

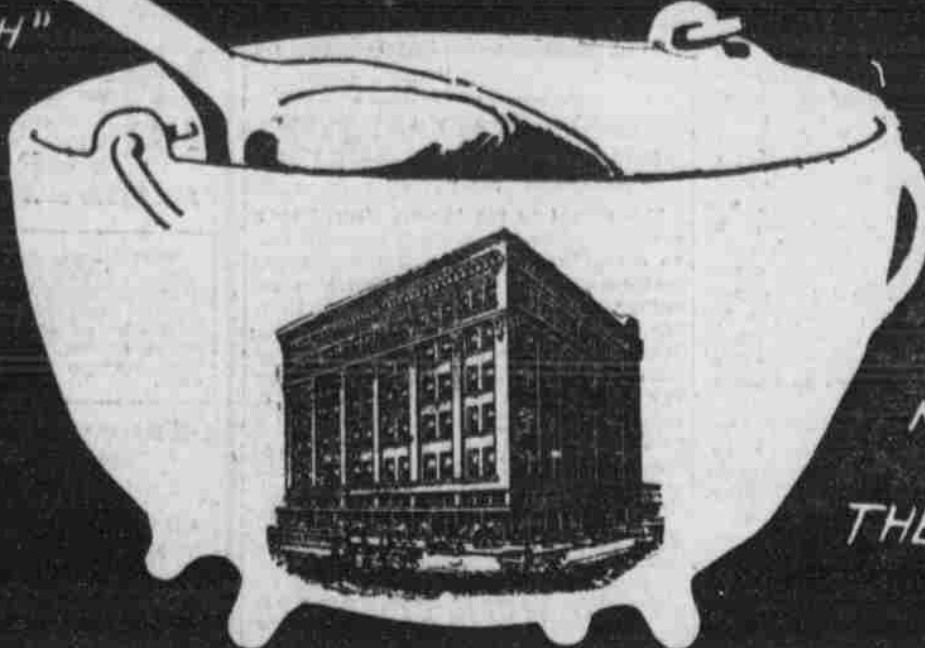
BEATON & LAIER CO.  
415-417 South Sixteenth Street  
Omaha, Neb.

Two entire weeks actually spent at marking down prices and preparing for this—The  
**GREATEST FURNITURE EVENT** in the history of this state. Positively nothing sold  
until Monday morning at 9 o'clock—at these **GREATLY REDUCED PRICES.**

BEATON & LAIER CO.  
415-417 South Sixteenth Street  
Omaha, Neb.

**WE WANT 5000 NEW CUSTOMERS--AT ANY COST**

**PRICES—WHICH ARE BOUND TO MAKE  
NEW STEADY CUSTOMERS—FOR THIS RAPIDLY  
GROWING BUSINESS AND WITH OUT A DOUBT  
THE MOST SPIRITED  
FURNITURE SELLING  
EVER WITNESSED  
IN OMAHA**



BEATON & LAIER CO'S  
ENTIRE STOCK  
GOES ON SALE  
AT PRICES  
**NONE CAN RESIST**  
COST <sup>NO</sup> FORMER  
PRICES HAVE  
ABSOLUTELY  
BEEN IGNORED—  
IN THIS ONE GREAT  
AIM OF MAKING  
FIVE THOUSAND  
NEW CUSTOMERS  
FOR  
THE BIG FURNITURE  
STORE.

"A GREAT SAVING  
TO ALL"  
"JUST THE MOST  
OPPORTUNE TIME  
OF THE YEAR"  
"SEE THE LARGE  
RED SALE  
TAGS"  
"ENTIRE STOCK  
AT A BIG REDUCTION  
IN PRICE"  
"BUY 'NO' SAVE"

"STIR UP BUSINESS SALE"  
"STIR UP BUSINESS"  
"GREAT PRICE REDUCTION"  
"FLOOR COVERINGS CHEAPER THAN EVER"  
"NOT ONE SINGLE ARTICLE HAS ESCAPED THIS TREMENDOUS REDUCTION"

20  
CARLOADS  
OF FINE NEW  
HIGH GRADE FURNITURE  
BOUGHT "FOR SPOT CASH"  
DIRECT FROM THE  
WORLD'S GREATEST  
MANFGRS—PURPOSELY  
FOR THIS

**BIG  
SELLING  
EVENT**

**THIS "STIR-UP BUSINESS" SALE  
GIGANTIC  
OPENS MONDAY MORNING NOV. 15<sup>TH</sup> PROMPTLY AT 9 O'CLOCK**

If you intend to buy any Furniture, Floor Coverings or Draperies with in the next 6 months by all means Don't Miss this Opportunity

