

BLACK FRIDAY.

A MORE DESPERATE AND DISGRACEFUL SCENE has never been witnessed than that which occurred in the so-called "Gold Room" of New York City twenty-two years ago, on that day which has ever since been known in commemoration as "BLACK FRIDAY." You who were adults at that time remember full well the horrors of that day. The aspect of Wall street at such times is not flattering to civilization. Outside the "Gold Room" the adjacent streets were packed with a frenzied, panic-stricken, howling mass of brokers and speculators, glaring with strained, blood-shot eyes up at the dial which marked the fluctuations of the precious metal. Men at a prize fight could not so utterly forget themselves. The scenes around a gambling table where the lowest desperadoes congregate, pale before this scene, where cultivated men became noisy, violent and repulsive through their greed for gold. Inside the "Gold Room" the horrible sights of the streets were being re-enacted with an added intensity. Here were thousands of men screaming and gesticulating, with palpitating breast, great swollen cords standing out on brow and neck, and foaming saliva gathered at the corners of their mouths. A pack of wolves famished and furious, suddenly come upon blood, could not exceed in horror the actions of these men. This diabolical struggle which resulted in the ruin of thousands, was brought about, it is said, by Jay Gould, Jim Fisk, jr., and a number of other daring speculators, assisted by the Treasurer of the United States, in an unsuccessful effort to "bull" the price of gold. Millions were swept away; values toppled and fell; banks suspended. Property worth thousands in the morning could be bought for hundreds at noon. Articles worth a dollar at noon could be bought for a dime at night. It was a sad, sad day for the business men of this country. The entire population felt a shuddering sense of uneasiness and insecurity.

The People of the United States may Thank Heaven

That this year will witness no repetition of the awful scenes and fearful alarms of that memorable "Black Friday." But in other respects there will be similarities

Prices of Furniture will Topple and Fall.

The scenes of excitement in the "Gold Room" are today being re-enacted in our salesrooms. We are fearfully and frightfully overstocked with Furniture, Carpets, Stoves, etc. of all kinds. To intensify matters we are sorely in need of gold. To raise it and raise it quickly, we have mowed down the price of every article in our store so low, that it is virtually giving them away. For years to come this barbarous butchery of prices and values, this marvelous and merciless massacre of House Furnishing goods, shall be known in the history of Omaha, as

The People's Black Friday Sale.

THIS GREAT SALE IS NOW GOING ON.

It began Monday, November 2, and has been a howling success. Thousands during last week availed themselves of the opportunity of buying goods for a fraction of what it costs to manufacture them, and it was generally conceded by all that they never heard of such bargains before. This is an opportunity to get two, three, even four dollars' worth of Furniture, Carpets, Stoves, etc., for one dollar. During the past week eight car loads of the choicest goods, such as Parlor Suits, Chairs, Lounges, Folding Beds, Rockers, Wardrobes, Chamber Suits, Stoves, Carpets, Etc., were unloaded, and will be on sale beginning tomorrow. These are the goods that have been lying at the different depots for weeks, and were not unloaded until last Friday on account of want of room.

BLACK FRIDAY SALE OF FURNITURE.

