

You don't always know who, but the fact remains, nevertheless, that you always do feel safer in buying a piece of furniture you know of through an advertised reputation. You feel that the maker who has confidence enough in his name to pay large sums of money to advertise his name is going to give you something "worth while" in order to keep up his reputation.

Take, for instance, the St. Johns Tables. They are a byword in every high-class American home, and the Union Outfitting Company is glad to feature such a make. Then there is the "Estate" range. It is easily the best of anything on the market. The management of the Union Outfitting Company knows of the superior product of this manufacturing concern for twenty-five or more years.

And right here in Omaha we have a fine assortment of mattress makers who are giving prominence to the country over. In fact, L. G. Doup & Co.'s mattresses are superb. The Union Outfitting Company is all of its experience and with its untold hotel facilities one of the best in the city. "Baker" ranges and stoves are the nation's best medium-priced production. Thousands of them have been sold here in Omaha by the Union and the first complaint is yet to come.

How do these rugs and carpets have earned an undying name in the home outfitting world? "Phoenix" rope portieres are equally famous in their way, and where, indeed, is the furniture dealer who does not know of the superb pieces produced by the Ottawa Furniture Company of Ottawa, Mich.?

The fame of the "Howard Overcast Heater" is so close to home that you do not even have to be reminded of it. You are aware of the large Howard plant at Halston, which is just enough to be considered in Omaha. Howard stoves will be included in the clearance sale better.

Is looking over the above noteworthy array of makes you have made up your mind, haven't you? You have said to yourself: "Those lines are America's best. If they were not they wouldn't be advertised so heavily. They are the lines I shall buy."

Make a mental note of it that all of these lines are underlined in price during the aggressive January clearance sale that will be ready for you on Tuesday, January 2.

This is the first local furniture clearance sale so large that it must be announced in SECTIONS; today's announcement gives merely an inkling of what to expect; hundreds upon hundreds of items must be held over for other newspaper announcements which will appear regularly. Each "section" of this immense outfitting establishment will offer its specials separately, so DON'T lose interest if TODAY'S announcement does not include JUST the item you seek at a "Sale" price. Dressers, Chiffoniers, Wash Stands, Bookcases, Dressing Tables, Parlor Furniture, etc., will be special in the VERY near future. You CANNOT do as well elsewhere as you WILL do here. Why not wait? Managers, salesmen, etc. are arranging stocks with all the speed they can muster; before the week is over you will agree this clearance is Omaha's greatest.

Union Outfitting Co's January Clearance Sale Starts Tuesday, January 2d

A colossal "Furniture movement" that must go down in Omaha history. An upheaval in prices. Utter disregard of values

THIS IS THE FIRST local Furniture Clearance so gigantic that it must be announced in SECTIONS; today's announcement gives merely an inkling of what to expect; hundreds upon hundreds of items must be held over for other newspaper announcements which will appear regularly. Each "section" of this immense outfitting establishment will offer its specials separately, so DON'T lose interest if TODAY'S announcement does not include JUST the item you seek at a "Sale" price. Dressers, Chiffoniers, Wash Stands, Bookcases, Dressing Tables, Parlor Furniture, etc., will be special in the VERY near future. You CANNOT do as well elsewhere as you WILL do here. Why not wait? Managers, salesmen, etc. are arranging stocks with all the speed they can muster; before the week is over you will agree this clearance is Omaha's greatest.

An original bit of business system will be introduced for the first time during this selling. The Union Outfitting Co. has introduced a "keep-stock-perfect" system and will in the future use its clearance events as opportunities to rid itself of damaged, showworn and discontinued goods. It will also close out such items that have been slightly damaged in railroad transit; such as pieces of furniture with varnish marred; slightly chipped, or with bits of wrapping paper "stuck" on, etc. In most cases the damage would not cause much comment by shoppers, but still enough to secure claims from railroads. Today's announcement includes a number of brass and iron beds and couches so affected; others are omitted because of lack of space. All goods of this character may again be made perfect with very little effort.