 Mission Style American Quartered Oak Buffet (Exactly Like Out) Heavy planked top, 24x48-inch. Has to be seen to be appreciated—"Stir-Up Business" Sale Price..... \$19.85	 Genuine Quartered Oak Buffet Large and Massive. (Exactly Like Out) Extra heavy plank top, 28x48 inches—Large bevel plate mirror—"Stir-Up Business" Sale Price \$24	 Colonial Style Wood Seat Diners (Like Out) American quartered White Pine 85c	 Genuine Leather Slip Seat Diners (Like Out) Solid quartered oak—full box seat. Genuine leather—Over at \$4. "Stir-Up Business" Sale Price \$2.25	 Genuine Leather Seat Diners (Exactly Like Out) 100 only—fumed oak, mission style, straight line diners; full leather seats—brown, Spanish leather—"Stir-Up Business" Sale Price \$2.45	 Scroll Leg Slip Seat Diners (Exactly Like Out) Golden oak, full leather slip seat—"Stir-Up Business" Sale Price..... \$2.45	 Pedestal Extension Dining Table (Similar to Out) Solid Oak—Golden or Fumed—full 6 ft. extension with extra leaves, all complete. "Stir-Up Business" Sale price..... \$8.75	 Massive 60-Inch Colonial Buffet (Exactly Like Out) Select quartered oak, either polished, golden or waxed. "Stir-Up Business" Sale Price..... \$48.00
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"Only a Few Prices Mentioned Here—Just to Give You an Idea" Come, see big reduction in every price on entire stock

 Triple Mirror Dressing Table (Exactly like cut) Genuine quartered oak—Handsome beveled plate mirrors—"Stir-Up Business" sale price..... \$17.25	 Seamless Brussels Rugs 4 ft. 6 in. x 7 ft. 6 in. sale \$5.90 6 ft. x 9 ft. sale \$6.30 8 ft. x 10 ft. 6 in. sale \$7.20 9 ft. x 12 ft. sale \$8.70 Velvet and Axminster Rugs 9 ft. x 12 ft. "Stir-Up Business" Sale \$13.95 Extra Heavy Axminster Rugs 9 ft. x 12 ft. and heavy 9 ft. x 12 ft. x 12 ft. sale \$17.45 Wilton Velvet Rugs 9 ft. x 12 ft. "Stir-Up Business" \$18.90 Fine Wilton Velvet Rugs 9 ft. x 12 ft. sale \$22.45 9 ft. x 12 ft. sale price \$24.60	 A 48-inch round top, 6-foot extension table, exactly like cut; quartered oak throughout; finished in old English. \$39.75 Dining chairs, to match, similar to cut—solid quartered oak throughout; finished old English; full slip seats; A-1 Spanish leather upholstery. Sale Price, each..... \$9.25 Arm chair to match..... \$14.85 Other old English dining chairs, priced as low as..... \$4.25	 Kitchen Queen (Similar to Cut) All complete with flour bins, etc., "Stir-Up Business" Sale Price..... \$5.85	 Electric Irons (Like Out) All complete with stand and cord. A great bargain and will not last long if our doors open. "Stir-Up Business" Sale Price..... \$1.65	 Meat or Food Choppers Every home should have one. Commencing at 9 a. m. Monday, and while they last. 65c
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Our Mammoth 2d Floor Devoted Entirely to Display of Rugs, Carpets and Linoleums--All at Greatly Reduced Prices for This Big Sale

 Mahogany Princess Dresser (Similar to Out) Large colonial scroll Princess dresser with 12x24-inch plate mirror; mahogany finish only. "Stir-Up Business" Sale Price..... \$14.95	 2-Inch Continuous Post Enameled Steel Bed (Similar to Out) White or Varnish Martin Finish—one-inch fillers. "Stir-Up Business" sale price..... \$5.95	 3-Inch Post Massive Brass Bed with extra heavy filler (exactly like cut), colonial style, straight posts. "Stir-Up Business" sale price..... \$23.75	 Large 3-Inch Continuous Tube Brass Bed (Exactly like cut), would be cheap at \$45. A massive, handsome bed with extra heavy fillers. "Stir-Up Business" sale price..... \$21	 Leather Cushion Seat Arm Rocker (Like Out) Fumed oak—genuine leather cushion seat. "Stir-Up Business" Sale Price..... \$7.75	 Queen Anne Fibre Rocker (Like Out) Either brown or green—very handsome. "Stir-Up Business" Sale Price..... \$5.95	 Genuine Leather Seat Arm Rocker (Like Out) Golden oak or fumed oak; brown Spanish leather, spring seat. A great bargain. "Stir-Up Business" Sale Price..... \$4.95
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Not just a few articles at reduced prices--but everything in the entire building at a big reduction in price

**Good Floor Linoleum**  
For bath, kitchen, barber shops, etc. "Stir-Up Business" sale price, yard..... 32c

**BEATON & LAIER CO.**  
415-417 South Sixteenth St. 6 MAMMOTH FLOORS. Omaha, Neb.

**RAG RUGS**  
200 only—while they last—18x36 inches—Not over 2 to a customer, so as to give all a chance, each..... 29c

Help Make This the Largest Mail Order Business in the Middle West--If You Can't Come, Send Us Your Mail Orders!