

# SIXTEEN CARLOADS JUST ARRIVED

## Largest Single Shipment Ever Made to Any One House in Omaha.

Sixteen carloads of the finest, choicest and newest fall goods, consisting of Furniture, Carpets, Stoves and House Furnishing Goods arrived in Omaha last week, consigned to the People's Mammoth Installment House. It represents by far the greatest purchase ever made by this house, and the entire purchase will be placed on sale beginning tomorrow, Monday, morning, October 31st. In point of magnitude and low prices which will prevail, it will unquestionably be the greatest sale ever held in this city. Great preparations have been made to receive the large crowd of buyers which are expected, in consequence of which a double force of clerks and extra teams have been engaged. On account of the magnitude of this sale no goods will be promised for delivery same day as purchased, and no goods will be exchanged.

Write for samples of Carpets.  
Write for special Stove catalogue.  
Write for special Baby Carriage catalogue.  
Write for 128 page Illustrated catalogue.  
Write for samples of Dinner Sets.

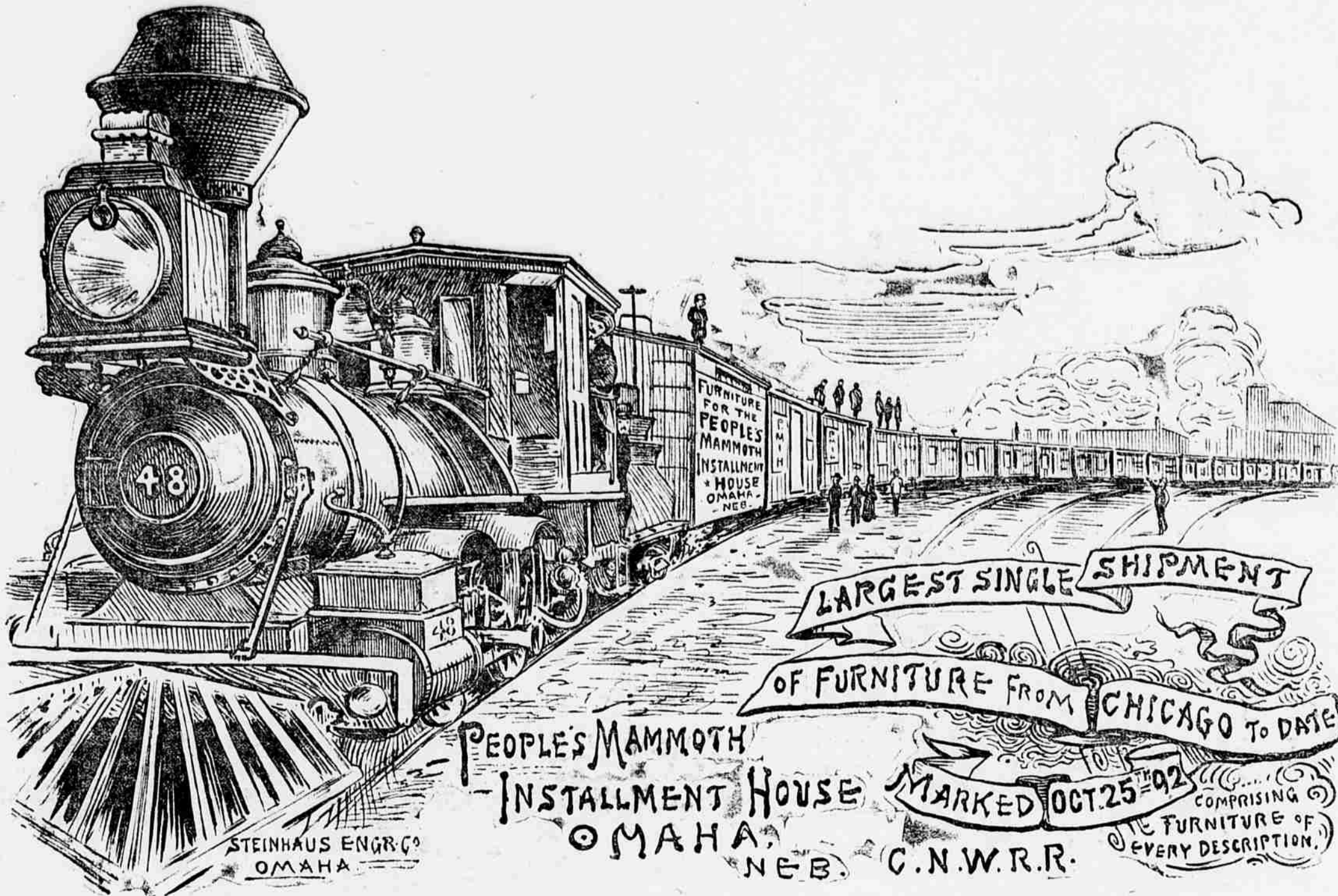
### CARPETS.