Chamber suits that were last week \$15, we will sell tomorrow, until all are sold, for \$7.20.
Chamber suits that were last week \$25, we shall now sell for \$11.90.
Sideboards, in antique and 16th century finish, that were last week \$15.50, we shall sell until all are sold for \$8.90.
Sideboards, in antique, 16th century and old English, that were \$30, we shall sell this week for \$14.50.
Sideboards, in antique oak or piano plush finish, that we sold last week for \$35, we shall now sell for \$19.50.
Folding beds that we sold last week for \$17.50 we shall now sell until all are sold for the insignificant sum of \$7.20.
Upright folding beds that we have always sold for \$25 we will now sell for \$12.40.
Cheffoniers that we have always sold for \$15 we shall now sell for \$7.40.
Cheffoniers, with French plate mirrors, that we have always sold for \$35 we will now sell for \$18.50.
Ladies' desks that were formerly \$15, \$18, \$22.50 and \$25, will now be sold for \$7.50, \$10.50 and \$14.
Book cases, in every finish, that we have always sold for \$10, \$12.50, \$15 and \$18, we will now sell for \$4.90, \$7.50, \$8.50 and \$9.50.
Secretaries, the prices of which have always been \$25, \$30, \$37.50, \$45 and \$50, will now be sold for \$12.50, \$15, \$19.50, \$24 and \$27.50.
Wood rockers, prices formerly \$5, \$7.50 and \$8.50; take your choice for \$3.90.
Fancy plush rockers, solid oak, upholstered in French plush, any finish, former price \$7; black Friday price \$2.40.
Large arm parlor rockers, upholstered in the newest shades of silk plush or imported tapestry, that have always sold for \$10.50, will be sold now, until all are sold, for \$4.90. Guaranteed to be cheap at double the price.
Plush parlor chairs, spring seat cushion, plush, formerly sold for \$4, now they will be sold for \$1.65.
Children's rockers, sold last week for \$1.50, \$1.75, \$2.25, \$2.50 and \$3.50; will now be sold for 90c, 90c, \$1.25, \$1.50 and \$1.75.
Bible stands that were \$1.25, \$1.50 and \$1.75; your choice for 55c.
Music cabinets that were \$7.50 will now be sold for \$3.50.
Bureaus that were \$12 go now for \$6.50. Those that were \$16 go now for \$9.50.
Wash stands that were \$2.50 go now for \$1.25.
Wardrobes that were \$15, \$18, \$22.50 and \$25, go now for \$7.50, \$9.75, \$12.50 and \$14.50.
Extension tables that were \$6.50, \$8.50, \$10.50 and \$15, will now be sold for \$3.50, \$4.75, \$6.35 and \$7.40.
China closets that were \$30 will now be sold for \$14.50.
Bedsteads that were \$3.50 will now be sold for \$1.75.
Mattresses that were \$3.50 will now be sold for \$1.75.
Center tables that have always been sold for \$3.50 go now for \$1.75.

BLACK FRIDAY SALE OF FURNITURE.

Library tables that were sold last week for \$9.50 now sell for \$4.75.
Springs that were sold last week for \$3.50 now sell for \$1.65.
Kitchen safes that were sold last week for \$6.50 now sell for \$3.50.
Kitchen tables that were sold formerly for \$2 now sell for 90c.
Kitchen chairs that were 60c now sell for 25c.
Children's folding beds that always sold for \$7.50 now sell for \$4.25.
Hat racks that were 25c now are 8c.
Hall racks that were \$15 now sell for \$7.50.
Hall racks that were \$25 now sell for \$12.50.
Enseles that were formerly sold at \$2, \$2.50, \$3 and \$3.50; your choice for \$1.50.
Brass parlor stands, former price \$9, will now sell for \$3.75.
Solid oak parlor rockers, former price \$8, now to be sold for \$4.25.
Office desks that formerly sold for \$25 will now be sold for \$12.50.

BLACK FRIDAY SALE OF CROCKERY, GLASSWARE, ETC.

Slop jars that always sold for \$3.00 will now be sold for \$1.40.
Toilet sets that always sold for \$4 will now be sold for \$1.90.
Toilet sets with jars that always sold for \$8.50 will now be sold for \$3.85.
Tea sets that always sold for \$7.50 will now be sold for \$3.40.
Dinner sets that were \$10.50 are now \$6.50.
Cupiders that were 25c, 50c, 75c and \$1, are now 10c, 25c, 35c and 50c.
Glass sets that were \$1.75 are now 90c.
Tumblers 18c per set, worth 35c.
Goblets 28c per set, worth 50c.
Plates 21c per set, worth 40c.
Syrup cans 14c each, worth 35c.
Lamp Chimneys 4c each, worth 10c.
Lamp burners 10c each, worth 20c.
Decorated plates 50c per set, worth \$1.
Decorated cups and saucers 45c per set, worth \$1.

