

Convenient Terms

Customers who wish to take advantage of the sale prices can arrange for deferred payments.

Charge Customers

are notified that all goods bought January 29, 30, 31 (the first three days of sale) will be charged on Feb. bill.

Orchard & Wilhelm Co.

Exchange Your Old Furniture

—for new through our Exchange Department. Ask for an appraiser before or after you purchase, at your convenience.

FEBRUARY SALE

Commences Monday, January 29, at 9 a. m.

Draperies

Curtains, Curtain Materials, Cretonnes, Drapery Fabrics, Window Shades and Bedding are included in this much waited for event.

Furniture

An organization with 30 years' experience in supplying Omaha's most discriminating people is peculiarly well fitted to secure furniture that will please and satisfy all the people in this territory. This is particularly true and worth remembering when sale time comes around.

Rugs

—all grades
—most makes
—all sizes

The wonderful bargains in rugs offered on this floor alone will make your trip downtown one of considerable profit and endless satisfaction.

--- particulars ---

A special purchase of 500 pairs of Dotted Marquisette Ruffled Curtains of sheer texture. With tiebacks. Per pair—

\$2.85

Plain Marquisette Curtains, ruffled, per pair—

\$1.50

Plain Voile Curtains, ruffled, per pair—

\$2.00

More than 2,000 pairs of Curtains are included in a sale of one and two-pair lots—of varying values, but all

Half Price

Barred Swisses, per yard—

32c

Cretonnes in many designs and color schemes suitable for any room or purpose. February sale price—

25c, 38c, 50c, 68c, 75c, \$1

Overdrapery Madras in desirable colors, 36 and 50 inches wide in short lengths and discontinued patterns. Reduced to, per yard—

68c, 85c, \$1

Odd Comforts in heavy saateen—
\$6.00 and \$7.00 values, **\$3.75**

Wool-Filled Comforts in desirable colors—
\$7.25 and \$7.50 values, **\$4.75**

A few Sheets and Pillow Cases at bargain prices.

Main Floor—Right

Dotted Muslin Curtains, ruffled, per pair—

\$2.25

Bordered and Plain Voiles go in the sale at, per yard—

25c

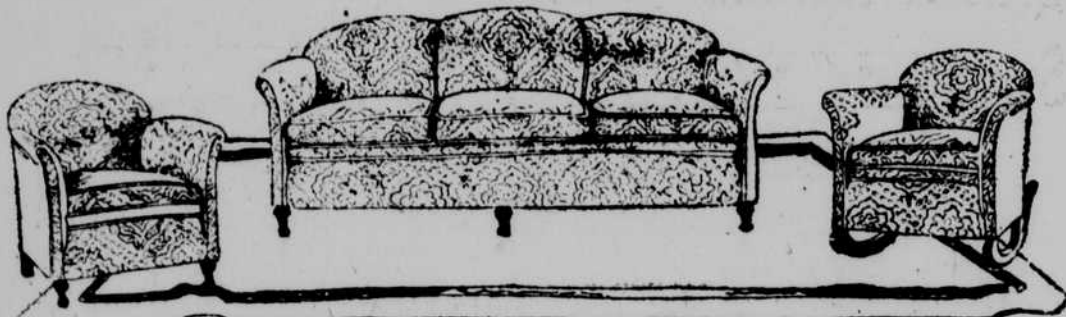
Curtain Nets in various patterns are in the sale, per yard—

38c, 50c, 68c, \$1

Odd Window Shades made from handmade plain and duplex shade cloth, mounted on good rollers, from 27 to 36 inches wide and from 40 to 70 inches long.

Wool Blankets that have become slightly soiled—

\$10.00 values now **\$ 6.00**
12.50 values now **7.50**
13.25 values now **8.75**
16.50 values now **10.00**
17.50 values now **10.75**
25.00 values now **14.50**



One of Many Fine Living Room Suites in the Sale

This suite is built in our own factory, special attention being given to design and construction. FEBRUARY SALE PRICES are quoted on four coverings.

3-Piece Suite Complete—

In two good grades of tapestry... **\$168.00** and **\$186.00**
In velour... **\$173.00**
In mohair combination... **\$235.00**



Simmon's Brass Bed

Full 2-inch continuous tubing style as pictured, with flat fillers; in soft rich satin; ribbon banded fin—**\$19.50** ished. Sale price...

Three-piece Simmon's steel bed and spring, finished in American walnut (three pieces complete.) **\$13.75** Sale price...