THE PEOPLE'S has fairly earned the reputation of having the largest, choicest and most complete line of carpets in the city west. In this line we have the latest styles from the best makers in the East, and in low and medium priced goods there is no stock in Chicago or west of New York. Our customers say that we compare with the best.

REMEMBER we keep everything used in the home, from the rubber, northeast corner of the window to the lower southwest corner of the ceiling.

Does your opinion tell you that electric light or any other light is superior to kerosene for lighting your home? If so, please give it, for you are "away off." Kerosene lamps have been so much improved during the last year or so that they compare with almost any other light. If you use our ELECTRIC LAMP, it seldom requires trimming, simply needs to be wiped off occasionally with a damp cloth.

A MAN said: "No house in these United States carries at all times for immediate delivery such a great assortment of Carpets, Stoves and Ranges as does the progressive People's Mammoth Installment House, and at popular prices, not only now, but always."



WHILE we furnish the richest residences in our large cities and have the largest assortment of art furniture, in high grade goods to be found in the entire West, we wish to re-assert the fact that our great pride is in furnishing low and medium priced goods. When we can give a poor man a better chair for \$1 than he can get East or West for the money, we are happy.

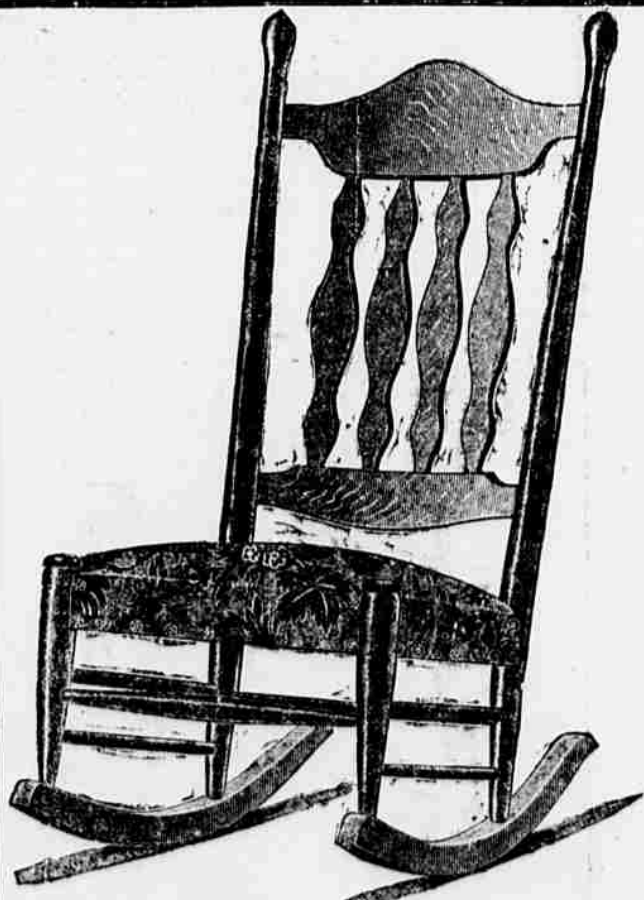
GOOD TASTE does not cost money. The best dressed girl in Omaha spends a very small amount for her wardrobe. We can make your home or any room in it a thing of beauty and a joy forever. The cost will be but a fraction of what you probably expect. If you are uninitiated along these lines, or if you have been the victim of some uninitiated merchant who charged you for goods of inferior quality, the most important part of your purchase proved to be your education.

YOU CAN order by mail and be as well served as though you visited our store. Goods are sewed up in burials, stuffed with Excelsior, and reach you in perfect condition, how ever great the distance.

PERHAPS we sell more crockery than the biggest crockery establishment in the west. This department is one of our specialties. We have introduced and insist on selling Imported English goods. If you look 'em, they do not "crack" or "creak." If you hear 'em, they do not "crack" or "creak." If you keep 'em a hundred years they do not "crack" or "creak." English goods are decorated under very heavy glass and are vitrified, which means that when they are chipped they remain white and will not become saturated with grease.