BLACK FRIDAY SALE OF STOVES.

Cannon stoves that were formerly sold for \$6.50 will now be sold for \$2.90.
Fancy nickle soft coal heaters that formerly sold for \$10.50 will now be sold for \$5.25.
Fancy nickle hard coal heaters that always sold for \$32 will now be sold for \$17.50.
Laundry stoves that were \$8.50 are now \$4.75.
Gasoline stoves that were \$8.50 are now \$4.75.
Cook-stoves that were \$12.50 are now \$6.50.
Ranges that were \$37.50 are now \$19.75.
Oak heaters, same as regular stove houses charge \$15, and what we always sold for \$12.50, will now be sold for \$7.50.
Gasoline ovens, former price \$3.50, now to be sold for \$1.75.
Stove pipe formerly sold for 20c per joint, will now be sold for 10c per joint.
Zinc boards that were \$1.50 will now be sold for 75c.
Coal hods that were 60c are now 19c.
Elbows that were 25c are now 8c.
Shovels that were 20c are now 8c.
Pokers that were 10c are now 4c.
Pipe collars that were 10c are now 4c.
Lifters that were 10c are now 3c.



THE Peninsular Stoves are the best.

The Peninsular Stoves are the best in the world. We control them. You can buy the best of us at lower prices than you pay for the poorest elsewhere. A written guarantee signed by the president of the Peninsular Stove Company, furnished with every stove.
We are selling more Peninsular stoves than all the stove houses in Omaha combined.

BLACK FRIDAY Sale of Parlor Furniture.

Parlor suits in plush or tapestry, antique oak or 16th century finish, highly polished; suits that have always sold for \$37.50, will now be sold for \$19.50.
Parlor suits in silk plush—any finish—that have always been sold for \$60, will now be sold for \$29.50.
Parlor suits, in Wilton rugs or imported tapestry, that have always been sold for \$100, will now be sold for \$55.
Parlor suits, in brocaded, silk tapestry, Wilton rugs and silk damask, that have always been sold for \$150, will now be sold for \$75.
Bed lounges that were \$15 are now \$7.50.
Single lounges that were \$9.50 are now \$4.75.
Divans, in plush or tapestry, oak or 16th century, that were \$15 are now \$7.50.
Parlor chairs that were \$5 are now \$2.75.
Leather rockers, finely upholstered, that were never sold for less than \$30, are now \$16.50.
Large plush easy chairs, regular price \$17.50, will now be sold for \$8.50.
Plush rockers that were \$15 are now \$8.50.
High art plush couches, always sold for \$30, will now be sold for \$17.50.
Chenille draped couches that formerly sold for \$29, will now be sold for \$12.50.
Plush covered chairs that were \$12.50 are now \$6.25.
Plush easy chairs that were \$12.50 are now \$6.25.
Parlor suits that were always sold for \$300, will now be sold for \$150.
Parlor suits that were sold for \$350 will now be sold for \$175.

BLACK FRIDAY SALE OF BEDDING

Good heavy brown mixed blankets that always sold for \$2.50 will now be sold for 90c.
Gray mixed blankets that always sold for \$3.50 will now be sold for \$1.75.
White blankets that were \$1.75 are now 85c.
Comforts that were \$1.75 are now 90c.
Eiderdown comforts that were \$10 are now \$5.50.
Marseilles spreads that were \$2.50 are now \$1.25.
Pillows that were \$1.25 are now 50c.

BLACK FRIDAY Sale of Carpets, Draperies, Etc.

