

Beaton & Laier Stock
415-417 South 16th Street,
OMAHA, NEB.

"We've Spent One Whole Week at Marking Down Prices and Arranging Stock to Facilitate This Tremendous Selling—"See the Large Pink Sale Tags On Every Article— All Have Equal Chances When Doors Swing Open."

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415-417 South 16th Street,
OMAHA, NEB.

A Stupendous Merchandise Event--A Gigantic Sale

"See the Large Pink Sale Tags On Every Article"



Fumed Oak Stickley Style Rocker (Similar to Cut) Brown Genuine Spanish Leather Upholstered—Quick Action Sale Price **\$3.95**

With a Reason and a Purpose—
Beaton & Laier Co. Are Greatly Overstocked
And Want "Quick Action" on This $\frac{1}{4}$ Million Dollar Stock
This Entire High Grade Stock of Furniture, Floor Coverings, Draperies, Stoves, Ranges, Etc.

Goes on Sale Without Reserve
at Prices in Many Instances
LESS THAN ACTUAL MANUFACTURERS' COST

This Mighty **Quick Action Sale**

Opens Monday Morning, September 20,
Promptly at 9 A. M.

Rain or shine—nothing shall interfere—our plans are made—sale must open just as scheduled—make up your minds—that you'll have the **GREATEST FURNITURE BUYING OPPORTUNITY IN THE HISTORY OF OMAHA**



All of Our Fine High Class Staple and Period Furniture

Goes in this big sale at Greater Reductions even than the cheaper grades illustrated here.

Private Sale No Auction
Every article marked the sale price in plain figures on Large Pink Sale Tags

"The Furniture Sensation of the Year"
By all means, don't miss the opening hours of this Big "Quick Action Sale."



Largest and Finest Stock of DRAPERIES, CARPETS, RUGS, Etc., in the State



Goes in This Big Quick Action Sale at Prices Unheard of Before. Every piece of Drapery—Every pair of Curtains and every Rug and roll of Carpet are marked with the large Pink Sale Tags—the reduced price in plain figures and at prices that will compell all to buy and quickly. Only a few styles and sizes mentioned here to give you an idea of the way prices have been reduced for "Quick Action" throughout this entire stock.

LARGE ROOM SIZED RUGS

Seamless Brussels Rugs, 9x12 feet	\$8.75	Axminster Rugs, 4-6x6-6, sale price	\$4.85
Wool Fibre Rugs, 9x12 feet	\$7.45	Axminster Rugs, 6x9 feet, sale price	\$7.50
Velvet Rugs, seamless, 9x12 feet	\$12.45	Axminster Rugs, 8-3x-10-6, sale price	\$11.50
Extra Heavy Seamless Brussels, 9x12 feet	\$14.65	Axminster Rugs, 9x12 feet, sale price	\$12.95

All higher grade rugs, also our entire stock of Persian and imported rugs of all kinds at even greater reductions.

WE MUST GET ACTION ON THIS ENTIRE STOCK—DRAPERY DEPARTMENT, FIRST FLOOR

It is impossible to quote prices on such a vast varied stock of draperies, but come—"Just to look." You'll find everything that's made—Every color, style and kind of drapery that's new and pretty—Here and at prices one-half what you expect to pay.

\$2.00 Figured Net, 72 inches wide, wide enough to split, beautiful patterns, fine quality, sale price, per yard 95c

50c Burlaps, 36-inch, colors natural, wide enough to split, beautiful etc., sale, per yard 11c

40c Figured Net, white or color, 40 inches wide 19c

Thousands of Other Drapery Bargains—See Pink Sale Tags on Everything.