THE People's Mammoth Installment House is one of the largest and most reliable establishments in the U. S., and overloads may rely on their goods, their prices and their services.

- ### CARLOAD PRICES.
- Heating Stoves**  
\$2.75, \$3.75, \$4.50 and \$5.50.  
Cheap at double the price.
  - Full Nickered Hard Coal Heaters**  
\$10.50, \$14.50, \$17.50 and \$20.50.  
Cheap at double the price.
  - Ranges**  
\$17.50, \$20.50, \$24.50 and \$26.50.  
Cheap at double the price.
  - Ingrain Carpets**  
13c, 17c, 24c and 29c.  
Cheap at double the price.
  - Brussels Carpet**  
49c, 59c, 69c and 78c.  
Cheap at double the price.
  - Lace Curtains**  
95, \$1.20, \$1.35 and \$1.75.  
Cheap at double the price.
  - Comforts**  
75c, \$1, \$1.25 and \$1.50.  
Cheap at double the price.
  - Mattresses**  
\$1.60, \$1.90, \$2.25 and \$3.  
Cheap at double the price.
  - Lounges**  
\$4.50, \$5.50, \$6.75 and \$8.50.  
Cheap at double the price.
  - Extension Tables**  
\$3.75, \$4.50, \$5.30 and \$6.25.  
Cheap at double the price.
  - Folding Beds**  
\$9.50, \$14.50, \$19.50 and \$22.75.  
Cheap at double the price.
  - Hanging Lamps**  
\$1.95, \$2.75, \$3.50 and \$4.75.  
Cheap at double the price.



Parlor Rocker, \$3.65.

Solid oak, antique polish finish, latest style, well made, upholstered in fine quality silk tapestry. Mail orders received Monday and Tuesday only will be filled.

### The Peninsular Stoves

Are the best. The Peninsular Stoves are the best in the world. We control them. When you buy a "Peninsular" of us you get the best for what you would pay for the poorest elsewhere. We show one hundred different styles.

We also carry the finest line of OIL HEATERS in Omaha, at prices far below others.



Large Oak Rocker, \$2.65.

A beautiful rocker, latest style, antique polish finish, full size, thoroughly well made and cheap at double the money. This is only one of the many bargains we have to offer. Mail orders received Monday and Tuesday only will be filled.

- ### CARLOAD PRICES.
- Chamber Suits**  
\$9.25, \$12.50, \$14.75 and \$17.50.  
Cheap at double the price.
  - Parlor Suits**  
\$16.50, \$22.50, \$29.50 and \$34.50.  
Cheap at double the price.
  - Wardrobes**  
\$6.50, \$9.50, \$12.50 and \$14.50.  
Cheap at double the price.
  - Bedsteads**  
\$1.35, \$1.90, \$2.45 and \$2.75.  
Cheap at double the price.
  - Cook Stoves**  
\$7.50, \$10.50, \$12.50 and \$15.  
Cheap at double the price.
  - Dinner Sets**  
\$6.50, \$8.50, \$10.50 and \$12.50.  
Cheap at double the price.
  - Tea Sets**  
\$3.25, \$4.50, \$6 and \$7.  
Cheap at double the price.
  - Pictures**  
75c, \$1.25, \$1.75 and \$2.50.  
Cheap at double the price.
  - Center Tables**  
75c, \$1.25, \$2 and \$2.75.  
Cheap at double the price.
  - Rockers**  
\$1.25, \$1.50, \$1.75 and \$2.25.  
Cheap at double the price.
  - Bookcases**  
\$4.50, \$5.75, \$7.50 and \$8.50.  
Cheap at double the price.
  - Hall Racks**  
\$7.50, \$9.50, \$11.75 and \$14.50.  
Cheap at double the price.

### EASY TERMS.

- \$10 worth of goods, \$1 per week, or \$4 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.

**CATALOGUE COUPON.**  
Send for our Mammoth Portfolio, 128 sheets, 12 by 18 inches, showing the best things in each depot.

**TWO CONDITIONS**  
1st. Name some one who is building, has built or will build. 2nd. Cut out and send us this coupon.

Good on our partial payment plan anywhere this side the Pacific. Samples carried sent, state kind and price. We pay 100 miles freight, except on goods advertised at special prices one price to all.

### TERMS:

On a Bill of Ten Dollars \$1.00 Cash and \$1.00 a Week.

# People's Mammoth Installment House,

The Cheapest Furniture, Carpet and Stove House in America,

## 1315 - 1317 Farnham Street,

TELEPHONE 727. 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.