



Ak-Sar-Ben Visitors Can Easily Save Railroad Fare Everybody Should Read This Advertisement



NOTICE

To Ak-Sar-Ben Visitors, South Omaha Residents, and Omahans

Ak-Sar-Ben Visitors

We want you to become acquainted with this store. The Home Furniture Co. of South Omaha is an old concern. It's been here years. We carry a very large stock in our big, three story, double building and sell to a great many families living in the country. Perhaps we have sold furniture to some of your friends. Our prices are very low, so low when compared with what others charge that you can easily save more than your railroad fare if you do any trading to amount to much. For instance, if you buy only \$10 worth you can save about \$2.

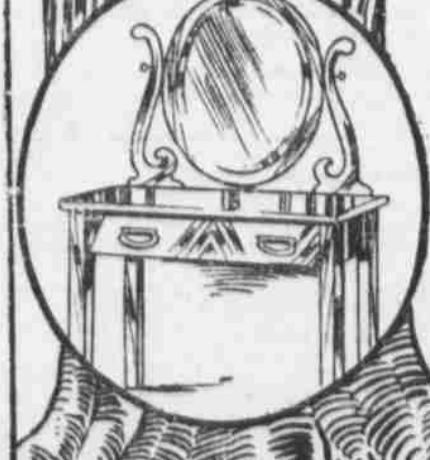
Here's what you must bear in mind: Our store is not in Omaha, it's in South Omaha, where rents are cheap and operating expenses low. We give you the benefit of what we save on account of our low rent, and thus offer a big inducement for you to trade here. You can take the South Omaha car in Omaha and for 5 cents ride right to our door, at the corner of 24th and L streets. (Don't forget the location.) South Omaha, the packing houses are near us. You will want to visit them while in the city. They are very interesting. Come in and see our place at the same time. It will pay you and you will get first class articles.

South Omaha Residents

Right here, in your home town, you have a store that sells everything at an average of 20% below the prices charged by Omaha furniture stores. We are near you and can make prompt deliveries and guarantee perfect satisfaction. Practically everyone in South Omaha trades here, but, since we purchased this space for advertisement, we thought it no more than right that we should emphasize the fact that our prices are very, very low, and whenever you doubt it we urge you to take a trip to Omaha and price things in the big furniture stores up there. It will be more convincing than anything we can say.

Omaha Residents

Every day our trade grows in Omaha. People read our advertisements in the Bee and they know we couldn't continue to tell the public that our prices on furniture are 20% below those charged in Omaha if that wasn't so. Then they make out a list of the things they want to buy. They take this list and price the various articles in the different Omaha stores and then come to us. They learn that what we say is so and that they can save \$2.00 on a \$10.00 purchase or \$20.00 on a \$100.00 purchase and we have added another Omaha customer to our list. We make just as much on each sale as the Omaha merchant makes, but out here in South Omaha our rent and operating expenses are low, which accounts entirely for our lower prices. Suppose you pay us a visit. All South Omaha cars pass our store—transfer from any Omaha car to any South Omaha car and get off at 24th and L streets. We are right at the corner. We carry the same lines as the Omaha stores but sell them cheaper, that's all.



Steel Range, \$24.50

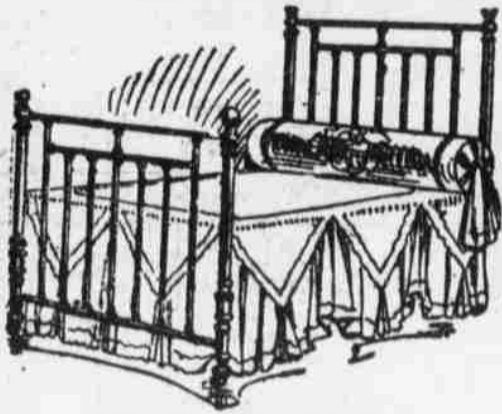
If you have ever purchased a range you know that when we tell you this is an A-1 baker, has four holes and warming closet above, and our price is only \$24.50, you will recognize it as a bargain. It is a bargain, so is the six-hole range, at \$26.50.

Free! Set of Enameled Earthen COOKING UTENSILS Free!



With Each Purchase of a Range We Give You This SET ABSOLUTELY FREE.

We bought a large number of these sets for cash and at a bargain, so that we can afford to give one with each purchase of a range. The set has 7 pieces, made of earthenware, enameled white and blue inside. They make the finest of cooking utensils.



IRON BED, \$3.50

Full size, strongly made, chilled iron bed, enameled in white, green or blue. It's a bargain, because in Omaha stores it would cost over \$4. You're saving just about \$1.50 if you come here to buy it.



Brass Bed, \$12.50

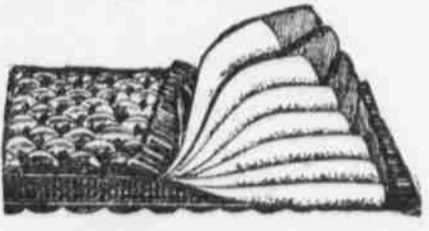
Beautiful, strongly constructed brass bed, with heavy, 2-inch posts, bright or satin finish; regular \$20 value.

\$2.45 for this Sanitary Couch



\$6 Sanitary Spring, \$3.75

Strongly constructed and guaranteed not to sag nor lose its shape. We have them to fit any bed. The price quoted above is for full size.



