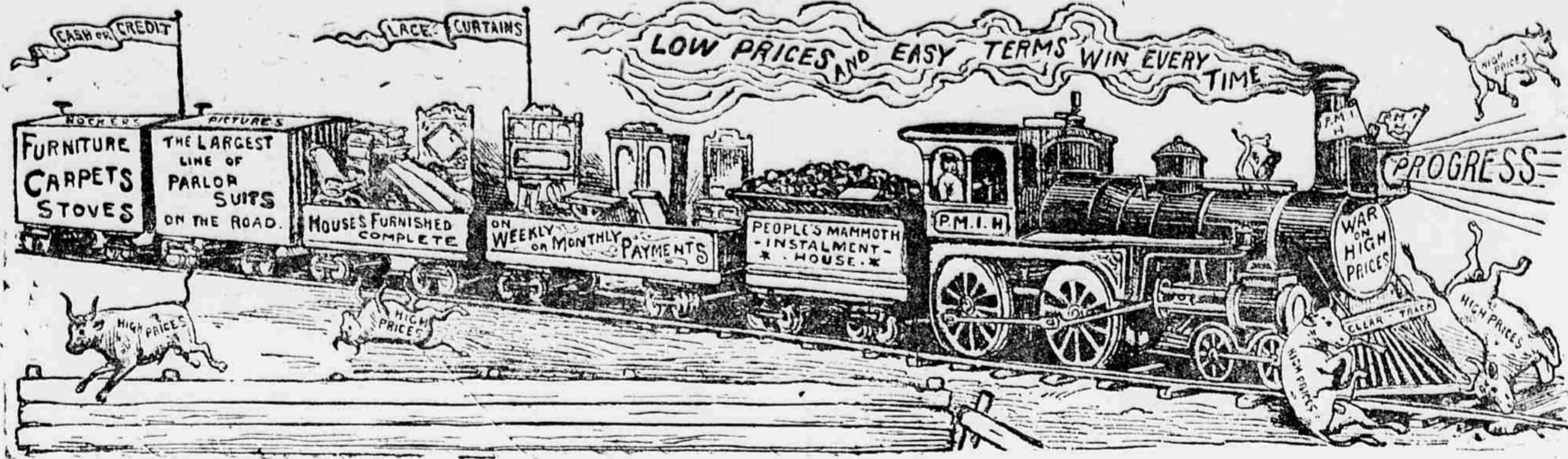


GREAT MARK - DOWN SACRIFICE SALE

OUR SEMI-ANNUAL INVENTORY takes place July 1st, and as we are heavily overstocked we will begin tomorrow the GREATEST SACRIFICE SALE ever known in the history of Omaha. A backward season in connection with being obliged to fulfill large contracts for goods ordered last January (one entire trainload having arrived last week) has so overstocked us that we must unload. We make no secret of our policy. We must turn our stock into money, just as fast as we know how, consequently THE COST OF GOODS CUTS NO FIGURE with us now. The only thing that interests us is WHAT WILL MOVE THEM? and we know very well what sort of prices will tempt you. THE PEOPLE'S MAMMOTH INSTALLMENT HOUSE never does things by halves, and if you will enter our portals, beginning tomorrow, you will see the greatest aggregation of special bargains you ever saw.

FURNITURE BY THE TRAINLOAD.



Furniture.

Hall Racks, regular price \$12.50, Mark down sacrifice sale price \$5.35.
Mirrors, regular price \$1.75, Mark down sacrifice sale price 55c.
Kitchen Tables, regular price \$1.50, Mark down sacrifice sale price 68c.
Extension Tables, regular price \$3.50, Mark down sacrifice sale price \$3.35.
Cradles, regular price \$3.50, Mark down sacrifice sale price \$1.35.
Bamboo Stands, regular price \$2.50, Mark down sacrifice sale price 45c.
Ladies' Desks, regular price \$12.50, Mark down sacrifice sale price \$4.45.
Book Cases, regular price \$10.50, Mark down sacrifice sale price \$4.65.
Book Cases, regular price \$15, Mark down sacrifice sale price \$6.90.
Rockers, regular price \$2.50, Mark down sacrifice sale price 90c.
Oak Sideboards, regular price \$27.50, Mark down sacrifice sale price \$14.35.
Buffets, regular price \$15, Mark down sacrifice sale price \$5.65.