Of course you may expect a busy scene here during this January Clearance, but you will be waited upon MORE carefully than ever before, for extended arrangements for handling a greatly increased business include many extra salespeople. A number of extra delivery wagons will also be put on and delays will thus be avoided. The windows are being filled with "Clearance Sale" merchandise as fast as possible, so you may even judge values from the OUTSIDE of the store. Orders from out of town will be handled by a "house shopper," and the management will strain itself to increase an out of town trade that has already reached tremendous proportions. In fact, it will prove the most economical move you have ever made if you will COME to OMAHA on a furniture buying trip; you'll save railroad fare over and over on any purchase made.

PRIce and quantity cards have been prepared wherever possible; many of the items in the windows bear statements of the quantities of the articles in stock; it is the idea of the management to bring "Shopper's Disappointment" down to a minimum that has never before been possible in the furniture trade. Every item advertised is here; ready for you at the featured figure; every item is of a nationally famous grade. In fact, all of the lines are nationally advertised goods and you will readily recognize most of the makes in the sections below. If you have use for merely a single item buy that item here now—for vastly less money. If you have use for an entire home outfit then all the better, the savings will be all the greater. Shop around here Tuesday; see what THIS "Clearance" really MEANS.

1/5 Off any "Estate" Range

"Estate" Stoves and Ranges Best Since 1845

There is probably nothing, after all, in which quality is so important a factor as in stoves and ranges; nothing in the whole list of the household's furnishings which receives such hard or such constant use as the stove or range, or in whose upkeep a woman takes so much pride.



Therefore, we say emphatically, "It pays to buy good stoves and ranges." And just as emphatically we assert that Estate Stoves and Ranges are the best that money can buy.

The UNION OUTFITTING COMPANY will place an ESTATE STEEL RANGE in your home on 30 days' free test!

Facts About the "Real Estate" Range

A range that absolutely protects the housewife in point of absolute satisfactory range service for a lifetime! And it looks don't believe it! The Real Estate is just as heavy as it looks, just as substantial, and so perfectly constructed that its first cost is generally the last. Body is built of heaviest Wellesville Polished Blue Steel plates, insulated wherever subject to wear by the famous Estate Triple Wall construction. The design is of the Colonial type, and the combination of smooth nickel plates with the blue steel of the body makes this its first cost is generally the last. Estate the handomest steel range in the world.

1-5 Off "Estate Ranges" During Sale

Famous "St. Johns" Tables are Reduced 20%; Yes, Even 1/2 Off

THE "ST. JOHNS" TABLES, MADE IN ST. JOHNS, MICHIGAN, ARE AS FAMILIAR TO MODERN HOUSEHOLDERS AS THEIR FAVORITE BRAND OF BREAKFAST FOOD. THE MAKE IS ONE OF THE STANDARDS OF THE FURNITURE TRADE. THE ST. JOHNS TABLES IN THIS STOCK SELL REGULARLY AT FROM \$7.50 TO \$75, BUT DURING THE JANUARY CLEARANCE SALE EVERY TABLE IS REDUCED FROM 20% TO 50%. A FEW INSTANCES FOLLOW HERE:

- St. Johns Table—A 42-inch top table, of hardwood, American quarter sawed oak, square non-dividing pedestal, no carving whatever, molded rim, massive stock, choice of American quarter sawed or plain natural oak. Has 6-foot extension slides. An absolute \$15.00 value. **\$8.50**
- St. Johns Table—Full "Mission" style, 42-inch square top, six-foot extension slides, a piece worth all of \$13.50—during the January Clearance at **\$7.90**
- St. Johns Table—Full "Mission" style, 42-inch round top, decided claw feet, extra well made, round pedestal, eight-foot extension slides, regular price \$29.50, but during the January Clearance the price is only **\$18.50**
- St. Johns Table—Early English, strictly "Mission" pattern, 48-inch top, very massive, a trifle shop worn but a high grade that brings \$45.00. During Clearance Sale at **\$29.75**
- St. Johns Table—A platform pedestal style, early English, 48-inch top, quarter sawed throughout; always brings \$48.50, but during the January Clearance the price is **\$27.50**
- Many Others—Space is too limited to describe the numerous other exquisite "St. Johns" Tables that are underpriced during this January Clearance.