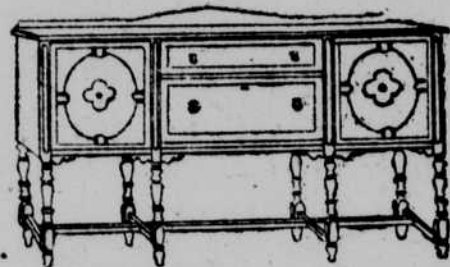


Fine Storage Chest

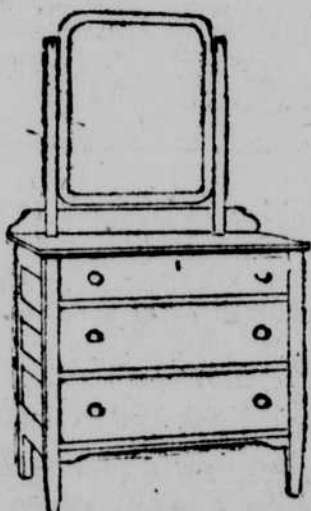
Built of selected northern birch, carefully finished antique brown mahogany; 44 inches wide, as illustrated. Sale price... **\$46.50**

Fifty other patterns of chiffoniers and storage chests, in American walnut and mahogany, at sale prices ranging from

\$26.50 to \$75



8-Piece Dining Suite. We picture the 66-inch buffet, which is executed in soft, rich Italian walnut. Suite includes buffet, large oblong table, 5 chairs and arm chair; upholstered in tapestry. An extremely attractive suite. Sale price, complete... **\$345**

