

# CRASH OF VALUES.

The People's Mammoth Installment House Makes the Mightiest Move Ever Made on the Commercial Chess Board—Read the Rich Results.

One Hundred Thousand Dollars' worth of Furniture, Carpets, Stoves, Bedding, Crockery, etc., have just been purchased by us for Fifty-three Thousand Dollars cash, or exactly fifty-three cents on the dollar. That's the "Scoop" we made at a recent preemptory sale in Chicago. The goods are now here, and if you want to see bargains greater than you ever saw before be sure and call at once and get the pick of the plums.

**WHAT IT MEANS.**—Just think of the magnitude of this purchase. The nerve necessary to consummate it, the meritorious character of the goods, their opportune arrival, the liberality that lets the people in "on the ground floor," and the promptness with which the goods are placed on sale at a trifling advance to cover the cost of handling—cannot be measured by mere words. Competitors—so called—stand appalled, and in open-eyed and gaping wonder contemplate the far-reaching results of this the greatest cut price sale ever before inaugurated in Omaha. Sale begins promptly at 8 o'clock to-morrow morning and continues until all the goods are sold.

## MAIL ORDERS.

Our mail order business is reaching enormous proportions; so much so, that we have doubled our force in our mail order department. It seems the out-of-town people appreciate our prompt service, our low prices, our easy terms, and in general our methods of doing business. If you have not yet received our mammoth catalogue, you should write for one at once. Write us for any information and you will receive an answer by return mail. Below we publish a few extracts from our catalogue.

### READ

carefully our terms and explicit directions on back of cover.

### TROUBLE.

It is no trouble to buy goods by mail. You will always send to us when you once have done it.

### EXPLANATION.

If you are going to buy on our easy payment plan, read John Smith's story, printed on another page. It is no intricate arrangement. You sign a contract and each month send us your payment.

### SECOND CHOICE.

In ordering, we give you two choices. We never substitute until we have obtained your written permission. If you are willing to allow us to substitute for any article not in stock, please so state.

### FREIGHT.

We pay freight (limited), therefore you will be sure that we get the lowest rates obtainable. Never at the amount of freight charges were we paid. You only pay what your local dealer would pay, and our chair goes as cheaply in proportion as a dozen.

### BREAKAGE.

Do not fear that reach you in good repair. Our Furniture is packed in boxes and stuffed with excelsior. It is polished and rubbed in our Finishing Department before leaving the store, and invariably reaches you in better shape than goods bought of your local dealer.

### ALL PRICES.

In this Catalogue all prices are net. You may be sure that we make no discount or special prices will be made, whatever the circumstances, and we challenge anyone to cite a case where a mail order customer is charged more for an article than the same is sold for to customers who visit our store.

### BURLAPS.

In sending an order (estimate on inside of cover) needed to properly protect goods. We charge nothing for packing goods and delivering on board cars. The only charge is for the cost of the burlaps used. These may be returned express prepaid and cash will be refunded. (See terms sheet on inside of cover.)

### CARPETS.

Remember, it takes more to make a carpet than the exact square surface of a room. Measure will exceed the length of the room more or less according to the pattern. Send the exact size of your room and the number of the carpet you desire and we will measure same, advising you of the exact amount you need. It is seldom a pattern will cut exactly right; usually you have to buy from 2 to 3 yards more than the exact measurement of room. See "Carpet Talk" sheets.

### EASY PAYMENTS.

If you wish goods on easy payment, plan, add five cents worth of goods selected, this we deduct if you pay the whole amount within sixty days, or if at any time you wish to anticipate your payments, proportionate rebate will be made. Send with your order the amount of first payment or if you desire, first payment may be sent when the contract is forwarded for your signature. The only difference is that goods are not placed in our shipping department until something is paid on them.

### WRITE FOR

Samples of Carpets, Samples of Dinner Sets, Special Baby Carriage Catalogue, Special Stove Catalogue, Special Illustrated Catalogue.

### CATALOGUE COUPON.

Send for our Mammoth Portfolio, 128 sheets (12x16 in., showing best things in each department).

### TWO CONDITIONS:

1st, name some one who is building, has built or will build, 2nd, cut out and send us this coupon. Goods on our Partic Payment Plan may where this side the Pacific. Samples of Carpets sent; stock kind and price. We pay 30 miles freight, except on goods advertised at special prices. One price to all. Ben-61242

### EASY PAYMENTS.

\$10.00 worth of goods \$1.00 per week or \$4.00 per month.  
\$25.00 worth of goods \$2.50 per week or \$6.00 per month.  
\$50.00 worth of goods \$5.00 per week or \$10.00 per month.  
\$100.00 worth of goods \$10.00 per week or \$20.00 per month.  
\$200.00 worth of goods \$20.00 per week or \$40.00 per month.