Bedsteads, regular price \$3.50, Mark down sacrifice sale price 80c.
Chamber Suits, regular price \$50, Mark down sacrifice sale price \$29.50.
Chamber Suits, regular price \$17.50, Mark down sacrifice sale price \$7.85.
Chamber suits, regular price \$25, Mark down sacrifice sale price \$11.25.
Chamber Suits, regular price \$32.50, Mark down sacrifice sale price \$17.50.
Bureaus, regular price \$12.50, Mark down sacrifice sale price \$6.35.
Wardrobes, regular price \$14, Mark down sacrifice sale price \$6.15.
Chiffoniers, regular price \$14.50, Mark down sacrifice sale price \$6.85.
Infants' Cribs, regular price \$7.50, Mark down sacrifice sale price \$3.15.
Lounges, regular price \$3.50, Mark down sacrifice sale price \$4.15.
Hat Racks, regular price \$25, Mark down sacrifice sale price 5c.
Folding Beds, regular price \$25, Mark down sacrifice sale price \$12.75.
Folding Beds, regular price \$32.50, Mark down sacrifice sale price \$18.75.
Gunn Folding Beds, regular price \$75, Mark down sacrifice sale price \$43.25.



UPRIGHT FOLDING BEDS, \$4.85.

Screens, regular price \$1.50, Mark down sacrifice sale price 65c.
Work Baskets, regular price \$1.50, Mark down sacrifice sale price 48c.
Chenille Couches, regular price \$22.50, Mark down sacrifice sale price \$10.50.
Folding Tables, regular price \$1.50, Mark down sacrifice sale price 7c.

Brass Beds, regular price \$50, Mark down sacrifice sale price \$20.50.
Brass Trimmed Iron Beds, regular price \$22.50, Mark down sacrifice sale price \$9.45.
Music Cabinets, regular price \$7.50, Mark down sacrifice sale price \$2.65.
Gilt Rockers, regular price \$9.50, Mark down sacrifice sale price \$3.85.
Baby Jumpers, regular price \$2.75, Mark down sacrifice sale price \$1.45.
Lawn Chairs, regular price \$4.50, Mark down sacrifice sale price \$1.90.
Lawn Rockers, regular price \$5, Mark down sacrifice sale price \$2.45.
Child's Rockers, regular price \$1.50, Mark down sacrifice sale price 65c.
Brass Easels, regular price \$12.50, Mark down sacrifice sale price \$4.90.
Office Desks, regular price \$10.50, Mark down sacrifice sale price \$5.15.
Reed Rockers, regular price \$3.50, Mark down sacrifice sale price \$1.45.



Carpets.

2,000 yards Ingrain, regular price 45c, Mark down sacrifice sale price 19c.
2,000 yards Ingrain, regular price 75c, Mark down sacrifice sale price 38c.
1,000 yards all wool Ingrain remnants, regular price 75c, Mark down sacrifice sale price 18c.
1,000 yards cotton Ingrain remnants, Mark down sacrifice sale price 5c.
Linoleum, regular price \$1, Mark down sacrifice sale price 34c.
Brussels, regular price \$1, Mark down sacrifice sale price 46c.
Velvets, regular price \$1.75, Mark down sacrifice sale price 96c.
Curtain poles, regular price \$25, Mark down sacrifice sale price 3c.
2,000 rugs, 39x60 in., regular price \$2.50, Mark down sacrifice sale price 94c.
500 door mats, regular price 75c, Mark down sacrifice sale price 23c.
Matting, regular price 35c, Mark down sacrifice sale price 14c.
Stair carpet, regular price 40c, Mark down sacrifice sale price 16c.
Skin Rugs, regular price \$5, Mark down sacrifice sale price \$2.40.
Hassocks, regular price \$1, Mark down sacrifice sale price 39c.
Art Squares, regular price \$12.50, Mark down sacrifice sale price \$6.40.
Rag Carpet, regular price 50c, Mark down sacrifice sale price 27c.

Bedding.

2,000 Comforters, regular price \$3.50, Mark down sacrifice sale price \$1.40.
1,500 Comforters, regular price \$2, Mark down sacrifice sale price 75c.
1,200 pairs pillows, regular price \$1.25, Mark down sacrifice sale price 38c.
75 Elder Down Comforts; regular price \$10.00, Mark down sacrifice sale price \$4.50.
75 Mattresses, regular price \$3.50, Mark down sacrifice sale price \$1.65.
18 Hair Mattresses, regular price \$20, Mark down sacrifice sale price \$9.50.
500 Bed Spreads, regular price \$2.50, Mark down sacrifice sale price 75c.
2,500 Pillow slips, regular price 35c, Mark down sacrifice sale price 18c.
4,000 Bed Sheets, regular price 90c, Mark down sacrifice sale price 58c.