Lots of folks wouldn't have any table at all, if they couldn't have a "St. Johns"

Beattie Wilton Velvet Rugs at True Clearance Sale Prices

"BEATTIE" WILTON VELVET RUGS ARE THE FINEST FLOOR COVERINGS PROCURABLE. THE "BEATTIE" AND OTHER FLOOR COVERINGS QUOTED HERE REPRESENT THE FRUIT OF AMERICA'S MOST SKILLED LABOR; THE MATERIALS ARE SELECTED AND RESELECTED; THE DESIGNS ARE SUPERB, AND WHILE THEY ARE SELDOM REDUCED IN PRICE IT IS POSSIBLE FOR YOU TO NOW OWN THE STYLE YOU CRAVE AT A MARVELOUS LOW FIGURE.

- Beattie Wilton Velvet Rugs, "Seamless," absolutely the finest and finest velvet rug made, 8-3x10-6, at **\$18.75**
- Beattie Wilton Velvet Rugs, 8x12 size, "Seamless," very rich effects, during this sale at each, **\$22.50**
- Seamless Wilton Velvet Rugs, 8x12 size, very fine in texture, best twisted yarn, \$21 value going at **\$11.75**
- Amster Rugs, fine grade, 8x12 size, grades that have brought \$25.50 are in Clearance at **\$15.75**
- Extra Amster Rugs, size 8x12, these are very heavy and come in many beautiful floral and Oriental effects. The grades worth \$25.50 are in Clearance at **\$19.50**
- Wilton Velvet Rugs, size 8-3x10-6, in floral or Oriental effects, usual \$15.75 grades most at **\$10.50**
- Seamless Brussels Rugs, 8x12, a handsome line of \$24 values to go during the Clearance Sale at only **\$11.98**
- Brussels Rugs, 6x9, seamless, grades that have brought \$11 right along, go in Clearance at, each, only **\$5.75**
- Brussels Rugs, 8-3x10-6, a lot of real \$15 values of in texture, best twisted yarn, \$21 value going at **\$6.98**
- Art Reversible Rugs, an exceptionally handsome assortment; 8x12 size, worth \$6.50 goes at \$2.98; the 8x10-6 size, worth \$5.00 goes at \$2.65; the 9x9 size, worth \$1.75 goes at \$2.49; the 10-6 size, worth \$4.25 goes at \$2.35, while 6x9 sizes, worth \$3.50 are forced out at **\$1.89**
- Plymouth Reversible Rugs; very heavy, a large line here, the usual \$16 kind in 9x12 size at \$4.75; and the usual \$4 kind in 6x9 size, during Clearance, at **\$2.25**
- Brussels Rugs; 8x10-6, fine qualities and pretty patterns, styles that sell for \$19.50 are to go at **\$9.75**
- Winter Comforters, very heavy kinds that have brought \$1.50 are going during the Clearance Sale at, each, **89c**
- Cotton Blankets, lines that have been bringing \$1.10 will be included in the January Clearance, at **65c**
- Blankets—Very heavy Wool Nap Blankets that have been bringing \$5 are yours during the Clearance at **\$2.19**
- Bath Rugs, "Westmoreland" Bath Rugs that always bring \$2.25 (24x34 size) are in the selling at **\$1.39**
- Tepee Rugs, size 26x32, splendid assortment of Indian patterns, fine \$8 grades, during sale at, each **\$4.98**



It's Rug Time Now! You have put off purchasing it long enough. Own your's at "Clearance" prices.

L. G. Doup & Co.'s Excellent "OMAHA MADE" Mattresses Reduced

THE UNION OUTFITTING CO. HAS NEVER BEEN ABLE TO BUY A BETTER MATTRESS THAN THAT MADE BY THE L. G. DOUP & CO. RIGHT HERE IN OMAHA. THIS SALE SHOULD BRING HOME THE FACT THAT ONE SHOULD BOOST ETERNALLY FOR HOME INDUSTRY, PARTICULARLY WHEN HOME INDUSTRY EXCELS THAT OF ELSEWHERE. EVERY MATTRESS IN THIS STOCK HAS BEEN PURCHASED FROM L. G. DOUP & CO. RIGHT HERE IN OMAHA.

\$1.90 during this "January Clearance" buys an "L. G. Doup & Co." mattress worth almost double at any other time, here or at any other establishment. Excellent cotton tops; any size.