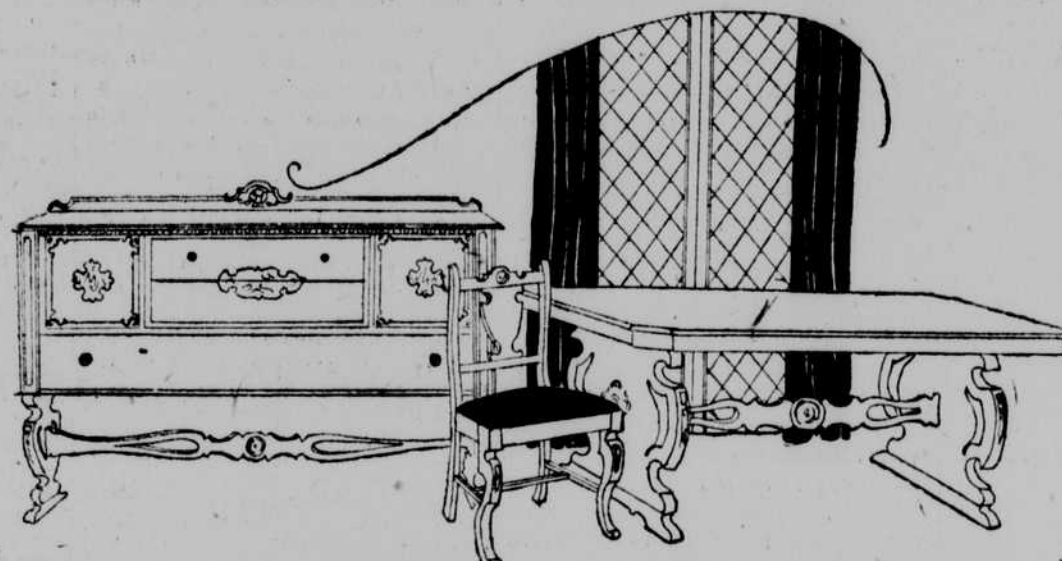


Enamel Dresser

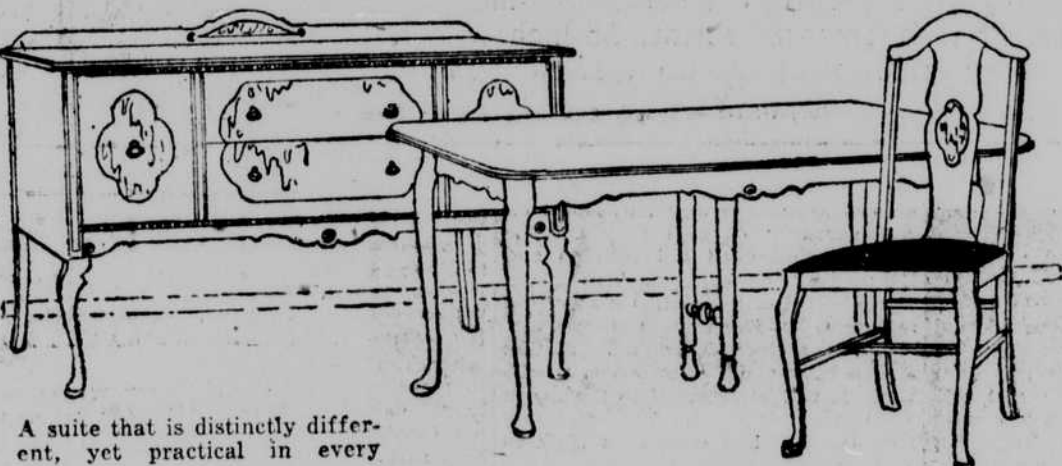
Finished old ivory or white, constructed from selected hard wood throughout, French plate mirror and roomy drawers... **\$29.50**

All Oak Dresser

A serviceable dresser in all oak is offered at this remarkable price... **\$13.75**

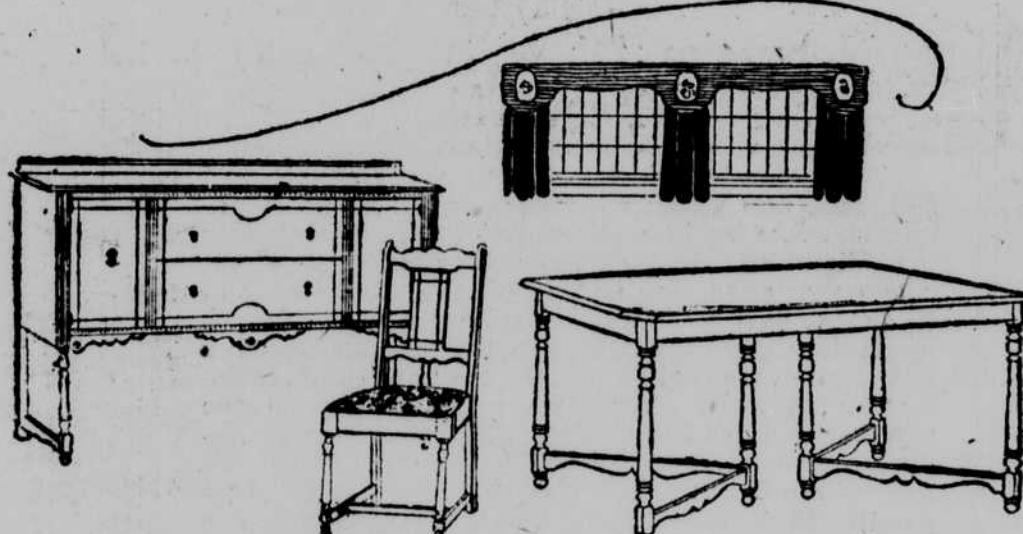


Large buffet, oblong extension table, five chairs and one host's chair, as illustrated. 8 pieces complete. **\$265**
The sturdy, enduring qualities of this suite are apparent in every detail. It is executed in fine American walnut.



