

DO YOU live at a distance? Send 3 two-cent stamps and you will receive by return mail the latest catalogue of House Furnishing Goods in the United States. We pay freight 100 miles. Samples of Carpets.

ENCLOSED please find money order for furniture I 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 goods have always shown the disposition to do what is just and right.

I WISH to acknowledge the receipt of your check for \$15.45 for freight allowance. Everything is entirely satisfactory. Yours truly,
GEO. H. F. KEMP, Sergeant U. S. A.
Fort Robinson, Neb.

YOURS of recent date received. I have this day paid draft of \$24.25 through my bank. The entire order has been satisfactory, and we shall be pleased to call on you again.
J. M. PILE,
President Normal College,
Wayne, Neb.

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

THIS 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.
REV. FATHER MCGRATH,
Bancroft, Neb.

I RECEIVED the folding bed. My wife is greatly delighted with it, and everyone who sees it has declared it to be the very best and most elegant folding bed they ever saw.
A. A. BROWN,
Photographer,
Rawlins, Neb.

PLEASE send me your Furniture Catalogue. I shall my removal from Omaha a year ago I have been depending on retail furniture, but find nothing equals the Peoples after all. You may expect an order soon. Yours truly,
M. C. HERRERT,
Waverly, Neb.
Telegraph Operator.

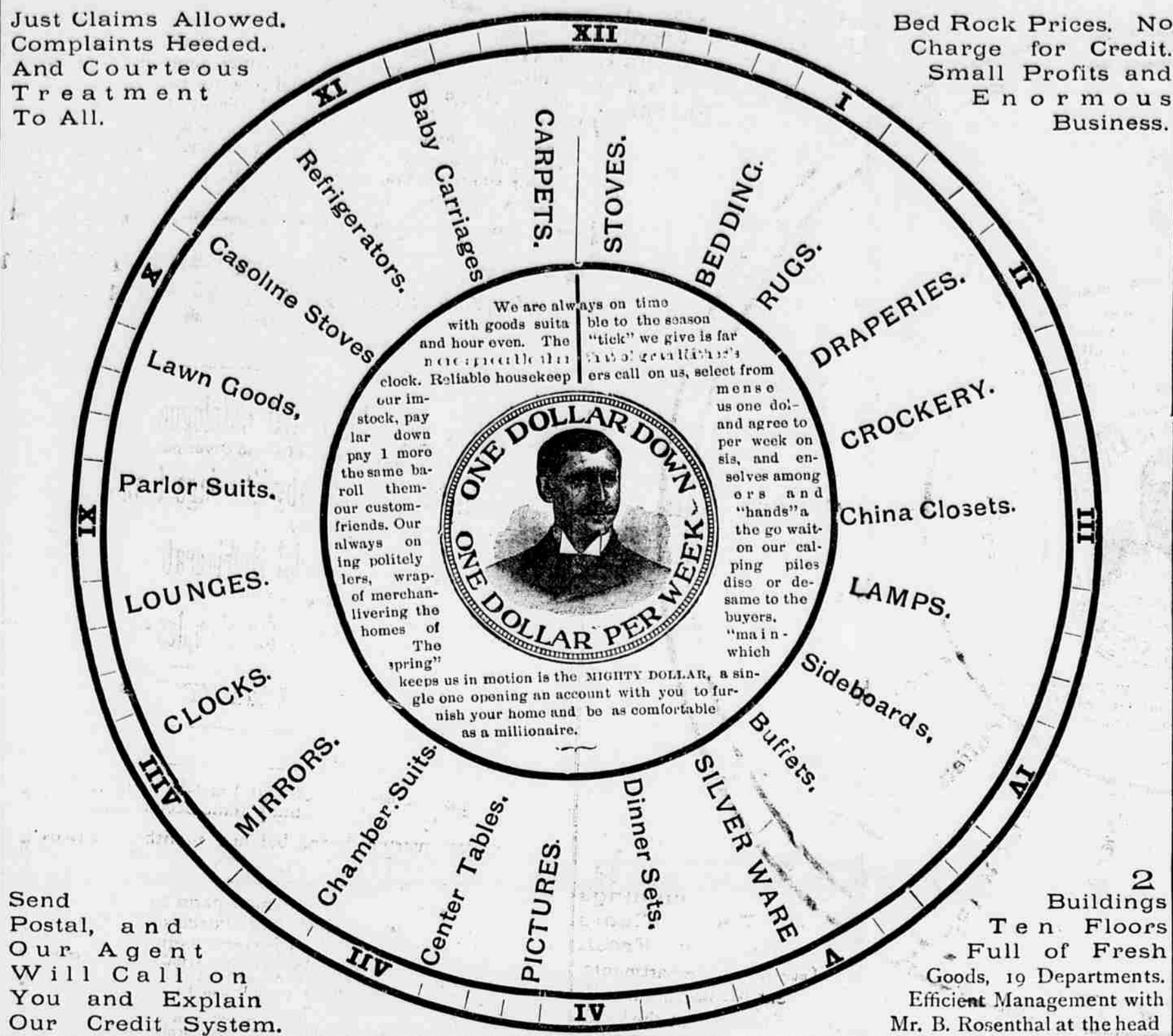
GOODS SOLD on our partial payment plan anywhere this side of the Pacific Ocean, one-third, one-fourth, or one-fifth down, balance monthly. One price to all.