Everybody "Boost". They Are "Omaha Made".



L. G. DOUP & CO. MATTRESS SPECIAL FELT MATTRESSES. These are the 46-pound weights, well tufted, covered with first class ticking. As a usual thing they sell at a price nearly double that asked during the January Clearance Sale. Look up your needs and buy one of these excellent Omaha products during this outpouring of **\$5.50** values, at only **\$5.50**

L. G. DOUP & CO. FELT MATTRESSES—Other felt mattresses by this well known factory will be offered during this Clearance. Mattresses in art tick, some with Imperial edges, some 50 lb. grades, made either in one or two parts and selling regularly up to \$15.00, will be offered during the Clearance at \$10.00 and at as low as **\$7.50**

"Clearance Chance" on Dining Room Requisites

CHINA CLOSET—American quarter oak; 40 inch wide; usual height 18 inch; 22 drawers; **\$6.50**

CHINA CLOSET—Solid oak; claw feet; best glass ends; slight curve; 22 drawers; \$12 value in clearance at **\$12.75**

CHINA CLOSET—Fumed oak; square plain Mission design; always sale at \$22 but is offered during **\$15.00**

CHINA CLOSET—Early English; Mission design; mirror back; will open; door; a positive \$45 value in clearance at **\$24.50**

HUFFETS—Early English; panel door; French mirror; a positive \$10 buffet to go in the clearance **\$21.50**

HUFFETS—Quarter sawed oak; French mirror; claw feet; lined drawers; worth all of \$25.50, goes at **\$10.75**

HUFFETS—Very large oak buffet; French mirror; claw feet; lined drawers; smooth columns; a \$39 style to go at **\$58.50**

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Baker Range "Clearance"

It is generally conceded that The "Baker" is the best medium priced range on the market, and there should be quick response to this offer to unload 65 "Baker Chief" Ranges at one-fourth off. 30 are 4-hole with 14-in. oven, and 35 are 6-hole with 16-in. oven. Baker 14-in. oven \$12.50 stoves will go at **\$6.75**; Baker 16-in. oven \$17.50 stoves are to go in Clearance at **\$9.50**

The Baker Stove Co. makes admirable medium priced Ranges

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Hodges Fibre Carpet Co.'s Product "Cut"

When a furniture dealer thinks of "high class" in Fibre Rugs, he immediately thinks of The Hodges Fibre Carpet Co.

These "Hofi," "Kaba" and "Abak" Rugs are made of an imported fibre, and are beyond doubt the finest things of the sort on the market. Fibre rugs are exceptionally proper for bed rooms and the wool fibre rugs lend themselves admirably to dining rooms. In many of these productions the patterns are very elaborate; all are very artistic.

Hopi Fibre Rugs, 6x9 size, worth \$16.50, in this sale **\$5.75**

Hopi Fibre Rugs, 7-4x10-6, worth \$15, in this sale at **\$8.00**

Hopi Fibre Rugs, 8x12, worth \$19, in this selling **\$10.75**

Kaba Wool Fibre Rugs, 6x9, worth \$12, in sale at **\$6.98**

Kaba Wool Fibre Rugs, 7-6x 10-6, worth \$17.50, at **\$8.98**

Kaba Wool Fibre Rugs, 8x12, 8-3x10-6, \$20 value at **\$10.98**

Kaba Wool Fibre Rugs, 8x12, \$22 value at **\$11.75**

Abak Wool Fibre Rugs, 8x12, in \$15 value at **\$9.75**

Brass and Iron Beds in "Clearance Sale"

An extra huge reduction on beds that have been slightly damaged in shipment, beds with enamel peeled or chipped a trifle; shop worn beds, etc., but all most highly desirable

Iron Beds—Scores of iron beds in this selling. All full size, and in all colors including Veritas Marten. Thirty to forty-five patterns of beds are offered at from \$3 to \$5; a dozen different styles; many styles of iron beds are in the sale at \$1 to \$2, while the iron bed shown in this illustration will be featured during the "Clearance" at—

90c

One may choose "Clearance" Sale Iron and Brass beds from the windows, for samples of the styles are on exhibition there.