## CRASH OF VALUES.

### Furniture.

Chamber suits that are worth \$15 we will sell, until all are sold, for \$7.20.  
Chamber suits that are worth \$25 we shall now sell for \$11.90.  
Sideboards, in antique and 16th century finish, that are worth \$18.50, we shall sell for \$8.90.  
Sideboards, in antique, 16th century and old English, that are worth \$30, we shall sell for \$14.50.  
Sideboards, in antique oak finish, that are worth \$38, we shall sell for \$19.50.  
Folding beds that are worth \$17.50 we shall now sell, until all are sold, for the insignificant sum of \$7.20.  
Upright folding beds that are worth \$25 we will now sell for \$12.40.  
Cheffoniers that are worth \$15 we shall now sell for \$7.40.  
Cheffoniers that are worth \$35 we will now sell for \$18.50.  
Ladies' desks that are worth \$15, \$18, \$22.50 and \$25, will now be sold for \$7, \$7.50, \$10.50 and \$14.  
Book cases, in every finish, that are worth \$10, \$12.50, \$15 and \$18, we will sell for \$4.90, \$7.50, \$8.50 and \$9.50.  
Secretaries that are worth \$25, \$30, \$37.50, \$45 and \$50, will be sold for \$12.50, \$15, \$19.50, \$24 and \$27.50.  
Reed rockers that are worth \$5, \$7.50 and \$8.50, take your choice for \$3.90.  
Fancy plush and tapestry rockers, solid oak, upholstered in French plush, any finish, that are worth \$7, we will now sell for \$3.25.  
Large arm parlor rockers, upholstered in the newest shades of silk plush or imported tapestry, that are worth \$10.50, will be sold now, until all are sold, for \$4.90. Guaranteed to be cheap at double the price.  
Push parlor chairs, spring seat cushioned plush, that are worth \$5, now they will be sold for 90c.  
Children's rockers that are worth \$1.50, \$1.75, \$2.25, \$2.50 and \$3.50, will now be sold for 60c, 90c, \$1.25, \$1.50 and \$1.75.  
Bible stands that are worth \$1.25, \$1.50 and \$1.75, your choice for 65c.  
Music cabinets that are worth \$7.50 will now be sold for \$3.50.  
Bureaus that are worth \$12 go now for \$6.50. Those that are worth \$16 go now for \$9.50.  
Wash stands that are worth \$2.50 go now for \$1.25.  
Wardrobes that are worth \$15, \$18, \$22.50 and \$25, go now for \$7.50, \$9.50, \$12.50 and \$14.50.  
Extension tables that are worth \$6.50, \$8.50, \$10.50 and \$15, will now be sold for \$3.50, \$4.75, \$5.35 and \$7.40.  
China closets that are worth \$30 will now be sold for \$14.50.  
Bedsteads that are worth \$3.50 will now be sold for \$1.75.  
Mattresses that are worth \$3.50 will now be sold for \$1.75.  
Center tables that are worth \$3.50 go now for \$1.75.  
Library tables that are worth \$9.50 now sell for \$4.75.  
Springs that are worth \$3.50 now sell for \$1.65.  
Kitchen safes that are worth \$6.50 now sell for \$3.50.  
Kitchen tables that are worth \$2 now sell for 90c.  
Kitchen chairs that are worth 60c now sell for 25c.  
Children's folding beds that are worth \$7.50 now sell for \$4.25.  
Medical cabinets that are worth \$3.50 now sell for \$1.75.  
Hat racks that are worth 25c now are 5c.  
Hall racks that are worth \$15 now sell for \$7.50.  
Easels that are worth \$2, \$2.50, \$3 and \$3.50, your choice for \$1.50.  
Brass parlor stands that are worth \$9 will now sell for \$3.75.  
Solid oak parlor rockers that are worth \$8, now to be sold for \$2.90.  
Office desks that are worth \$25 will now be sold for \$12.50.  
Gift chairs that are worth \$6.50 will now be sold for \$3.25.  
Gift rockers that are worth \$10 will now be sold for \$4.75.

Plates that are worth 50c per set will now be sold for 24c.  
Syrup cans that are worth 35c will now be sold for 14c.  
Lamp chimneys that are worth 10c will now be sold for 4c each.  
Lamp burners that are worth 20c will now be sold for 5c each.  
Decorated plates that are worth \$1 per set will now be sold for 50c.  
Decorated cups and saucers that are worth \$1 per set will now be sold for 45c.

### Stoves, Etc.

Cannon stoves that are worth \$6.50 will now be sold for \$2.90.  
Fancy nickel-plated coal heaters that are worth \$12.50 will now be sold for \$6.25.  
Fancy nickel-plated hard coal heaters that are worth \$12 will now be sold for \$7.50.  
Laundry stoves that are worth \$8.50 are now \$4.  
Gasoline stoves that are worth \$8.50 are now \$4.75.  
Cook stoves that are worth \$12.50 are now \$6.50.  
Ranges that are worth \$37.50 are now \$19.75.  
Alma oak heaters, same as regular stove houses charge \$15, and that are worth \$12.50, will now be sold for \$7.50.  
Gasoline ovens that are worth \$3.50 now to be sold for \$1.75.  
Stove pipe that is worth 20c per joint will now be sold for 10c per joint.  
Zinc boards that are worth \$1.50 will now be sold for 75c.  
Coal hods that are worth 60c are now 13c.  
Elbows that are worth 25c are now 8c.  
Shovels that are worth 20c are now 8c.  
Pokers that are worth 10c are now 4c.  
Pipe collars that are worth 10c are now 4c.  
Lifters that are worth 10c are now 3c.