GIVEN AWAY TO ALL

Purchasers this week, the following Handsome Presents:

- \$5.00 WORTH OF GOODS
A Beautiful Silver Plated Sugar Shell.
- \$10.00 WORTH OF GOODS
A Fine Silver Plated Butter Knife.
- \$25.00 WORTH OF GOODS
A Handsome Set of Silver Tea Spoons
- \$50.00 WORTH OF GOODS
A Beautiful Set of Silver Table Spoons
- \$75.00 WORTH OF GOODS
A Stylish Pair of Lace Curtains
- \$100.00 WORTH OF GOODS
A Nice Rocker

An Invitation

Is extended to the public in general to visit us during this great Sacrifice Sale, as we may never again offer such inducements as we shall this week, beginning tomorrow. Those coming first will, of course, secure the best selections. Out-of-town buyers are especially invited. We pay freight 100 miles. No trouble whatever to show goods. Plenty of polite and attentive sales-people to wait on all callers. Car tickets furnished those residing at a distance. Passenger elevators to all floors.

We Control the Sale of:

Heywood's Baby Carriages,
Gunn Folding Beds,
Monarch Gasoline Stoves,
Northern Light Refrigerators,
Palace Folding Beds,
Featherstone Baby Carriages,
Gem Freezers, Success Filters,
Peninsular Stoves.

Write for Our

Mailed Free. Special Gasoline Stove Catalogue,
128-Page Illustrated Catalogue,
Special Baby Carriage Catalogue,
Special Refrigerator Catalogue,
Special Stove Catalogue.

Our Easy Terms.

- \$10.00 worth of goods, \$1.00 per week or \$4.00 per month
- \$25.00 worth of goods, \$1.50 per week or \$6.00 per month
- \$50.00 worth of goods, \$2.00 per week or \$8.00 per month
- \$75.00 worth of goods, \$2.50 per week or \$10.00 per month
- \$100.00 worth of goods, \$3.00 per week or \$12.00 per month
- \$200.00 worth of goods, \$5.00 per week or \$20.00 per month

We have no choice and just as cheerfully sell you on credit as for cash.

We have no choice and just as cheerfully sell you on credit as for cash.

Special and most favorable arrangements made on larger purchases. We sell on easy payments and deliver daily to Council Bluffs and South Omaha.

Tomorrow Is Baby Carriage Day



You furnish the baby and we do the rest, and we do it well, too. Upholstered to suit all complexions; wheels to suit all gaits; handles to suit all heights; a nursing bottle with each carriage, if desired. Anyhow, we save you enough to buy a dozen. Note these prices:
Baby Carriages, regular price, \$25, Mark down sacrifice sale price \$14.50
Baby carriages, regular price \$15, Mark down sacrifice sale price \$8.25
Baby carriages, regular price \$10, Mark down sacrifice sale price \$5.49
Baby Carriages, regular price \$5, Mark down sacrifice sale price \$2.50
Lace Parasol Covers, regular price \$1.50, Mark down sacrifice sale price 65c

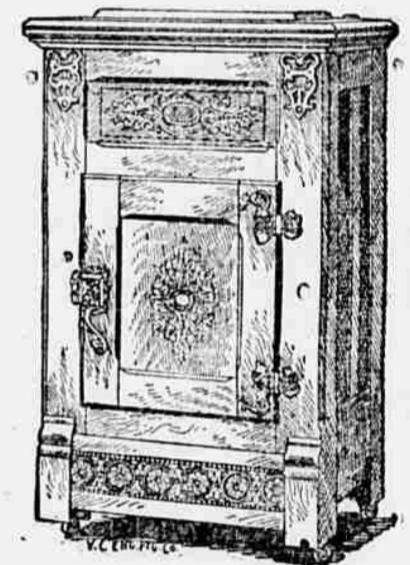
Parlor Furniture.

Parlor Suites, regular price \$75, Mark down sacrifice sale price \$44.50
Parlor Suites, regular price \$50, Mark down sacrifice sale price \$27.75
Parlor Suites, regular price \$40, Mark down sacrifice sale price \$19.65
Plush Rockers, regular price \$6.50, Mark down sacrifice sale price \$3.35
Plush Divans, regular price \$12.50, Mark down sacrifice sale price \$6.25
Tapestry Easy Chairs, regular price \$10.50, Mark down sacrifice sale price \$6.25
Plush Reception Chairs, regular price \$5.50, Mark down sacrifice sale price \$1.40
Leather Couches, regular price \$25, Mark down sacrifice sale price \$14.25
Chenille Couches, regular price \$22.50, Mark down sacrifice sale price \$10.50
Bed Lounges, regular price \$20, Mark down sacrifice sale price \$10.50
Leather Rockers, regular price \$25, Mark down sacrifice sale price \$14.50
Tapestry Couches, regular price \$12.50, Mark down sacrifice sale price \$7.40

Draperies.