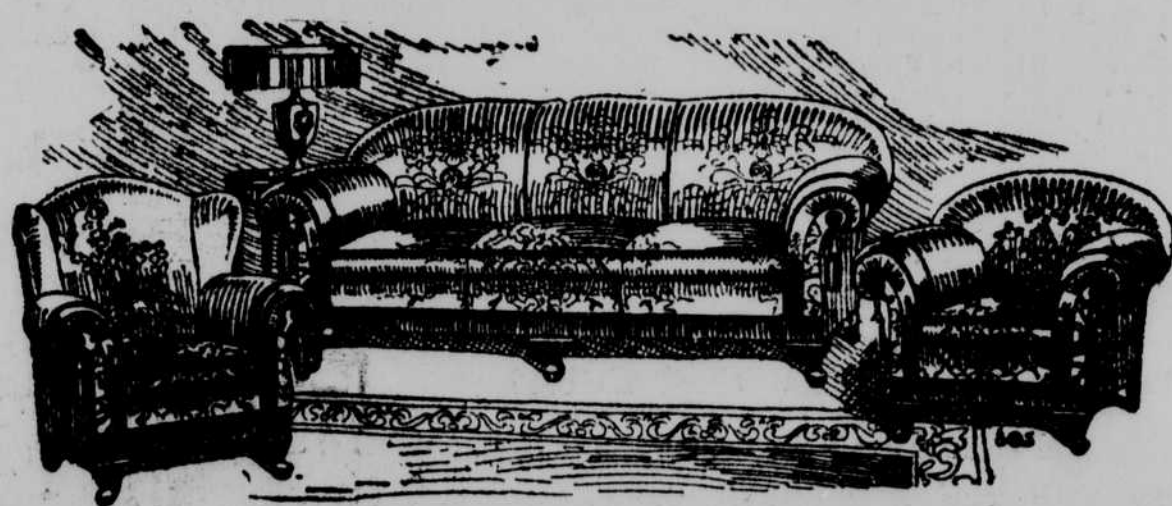
Queen Anne Dining Suite

In Churchill two-tone Walnut
Large Buffet, Oblong Extension Table, five Chairs and Arm Chair, eight pieces complete as pictured... **\$158**



Italian Dining Suite

In Kensington two-tone Walnut.
Large Buffet, Oblong Extension Table, five Chairs and Arm Chair, eight pieces complete as pictured... **\$145**
Exactly as pictured and splendidly finished in the newest dull waxed two-tone. Chairs have full boxed, tapestry upholstered seats.



Luxurious Queen Anne Living Room Suite in Mohair

Davenport, chairs and rocker have roll arms, loose spring cushioned seat and overstuffed spring back. In the new taupe mohair combination completed with handsome tassel trim. Suite complete... **\$305**

The same suite is shown in other all mohair combinations at \$345.00-\$387.00

Scores of odd Chairs, Rockers and Davenport are offered at FEBRUARY SALE PRICES.

9x12 Axminster

Consisting of discontinued patterns and slightly imperfect rugs. FEBRUARY SALE PRICES put on four big lots—

- Lot No. 1 9x12 Axminsters... **\$35.00**
- Lot No. 2 9x12 Axminster... **\$45.00**
- Lot No. 3 9x12 Axminster... **\$49.00**
- Lot No. 4 9x12 Axminster... **\$57.50**

9x12 Wiltons

Consisting of numbers we are dropping and slightly imperfect rugs. Such mills as Hardwick and McGee and the Bigelow Hartford Carpet Co. contribute to this offering.

- Lot No. 5 9x12 Wool Wiltons... **\$81.50**
- Lot No. 6 9x12 Bunder Wiltons... **\$91.50**
- Lot No. 7 9x12 Wiltons... **\$97.50**

Room Size Rugs

- Regular. \$250.00 Whittall Chenille, 9x12... **\$175.00**
- \$ 75.00 Roxbury Velvet, 9x13... **\$ 59.00**
- \$232.00 Seamless Wilton, 11-3x15... **\$195.00**
- \$ 34.50 Good Axminster, 8-3x10-6... **\$ 27.50**
- \$ 25.00 Roxbury Brussels, 8-3x10-6... **\$ 31.50**
- \$ 48.00 Seamless Figured Velvet, 9x12... **\$ 34.50**
- \$ 48.00 Colonial Velvet, 9x12... **\$ 45.00**
- \$ 79.50 Smith Seamless Wilton, 9x12... **\$ 69.50**
- \$ 48.50 Seamless Scotch, 9x12... **\$ 48.50**
- \$ 81.50 Bigelow Natural Wool, 9x12... **\$ 69.50**
- \$ 49.50 Roxbury Plain Seamless, 9x12... **\$ 52.50**
- \$ 68.00 Whittall Best E. B. Droped, 9x12... **\$ 59.50**
- \$ 75.50 Roxbury Figured Wilton, 8-3x10-6... **\$ 49.50**

Oriental Rugs

Have been reduced and show very obvious savings.