A nice rug that always sold for \$1.50 will now be sold for 75c.
A good rug that always sold for \$3 will now be sold for \$1.50.
Art squares that always sold for \$8.50 will now be sold for \$3.50.
Ingrain carpets that were 35c will now be sold for 17c.
Ingrain carpets that were 50c will now be sold for 25c.
Brussels carpets that were 85c will now be sold for 45c.
Brussels carpets that were \$1 will now be sold for 50c.
Hall carpets that were 45c will now be sold for 20c.
Curtain poles 18c each.
Rug carpets that were 50c will now be sold for 24c.
Portieres that were \$5, \$7.50 and \$9.50, are now \$2.75, \$4.20 and \$5.25.
Window shades that were \$1 are now 30c.
Lace curtains that were \$2.50, \$3.50, \$4.50, \$5 and \$7.50, are now \$1.10, \$1.90, \$2.50, \$2.75 and \$3.75.
Linenoleum that was \$1 per yard will now be sold for 50c.
Hemp carpet that was 40c will now be sold for 17c.

BLACK FRIDAY Sale of Pictures, Lamps, Etc., Etc

Decorated vazo lamps that were \$2 will now be sold for 90c.
Decorated vazo lamps that were \$4 will now be sold for \$2.
Decorated parlor lamps that were \$7.50 will now be sold for \$3.75.
Piano lamps, with fine shades, that were \$15 are now \$7.50.
Banquet lamps, with fine shades, that were \$10 are now \$4.50.
Hanging lamps that were \$4 are now \$1.65.
Hanging lamps that were \$9.50 are now \$4.75.
Hall lamps that were \$5 are now \$2.75.
Glass stand lamps that were \$1 are now 45c.
Glass hand lamps that were 35c are now 15c.
Oil paintings that were \$3.50 are now \$1.50.
Oil paintings that were \$10 are now \$4.75.
Steel engravings that were \$2.50 are now \$1.25.
Highest steel engravings that were \$10 are now \$4.50.
Etchings that were \$15 are now \$7.50.
Oleographs that were \$4 are now \$1.90.

IT IS OUR PLEASURE to inform the house keepers of Omaha and vicinity, that on **Thursday, December 31st, New Years Eve**, we shall give away the entire contents of six furnished rooms as stated below. These goods are now displayed in our large show rooms. All are cordially invited to inspect them. It will be readily seen that all presents advertised are not only useful, but will make an ornament in any home. All presents will be forwarded **Thursday, December 31st**. The giving away of these presents is done simply to further advertise our business, and to show the public in a substantial way, that we appreciate the large patronage we have enjoyed since we began business in this city.

PARLOR.

| | | |
|-----------------|------------------------------|-----------------|
| Present No. 1. | 22 1/2 yards Brussels Carpet | \$34 00 |
| Present No. 2. | 28 yards Brussels Border | 37 50 |
| Present No. 3. | 1 Parlor Suit | 135 00 |
| Present No. 4. | 1 Mirror | 67 50 |
| Present No. 5. | 1 Onyx Table | 50 00 |
| Present No. 6. | 1 Center Table | 25 00 |
| Present No. 7. | 2 Brass Easels at \$15.00 | 30 00 |
| Present No. 8. | 2 Pastels at \$15.00 | 30 00 |
| Present No. 9. | 1 Piano Lamp | 25 00 |
| Present No. 10. | 1 Scarf | 2 75 |
| Present No. 11. | 1 Clock | 35 00 |
| Present No. 12. | 1 Sixteenth Century Table | 10 00 |
| Present No. 13. | 2 Rugs | 25 00 |
| Present No. 14. | 1 pair Portieres | 25 00 |
| Total | | \$532 00 |

BED ROOM

| | | |
|-----------------|--------------------------|-----------------|
| Present No. 15. | 29 yards Carpet | \$ 20 00 |
| Present No. 16. | 1 Sixteenth Century Suit | 125 00 |
| Present No. 17. | 1 Cheffonier | 25 00 |
| Present No. 18. | 2 Chairs | 6 00 |
| Present No. 19. | 1 Robber | 6 50 |
| Present No. 20. | 1 Mattress | 5 00 |
| Present No. 21. | 1 Spring | 7 50 |
| Present No. 22. | 1 pair Pillows | 7 50 |
| Present No. 23. | 1 Spread at \$15.00 | 7 50 |
| Present No. 24. | 2 Scarfs | 5 00 |
| Present No. 25. | 1 Rug | 7 50 |
| Present No. 26. | 1 Decorated Lamp | 7 50 |
| Present No. 27. | 1 Rocker | 10 00 |
| Present No. 28. | 1 Rocker | 5 00 |
| Total | | \$252 50 |