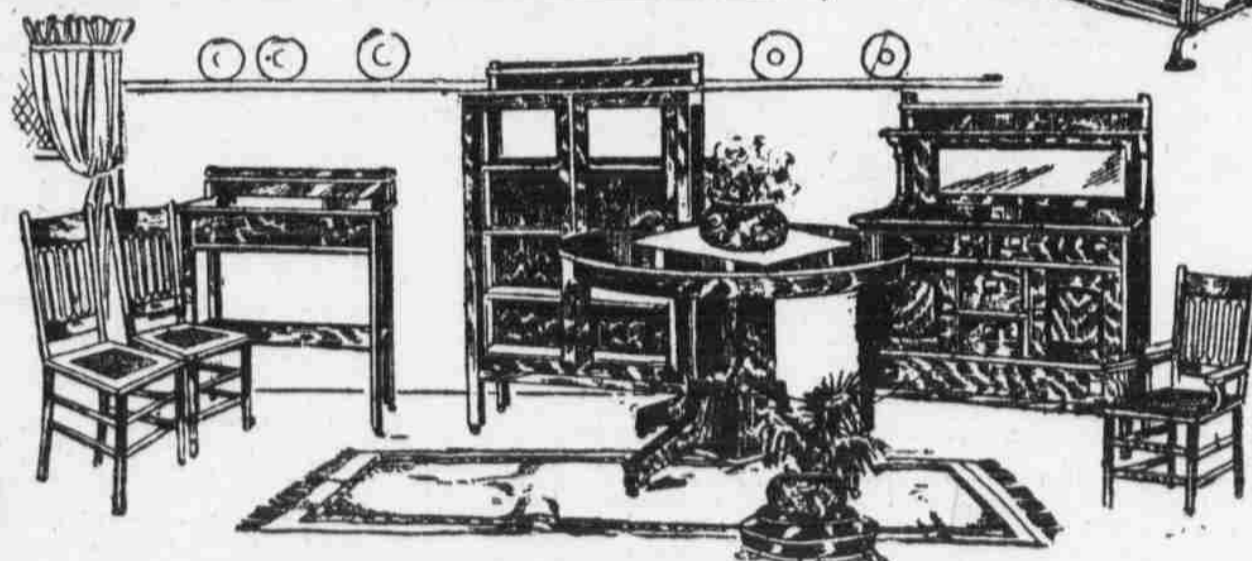
\$12.00 Mattress, \$6.75

Finest quality, specially selected, long fiber felt. This is not a "stuffed" mattress, but is hand made and guaranteed to always give perfect satisfaction. In Omaha stores it sells for \$12.00.



Genuine Feather Pillows, 85c

Fancy and plain ticking feather pillows from 25 cents up. We call your special attention to our \$2.00 per pair value, which are sold in Omaha stores for \$2.00. Real curled feathers and best of ticking.



Splendid Dining Room Sets

Very many of the homes in Omaha, South Omaha and in the country, which have such pretty dining rooms were furnished by us. We have a very large stock of dining room furniture in all the various finishings, which we sell and deliver everywhere at 20 per cent below the price charge in Omaha. That means a saving of \$10 on a \$50 purchase, and so on in proportion. Don't you think you had better investigate our offerings?

Here are Carpet and Rug Values that are Not Duplicated Anywhere in Omaha

- \$6.50** 6x9 Seamless Brussels Rugs. Most attractive designs and very good values even at \$10.00.
- \$9.50** 9x12 Brussels Rug. Latest seamless patterns and best workmanship. They will wear an awfully long time and always look good.
- \$12.50** 9x12 Brussels Rugs. In most distinctive and exclusive designs. They will certainly please the eye and our immense stock gives a fine opportunity for wide range of selection.

- \$17.50** for our beautiful 9x12 Axminster Rugs. If you have ever priced Axminsters you can appreciate the figures we quote. We say to you: "Don't make a purchase before coming here." You can save from \$7.00 to \$12.00 on this very rug. That's worth while, isn't it? We have some most attractive designs in this grade and they wear and hold their color longer than you will expect them to.
- \$17.50** 9x12 high grade Velvet Rugs. These are great values at our price. If you are not sure of that just make a few inquiries and learn what others charge for 9x12 Velvet Rugs. Do that.

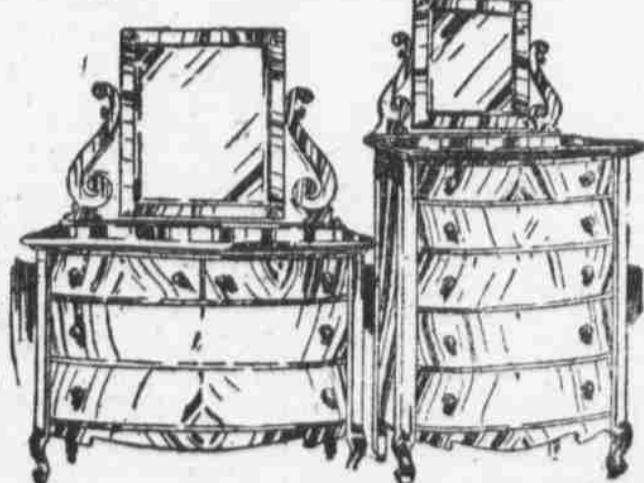
Dressers and Chiffoniers

We have them to match the rest of your furniture, or in any finish you desire—at any price you desire to pay.

As an example of our decidedly lower prices we offer a beautiful solid oak Dressing Dresser, with bevel mirror, for **\$9.00** only.

Also a Chiffonier to match same, in same finish and with bevel plate mirror, for **\$7.00** only.

These are not "special" prices, but regular prices with us, and we quote them just to show you the amount of money that you can save by dealing here.



ALL SOUTH OMAHA CARS PASS OUR DOOR
HOME FURNITURE CO., 24th and L Sts. South Omaha