogue.

DO YOU live at a distance? Send 25-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 packed up in cartons, 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 as all times for immediate delivery such a great assortment of Carpets, Draperies and Rugs 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. We have absolutely one price for all.

YOUR CHILD can buy of us as cheaply as you can yourself. The least person in the remotest hamlet in the west can buy by mail any article in our stock at the very same price that is charged the mightiest dignitary who visits our store.

REMEMBER, we keep everything used in the home, from the top per northwest corner of the attic to the lower southwest corner of the cellar.

WE have three stenographers and typewriters for the sole purpose of answering explicitly all communications from our out-of-town customers.

Write for samples of Carpets.
Write for samples of Dinner Sets.
Write for special Baby Carriage Catalogue.
Write for special Refrigerator Catalogue.

TERMS:
On a Bill of Ten Dollars
\$1 Cash and \$1
a Week.

People's Mammoth Installment House,

The Cheapest Furniture, Carpet and Stove House in America,
1315-1317 Farnam Street.
OPEN MONDAY AND SATURDAY EVENINGS ONLY.

MOTTO:
If the Goods are not Satisfactory and as Represented, come to us and we will allow all reasonable claims.