SITTING ROOM.

| | | |
|-----------------|-----------------|-----------------|
| Present No. 29. | 25 yards Carpet | \$30 00 |
| Present No. 30. | 1 Lounges | 20 00 |
| Present No. 31. | 4 Chairs | 25 00 |
| Present No. 32. | 1 Table | 25 00 |
| Present No. 33. | 1 Book Case | 40 00 |
| Present No. 34. | 1 Cuspider | 50 00 |
| Present No. 35. | 1 Smoking Set | 2 50 |
| Present No. 36. | 1 Rocker | 10 00 |
| Present No. 37. | 1 Rocker | 10 00 |
| Present No. 38. | 1 Clock | 10 00 |
| Total | | \$165 50 |

DINING ROOM.

| | | |
|-----------------|------------------------------|-----------------|
| Present No. 39. | 28 1/2 yards Brussels Carpet | \$42 75 |
| Present No. 40. | 1 Sideboard | 45 00 |
| Present No. 41. | 1 Extension Table | 25 00 |
| Present No. 42. | 6 Chairs | 25 00 |
| Present No. 43. | 1 Dinner Set, 12 pieces | 35 00 |
| Present No. 44. | 1 Table Cloth | 5 00 |
| Present No. 45. | 1 Picture | 10 00 |
| Present No. 46. | 1 Silver-plated Caster | 10 00 |
| Present No. 47. | Half dozen Goblets at \$1.20 | 6 00 |
| Total | | \$218 35 |

SPARE ROOM.

| | | |
|-----------------|---------------------------|-------------|
| Present No. 48. | 21 yards Carpet | \$21 50 |
| Present No. 49. | 1 Oak Suit | 50 00 |
| Present No. 50. | 1 Mattress | 3 50 |
| Present No. 51. | 1 Spring | 2 00 |
| Present No. 52. | 1 Lace Set | 7 50 |
| Present No. 53. | 2 Lace Embroidered Scarfs | 5 00 |
| Present No. 54. | 1 Toilet Set | 7 50 |
| Present No. 55. | 1 Mirror | 1 50 |
| Total | | \$98 |

KITCHEN.

| | | |
|-----------------|------------------------|----------------|
| Present No. 56. | 17 yards Carpet | \$11 50 |
| Present No. 57. | 2 yards Oil Cloth | 1 00 |
| Present No. 58. | 4 Chairs | 2 00 |
| Present No. 59. | 1 Table | 2 00 |
| Present No. 60. | 1 Stove | 20 00 |
| Present No. 61. | 1 Kitchen Utensils | 10 00 |
| Present No. 62. | 1 Set China | 7 50 |
| Present No. 63. | 1 Carving Set | 7 50 |
| Present No. 64. | 1 Set Knives and Forks | 5 00 |
| Present No. 65. | 1 Kitchen Safe | 7 50 |
| Total | | \$73 50 |

Now bear in mind this is no trick, no fake, no sham. Our customers will get all that is here mentioned. Everybody cordially invited to inspect any or all of the above presents. For further particulars call at our store.

NOTICE---No goods exchanged or delivered on day of purchase during this great sale. Our usual easy terms will be in force during this sale. This is a grand opportunity for country buyers to place their orders. We pay freight 200 miles. Write for catalogue, mailed free on receipt of 10 cents to cover postage. Positively no goods sold to dealers.

PEOPLE'S MAMMOTH INSTALLMENT HOUSE,

GREATEST FURNITURE, CARPET AND STOVE HOUSE ON EARTH.

OPEN EVENINGS. 1315-1317 FARNAM STREET, OMAHA.