Beautiful Your Homes Now--Make Them Comfortable and Attractive at Wonderful Savings in Price

 Sanitary Couch (Similar to Cut) Can be instantly opened into a full sized bed. "Quick Action" \$2.35 Sale Price \$2.35	Private Sale—No Auction Every article marked—the sale price in plain figures—so that people can fairly wait upon themselves.	Good Cloth Window Shades Spring roller, all complete, while they last, at 15c	Floor Linoleum For Bath Rooms, Barber Shops, Kitchens, etc. Quick Action Sale Price, per sq. yd. 29c	Brass Extension Curtain Rods Commencing at 9 a. m. Monday and while they last, each. 2c	Adjustable Curtain Stretchers Quick Action Sale price while they last. \$1.10	Prices Remain in Effect While stock of same lasts—only. So blame no one but yourself if you get here too late.	Ladies' Sewing or Bedroom Rooker (Similar to Cut) "Quick Action" \$1.25 Sale price \$1.25
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There Are Bound to Be Vast Crowds of Eager Buyers--Waiting in Front of Building for Doors To Open, So Get Up Early Monday

 Square Extension Dining Table (Similar to Cut) With extra leaves all complete. "Quick Action" \$4.25 Sale Price \$4.25	 Round Pedestal Extension Table (Similar to Cut) Solid oak, full 6-ft. extension "Quick Action" \$6.95 Sale Price \$6.95	 Refrigerator (Similar to Cut) "Quick Action" \$5.50 Sale Price \$5.50	 Solid Oak Center Tables (Similar to Cut) "Quick Action" \$1.10 Sale Price \$1.10	 Child's High Chair (Similar to cut) All complete with Table. Quick Action, 75c Sale price 75c	 Combination Book Case & Writing Desk (Similar to cut) With bevel plate mirror. "Quick Action" \$8.75 Sale Price \$8.75	 Folding Card Tables (Similar to Cut) Green Felt or Leatherette Tops. "Quick Action" \$1.45 Sale Price \$1.45	 Full Sized ENAMELED IRON BED (Similar to Cut) Strong and Durable "Quick Action" \$1.45 Sale Price \$1.45
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Plan Everything Accordingly -- Let Nothing Interfere -- By All Means Witness the Opening Hours of This Tremendous Selling

 Child's Enameled IRON CRIB (Similar to Cut) Side lets down, "Quick Action" \$3.40 Sale Price \$3.40	 Collapsible Go-Carts (Similar to cut) With Wood and Rubber Tires All Complete. "Quick Action" \$3.75 Sale price \$3.75	 Child's Arm Rocker (Similar to cut) "Quick Action," Sale Price 55c	 Dining Chairs Saddle Seat (Similar to Cut) "Quick Action," Sale Price 55c	 "Quick Action" Sale Prices on Mattresses Full Sized Cotton-Top Mattress \$1.95 All Cotton Mattress—Art ticking covered—Sale price \$4.65 \$12.50 Felted Cotton Mattress—Satin ticking covered—Sale price \$6.85	 Ladies' Oak WRITING DESK (Similar to Cut) "Quick Action"—Sale Price \$5.65	 Folding Sewing Tables With measure. (Similar to cut) Only one to a customer so as to give all a chance 50c
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THIS IS NOT A CATALOGUE OF THIS ENTIRE STOCK; MERELY A FEW PRICES TAKEN AT RANDOM TO GIVE YOU AN IDEA OF BIG REDUCTIONS ON EVERYTHING

Wanted at Once—20 Salesmen—10 Salesladies

Previous experience in furniture unnecessary as every article will be marked the sale price in plain figures painted on large pink sale tags so that you can fairly wait upon yourselves. All we need is salespeople to write out the orders, shipping or delivery instructions, etc. Apply immediately at rear door.

Beaton and Laier's High Class Stock

415-417 South Sixteenth St., Omaha, Nebraska

Come From Any Distance. Your Railroad Fare Will Be Insignificant Compared With These Wonderful Savings

Mail Orders Filled Promptly in the Order Received

For articles not advertised send open order, such as best Oak Dresser we have for \$10, etc. We guarantee you satisfaction and will have special salesmen to fill mail orders as received, giving you the best values for the money in stock at the time your order is received. No charge for packing and shipping out of town orders.