All brass beds have two-in. posts or heavier; square rod designs are included at sale prices.

Brass Beds—\$35 brass beds go at \$19.50; \$35 brass beds are \$34.50; the \$42.50 kinds at \$24.50; many \$27.50 kinds at \$23.50; a host of \$39 kinds at \$19.50; while superbly patterned, finely wrought brass beds that have sold for \$18.50 may be had now for as little as—

\$9.50

It's the metal bed chance of years; grasp it surely.



This Iron Bed 90c

"Ottawa" Draperies in "Clearance" Sale Also

The maker responsible for the draperies listed below is acclaimed an authority on all that is good in the line.

Nottingham Lace Curtains—Were \$1.25; now at, pair **65c**

Cable Net Curtains—Made of best Swiss Island cotton, very neat designs of \$2.50 value, at, pair **\$1.29**

Scotch Cable Net Curtains—Are as fine as Brussels Net and may be had in handsome effects **\$5.98**

Styles worth \$12, at, pair **\$6.98**

Real Antique Lace Cur. **\$2.90**

Curtains in sale low as, pair **\$1.98**

Novelty Curtains—A fine line, worth \$4, at, pair **\$1.98**

Genuine Arabian Curtains—Trimmed with real hand made lace, in sale low as, pair **\$4.75**

Also beautiful line of Duchesne, Swiss Point and Renaissance curtains ranging in price from \$2 to low as pair **\$2.75**

Tapestry Portieres, fine line of colors, shades many other beautiful Portieres up to \$16.00, but going in sale at, pair **\$3.98**

Couch Covers, full width, very heavy 42 kind at **98c**

"January Clearance" Sanitary Couches

Some of the couches reduced have been very slightly marred in shipment; some have the paper wrappings slightly "stuck" but all are truly amazing values at the prices quoted.

Couches—Genuine leather diamond tufted, 560 style couch during this sale **\$26.50**

Couches—Genuine Spanish leather, Early English frame, 369 style to go in this Clearance **\$29.50**

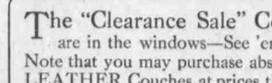
Couches—Massive quarter oak, \$69 Spanish leather, couches offered in sale at **\$28.50**

Couches—Genuine leather English double spring construction, maroon color in \$75 grade now **\$39.50** at only **\$5.90**

Couches—\$19 velour upholstered couches, heavy oak frames, during Clearance at **\$4.90**

Couches—\$18.50 Chase leather sanitary make, during this sale **\$9.50**

Couches—\$25 Chase leather sanitary make **\$11.75**



The "Clearance Sale" Couches are in the windows—See 'em. Note that you may purchase absolute all LEATHER Couches at prices that were NEVER before placed on all LEATHER Couches.

"Phoenix" Rope Portieres Reduced

The "Phoenix" line of Rope Portieres is easily first and foremost. And the finest Phoenix goods are right here.

Rope Portieres—A line made from heavy twisted velour cords; styles that will fit large doors, in \$3.75 values, are going in this Clearance Sale at **\$1.85**

Band Portieres—These have beautiful heavy tapestry bands intermingled with the velour cords. They were \$5.00 but will be offered in the Clearance at **\$2.98**

Rope Valence—Rope Valence for single doors, in grades that have been bringing \$1.75, are in the Clearance Sale at **95c**

Rope "Band" Valence to fit large doors. Have large velour cords and handsome bands. These cords are only half the length of the regular portieres thus making a very pretty drape for a door. Styles worth to \$4.50 are in the Clearance at **\$2.95**

Many Others—The Clearance Sale includes many other beautiful Portieres that have sold at prices considerably higher than those asked now. These may be had during the selling at \$10.00, \$5.00 and also down to **\$3.75** low as **\$3.75**

Union Outfitting Co.

your credit is good

OMAHA

S.E. COR. 16TH & JACKSON STS.

FURNITURE PRICE SLUMP
Aggressive Local Concern Introduces Novel Clearance.
A SALE OF FEATURES
The Union Outfitting Co. at Sixteenth and Jackson Streets Unleashes a Thousand Former Furniture Prices.

"Clearance Sale" in all times is frequented enough, but it has been left to the Union Outfitting Company to introduce a "clearance" that features a campaign of the most nationally advertised goods at the same time.