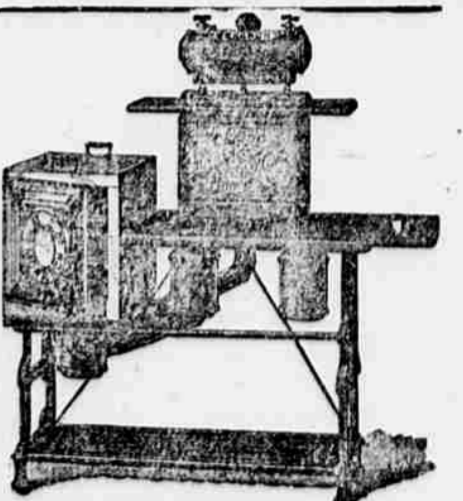
250 pairs lace curtains, regular price \$2.50, Mark down sacrifice sale price 80c.
250 Lace Curtains, regular price \$5, Mark down sacrifice sale price \$1.90
100 pairs Irish Point Lace Curtains, regular price \$9.50, Mark down sacrifice sale price \$3.85
150 pairs Portieres, regular price \$7.50, Mark down sacrifice sale price \$2.65
175 pairs Portieres, regular price \$12.50, Mark down sacrifice sale price \$4.75
2,000 yards Silkline, regular price 35c, Mark down sacrifice sale price 12c
1,000 yards double width Chenille, regular price \$1.50, Mark down sacrifice sale price 65c
Table Curtains, regular price \$1.50, Mark down sacrifice sale price 65c
95 Lace Bed Sets, regular price \$7.50, Mark down sacrifice sale price \$2.35
110 pairs Silk Portieres, regular price \$6.50, Mark down sacrifice sale price \$1.75
Laundering, regular price 75c, Mark down sacrifice sale price 19c yd

6-4 Tapestry Table Covers, regular price \$2.50, Mark down sacrifice sale price 90c.
Odd Lace Curtains, regular price \$4, Mark down sacrifice sale price \$1.10.
Rope Portieres, regular price \$15, Mark down sacrifice sale price \$6.50.
Dimask Drapery, regular price \$1, Mark down sacrifice sale price 24c yd.
Window Shades, regular price 50c, Mark down sacrifice sale price 10c.



Between the Warm Weather and Our Ice-Saving Refrigerators

The ice companies are having a hard time of it. What the weather don't save we do. There is one industry that does not affiliate with "The People's Mammoth," and that is the Ice Industry. With our Perfectly Cleanable, Ice Saving, Ventilated Refrigerators, another grain of comfort is added to the pleasures of housekeeping. Ice boxes, usual price \$8.50, Mark down sacrifice sale price \$4.50.
Refrigerators, regular price \$13.50, Mark down sacrifice sale price \$8.40.
Freezers, regular price \$3, Mark down sacrifice sale price \$1.34.
Coolers, regular price \$3.50, Mark down sacrifice sale price \$1.58.
"Success" Filters, regular price \$20, Mark down sacrifice sale price \$10.50.



Gasoline stoves, regular price \$5, Mark down sacrifice sale price \$3.25.
Gasoline stoves, regular price \$3.50, Mark down sacrifice sale price \$1.75.
Gasoline Stoves, regular price \$25, Mark down sacrifice sale price \$10.50.
Gasoline Ovens, regular price \$3, Mark down sacrifice sale price \$1.85.
Cook stoves, regular price \$12.50, Mark down sacrifice sale price \$6.40.
Ranges, regular price \$32.94, Mark down sacrifice sale price \$18.25.
Wrought steel ranges, regular price \$50, Mark down sacrifice sale price \$22.75.

THE PEOPLE'S MAMMOTH INSTALLMENT HOUSE,
THE CHEAPEST FURNITURE, CARPET AND STOVE HOUSE IN AMERICA.
1315-1317 FARNAM STREET.
SPECIAL INDUCEMENTS TO PARTIES JUST STARTING HOUSEKEEPING
TELEPHONE 727.

MONDAY AND SATURDAY EVENINGS ONLY