### Parlor Furniture.

Parlor suits in plush or tapestry, antique oak or 16th century finish, highly polished, suits that are worth \$37.50, will now be sold for \$19.50.  
Parlor suits in silk plush—any finish—that are worth \$60 will now be sold for \$29.50.  
Parlor suits, in Wilton rugs and imported tapestry, that are worth \$100 will now be sold for \$55.  
Bed lounges that are worth \$15 are now \$7.50.  
Single lounges that are worth \$9.50 are now \$4.75.  
Divans, in plush or tapestry, oak or 16th century, that are worth \$15 are now \$7.50.  
Parlor chairs that are worth \$5 are now \$2.75.  
Leather rockers, finely upholstered, that are worth \$30 are now \$16.50.  
Large plush easy chairs that are worth \$17.50 will now be sold for \$8.50.  
Plush rockers that are worth \$15 are now \$8.50.  
High art plush couches that are worth \$30 will now be sold for \$17.50.  
Chenille draped couches that are worth \$25 will now be sold for \$12.50.  
Plush easy chairs that are worth \$12.50 are now \$6.25.

### Bedding.

Good heavy brown-mixed blankets that are worth \$2.50 will now be sold for 90c.  
Gray-mixed blankets that are worth \$3.50 will now be sold for \$1.75.  
White blankets that are worth \$1.75 are now 85c.  
Comforts that are worth \$1.75 are now 90c.  
Eiderdown comforts that are worth \$10 are now \$5.50.  
Marseilles spreads that are worth \$2.50 are now \$1.25.  
Pillows that are worth \$1.25 are now 50c.

### Carpets and Draperies.

Nice rugs that are worth \$1.50 will now be sold for 75c.  
Good rugs that are worth \$3 will now be sold for \$1.50.  
Ingrain carpets that are worth 35c will now be sold for 17c.  
Ingrain carpets that are worth 50c will now be sold for 25c.  
Brussels carpets that are worth 85c will now be sold for 45c.  
Brussels carpets that are worth \$1 will now be sold for 50c.  
Hall carpets that are worth 45c will now be sold for 25c.  
Curtain poles, 5c each.  
Rag carpets that are worth 50c will now be sold for 24c.  
Portieres that are worth \$5, \$7.50 and \$9.50, are now \$2.75, \$4.25 and \$5.25.  
Window shades that are worth \$1 are now 30c.  
Lace curtains that are worth \$2.50, \$3.50, \$4.50, \$5 and \$7.50, are now \$1.10, \$1.90, \$2.50, \$3.25 and \$5.75.  
Linoleum that is worth \$1 per yard will now be sold for 50c.  
Hemp carpets that are worth 40c will now be sold for 17c.

### Crockery, Etc.

Slop jars that are worth \$3 will now be sold for \$1.40.  
Toilet sets that are worth \$4 will now be sold for \$1.90.  
Toilet sets with jars that are worth \$8.50 will now be sold for \$3.85.  
Tea sets that are worth \$7.50 will now be sold for \$3.40.  
Dinner sets that are worth \$10.50 are now \$5.50.  
Cupboards that are worth 25c, 50c, 75c and \$1, are now 10c, 25c, 35c and 50c.  
Glass sets that are worth \$1.75 are now 90c.  
Tumblers that are worth 35c per set will now be sold for 10c.  
Goblets that are worth 50c per set will now be sold for 20c.

We Will Give Away

\$500

IN GOLD

December 31, 1892, in various sums, ranging from \$500 to \$5, to some of our customers.

To the customer who will guess the nearest number.....  
One will be entitled to \$100 in Gold

To the customer who will guess the next nearest number.....  
One will be entitled to \$50 in Gold

To the Ten Customers who will guess the next nearest number.....  
Ten will be entitled to \$25 each in Gold

To the next ten Customers who will guess the next nearest number.....  
Ten will be entitled to \$10 each in Gold

**HOW TO WIN**—Guess the nearest number of beans contained in a large jar, now displayed in our show window. For each and every five dollars' worth of goods purchased you are entitled to one guess. On December 31, 1892, in the presence of those holding tickets, the beans will be counted and the prizes awarded and distributed.

All the departments of the People's Mammoth Installment House are fully stocked with everything for home comfort and decoration. Easy weekly or monthly payments with a guarantee to the purchaser, is the bulwark of our success.



We control the Peninsular Stoves and Ranges and show 100 different styles. When you buy a "Peninsular" stove of us you get the best for what you would pay for the poorest elsewhere.

### 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.