ENCLOSED please find postoffice money order for \$1.44 for which please send receipt in full; accept my thanks for your straightness in dealing.
MRS. H. C. TAYLOR,
Box 123,
York, Neb.

The Chronometer of the Credit Business.

Just Claims Allowed.
Complaints Heeded.
And Courteous
Treatment
To All.

Bed Rock Prices. No
Charge for Credit.
Small Profits and
Enormous
Business.



Send
Postal, and
Our Agent
Will Call on
You and Explain
Our Credit System.

2
Buildings
Ten Floors
Full of Fresh
Goods, 19 Departments.
Efficient Management with
Mr. B. Rosenthal at the head

HANESOME PRESENTS GIVEN AWAY.

WITH EVERY
Purchase
of **TEN DOLLARS**
A Handsome Silver-Plated
SUGAR SHELL.

WITH EVERY
Purchase
TWENTY-FIVE
Dollars
A NICE RUG.

WITH EVERY PURCHASE
of **FIFTY**
Dollars
An Elegant
Steel Engraving.

WITH EVERY PURCHASE
of **ONE HUNDRED**
Dollars
A Fine
ROCKER.

PRICES THAT BRING THE CROWDS.

Chamber Suits.....	\$12 50 and upward	Medicine Cabinets.....	1 50 and upward	Work Stands.....	1 75 and upward
Wardrobes.....	7 50 and upward	Ingrain Carpets.....	17 and upward	Cook Stoves.....	7 50 and upward
Cheffoniers.....	6 50 and upward	Brussels Carpet.....	48 and upward	Ranges.....	19 50 and upward
Bureaus.....	5 50 and upward	Stair Carpet.....	15 and upward	Gasoline Stoves.....	3 50 and upward
Bedsteads.....	1 40 and upward	Hemp Carpet.....	16 and upward	Ice Boxes.....	4 75 and upward
Cradles.....	1 40 and upward	Linoleum.....	45 and upward	Baby Carriages.....	2 75 and upward
Mattresses.....	1 50 and upward	Door Mats.....	30 and upward	Dinner Sets.....	5 50 and upward
Chairs.....	30 and upward	Portieres.....	2 75 and upward	Hanging Lamps.....	1 75 and upward
Rockers.....	1 40 and upward	Lace Curtains.....	90 and upward	Parlor Lamps.....	1 25 and upward
Kitchen Tables.....	85 and upward	Blankets.....	1 25 and upward	Tea Sets.....	3 75 and upward
Dining Tables.....	2 50 and upward	Comforts.....	50 and upward	Toilet Sets.....	1 75 and upward
Extension Tables.....	3 75 and upward	Pillows.....	40 and upward	Laundry Stoves.....	4 50 and upward
Sideboards.....	11 50 and upward	Lace Bed Sets.....	3 50 and upward	Sanitary Lamps.....	5 50 and upward
Mantel Folding Beds.....	8 50 and upward	Pictures.....	75 and upward	Wash Boilers.....	50 and upward
Upright Folding Beds.....	13 50 and upward	Mirrors.....	75 and upward	Wood Pails.....	12 and upward
Centre Tables.....	1 25 and upward	Easels.....	95 and upward	Wash Boards.....	15 and upward
Hall Racks.....	7 50 and upward	Plush Rockers.....	2 75 and upward	Dish Pans.....	15 and upward
Book Cases.....	4 75 and upward	Parlor Suits.....	19 50 and upward	Egg Beaters.....	08 and upward
Ladies' Desks.....	6 75 and upward	Loenges.....	4 75 and upward	Hunter's Sifter.....	12 and upward
Office Desks.....	3 50 and upward	Onyx Tables.....	50 and upward	Work Baskets.....	50 and upward
		Music Cabinets.....	3 50 and upward		
		Clocks.....	1 25 and upward		

Everybody invited to come and inspect our goods, our terms and our prices. No trouble to show goods! Polite and attentive salespeople to wait on all callers. Passenger elevators to all floors, no tramping up stairs necessary. We sell on easy payments, and delivered daily free of charge to South Omaha, Council Bluffs. Residents of these two cities are offered the benefit of the same terms as residents of Omaha. Come at once and avoid the rush. Open Monday and Saturday evenings only. Other evenings we close at 8:30.