The "Union," a massive, imposing establishment at the southeast corner of Sixteenth and Jackson streets, is at present a scene of hectic windows are fairly overflowing with yellow, floor after floor has been thrown into a vast "bargain sale." In fact, all plans have been laid for the most aggressive special furniture selling ever attempted in Omaha.

Lines of furniture, rugs, etc., which the quantity has been judged too heavy, are the first to feel the effects of the "price cut" ordered by the management. Damaged, slightly damaged and slightly shop worn wares are next to tempt buyers of feature figures. Pieces of furniture that have been marred or "paper stained" in transit; iron and brass beds with slight and less severe staining; washstands and other goods that are fine enough to be considered first-class elsewhere, but which at the same time do not quite come up to the standard laid down by the Union Outfitting Company, are placed for immediate clearance at prices that will astonish even those accustomed to intensive sales.

The Union Outfitting Company has, of course, been victimized by the various "clearance" companies for damages to merchandise incurred during shipment, and the loss line with the transportation companies and not with the Union Outfitting Company. It is the final retail blow to the consumer who receives the benefits of it.

Such wares as might be classed of a holiday gift nature will also come in for a huge reduction; such pieces as music cabinets, Indian desks, tabourets, picture frames, lamps, pedestals, etc., will go into the "clearance" after the holiday figures.

Then again, the Union Outfitting Company will make every effort to rid itself of old pieces of furniture left on its hands because "sets" have been broken up. China closets and buffets of a certain pattern; dressers and chiffoniers that should originally have been sold in combination; dining room outfits that are broken by reason of one or two pieces having been sold; will all come under the head of clearance goods and figures that will move such pieces in a hurry. Have been attached for a long time, but will commence Tuesday, January 2. The Union Outfitting Company will make every effort to rid itself of old pieces of furniture left on its hands because "sets" have been broken up. China closets and buffets of a certain pattern; dressers and chiffoniers that should originally have been sold in combination; dining room outfits that are broken by reason of one or two pieces having been sold; will all come under the head of clearance goods and figures that will move such pieces in a hurry. Have been attached for a long time, but will commence Tuesday, January 2.

A number of discontinued lines will also be cleared during this sale. Some of the lines the Union are continually changing makers, and in some cases factor out certain discontinued lines at a huge reduction at this season of the year. Several large concerns have gone out of the manufacturing business lately and the Union has secured notable sale values from such sources also.

The Union Outfitting Company's January clearance will be conducted in "sections" and it will welcome any member of the public to watch Union advertisements very closely for the next few weeks. A great variety of values are at present in the windows. One doesn't even have to enter the store to become acquainted with the bargains.

Novel Facts About Union Outfitting Co.

Mrs. Kennedy, owner of the handsome building now occupied by The Union Outfitting Co. at Sixteenth and Jackson streets, opposite the Hotel Boone, lived upon the site for forty years.

She well knows Omaha business men regard their homes on the East Edge of the Union Outfitting Co's January Clearance Sale. Mrs. Kennedy, The Bradford-Kennedy Lumber Co. being one, Mr. J. A. C. Kennedy of the Mahoney & Kennedy law firm being the other.

The Union Outfitting Co. has the largest window display space of any western furniture concern; also double windows on first floor, almost duplicating this space on the second floor. Thousands of feet of crystal windows make the store a scene of light and cheer.

The Union Outfitting Co. has established a New York buyer, Mr. Ben Rosenthal, who has engaged office at 27 East Eleventh Street, New York City. The Union Outfitting Co. will soon close out its entire stock of office desks. Other departments crowd out this line and it is a "Union" policy to have complete lines or nothing. Watch for details of a sale later in January.

Word has just been received that The Union Outfitting Co. has again been appointed sole Omaha agents for the sale of the celebrated "McDonald" Kitchen Cabinet which is manufactured at Frankfort, Ind., and which is in use the country over. With the "McDonald" housewife has an entire kitchen in one piece of furniture.

The Union Outfitting Co. is the only Omaha concern equipped with the "Auto-Cut" system which gives a superior finish to any article in the store. Just another step towards perfection in furniture methods.