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 on 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.

MAIL ORDERS.

INTERESTING TO OUT-OF-TOWNERS.

Our Mail Order Department is under the personal supervision of Mr. Geo. W. Lower, and is at your service continually; and, not merely in connection with the buying of House Furnishings, feel free to call on us to do any errand in the city. We will gladly furnish any information which we possess or can secure, and, in a word, we want you to treat us as a personal friend, to be called on for whatever you may desire. By permission, on this page we publish a few indorsements of our house.

WE SELL GOODS ON OUR EASY PAYMENT PLAN ANYWHERE THIS SIDE THE PACIFIC OCEAN.

Write for 128-page Illustrated Catalogue.

(Sent upon receipt of 10c to cover postage.)

Write for Special Baby Carriage Catalogue,
(Mailed free.)

Write for Special Refrigerator Catalogue.
(Mailed free.)

Write for Samples of Dinner Sets.

WE PAY FREIGHT 100 Miles.

Goods sold, on our partial payment plan anywhere this side of the Pacific Ocean, one-third or one-quarter down, balance monthly. Prices the same as for cash payments.

We pay freight 100 miles.

Goods shipped to distant parts are sewed up in burlaps and stuffed with "excelsior," insuring their being delivered in perfect condition.

If you do not fully understand our partial payment system, send for special term sheet, which explains all.

You can order goods by mail and be as well served as though you visited our store.

Do not assume that we only sell rich goods and goods adapted only for the city trade. We can furnish the cottage or humble home of the laboring man with as much satisfaction as the palace of the millionaire. We take more pride in being able to sell a dining chair for \$1 that is superior to any chair offered east or west for that amount, than we do in selling the most palatial chair in our stock.

TERMS

To Out-of-Town Buyers.

If you live in the State of Nebraska, outside of Omaha or South Omaha, or their immediate suburbs, you can pay one-fourth down and balance as stated below. If you live outside of Nebraska [Council Bluffs excepted] you can pay one-third down and balance as stated below:

\$ 25.00 worth of goods you can pay	\$ 5.00 per month.
40.00 worth of goods you can pay	6.00 per month.
50.00 worth of goods you can pay	7.00 per month.
60.00 worth of goods you can pay	8.00 per month.
70.00 worth of goods you can pay	8.00 per month.
80.00 worth of goods you can pay	9.00 per month.
90.00 worth of goods you can pay	10.00 per month.
100.00 worth of goods you can pay	10.00 per month.

OUR Carpets arrived and are laid. I assure you they are lovely. Please find enclosed \$1.25 for two and a quarter yards of carpet like the one we bought.
Respectfully,
MRS. L. CARPENTER,
Cheyenne, Wyo.

We sent this lady samples of carpets four times. The fourth time we got the order. Was she busy? No she was not. She knew what she wanted and insisted on having it. This is just the kind of customers we want. When we once please them, they are ours for all time.

GOODS arrived in good shape, they are much more than anticipated. I express you this day burials, prepaid, also express bill, for \$5.00 freight, to be refunded. I shall be pleased to recommend your manner of doing business, to all my friends.
Sgt. Robinson, Neb.
BY MOUNT.

I ENCLOSED \$50.00 balance due on contract. Now if any favor I can do you in the future I shall be glad to do it in return for the kindness I have received from the Peoples Mammoth Installment House.
J. O. NELSON,
Blair, Neb.

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 enjoining your house.
REV. E. H. BITTON,
Richland, Colfax County, Neb.

ENCLOSED find \$4.00 express order, amount of \$2.00 payment due. I am well satisfied that your partial payment system is a most advantageous plan of purchasing with limited means.
WILLIAM HILL,
Council Bluffs, Ia.

I RECEIVED the cooking outfit (right). My wife is well pleased with the stove. It works like a charm in every way. I enclose you my check for this month's payment.
C. W. MITCHELL,
Pacific Junction, Ia.

GOODS arrived yesterday all in good order, and everything was found fully satisfactory, and I enclose you my check for this month's payment.
J. JENSEN,
Rawlins, Wyo.

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

NOTE!—Don't kick at every old hat you see in your path; you might find one with a brick in it some time.
I RECEIVED the furniture yesterday, allow me to thank you for the manner in which you handled my order. I express burials today prepaid.
E. K. NEEDHAM,
Petersburg, Neb.