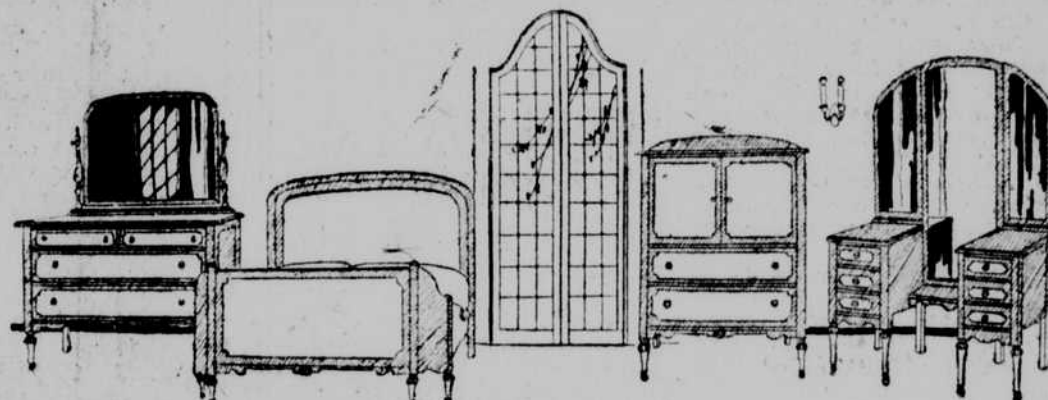
- Ladic Mats, 3-3x3-10, for, each... **\$12.00**
- Beloohistan Rugs, 4-2x2-2, for, each... **\$20.00**
- Bergama Rugs, 4-9x2-8, for, each... **\$28.00**
- Royal Bokhara Rugs, 3-6x3-2, for, each... **\$29.00**
- Mosoul Rugs, 4-4x3-6, for, each... **\$49.00**
- Iran Rugs, 6-7x4-0, for, each... **\$65.00**
- Kasack Runner, 11-0x4-0, for, each... **\$75.00**
- Khiva Used Rug, 9-9x8-6, for, each... **\$82.50**
- Hamadan Runner, 13-5x3-6, for, each... **\$97.50**

Smaller Sizes

- Every one a real bargain.
- Regular. \$3.50 Extra Heavy Axminster, 22 1/2 x 36... **\$2.95**
- \$6.00 Extra Heavy Axminster, 27x34... **\$4.75**
- \$9.75 Extra Heavy Axminster, 36x70... **\$7.75**
- \$4.25 Palisade Velvet, 27x52... **\$3.45**
- \$8.50 Roxbury Plain Velvet, 27x54... **\$5.50**
- \$11.25 Bondhar Wilton, 27x54... **\$9.75**
- \$14.00 Highland Wilton, 27x54... **\$11.25**
- \$17.50 Bundhar Fine Wilton, 36x62... **\$14.75**
- \$22.00 French Wilton, 36x63... **\$17.75**
- \$19.50 Best Quality Axminster, 4-6x5-6... **\$16.50**
- \$30.00 Roxbury Axminster Rugs, 6x9... **\$23.50**
- \$37.50 Best Known Axminster, 6x9... **\$31.50**
- \$32.50 Wool Wilton Axminster, 4-6x7-6... **\$27.50**
- \$36.00 Bundhar Wilton, 4-6x7-6... **\$31.50**
- \$75.50 Lakewood Wilton, 6x9... **\$47.50**
- \$64.50 Bundhar Wilton, 6x9... **\$57.50**
- \$52.50 Seamless Highland Wilton, 6x9... **\$49.50**
- \$50.00 Hartford Saxony, 6x9... **\$49.50**

Chinese Rugs

- Chinese Rug, 3-9x2-6, for... **\$ 27.50**
- Chinese Rug, 4-4x2-7, for... **\$ 37.50**
- Chinese Rug, 6-6x3-0, for... **\$ 65.00**
- Chinese Rug, 7-0x4-0 for... **\$100.00**
- Chinese Rug, 9-0x6-0, for... **\$135.00**
- Chinese Rug, 10-0x8-0, for... **\$225.00**



One of Many New Bed Room Suites in this Sale

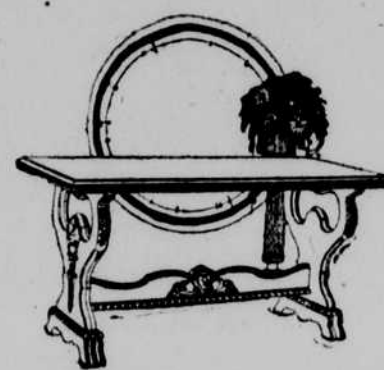
In rich new two-tone, waterproof, checkproof finish, generous in size, beautiful in appearance, extremely durable.

- 42-inch Dresser as pictured, with 28x30 plate mirror, sale price... **\$55.00**
- 48-inch Dresser as pictured, with 28x34 plate mirror, sale price... **\$69.50**
- Large 46-inch Vanity Dresser as pictured, sale price... **\$69.50**

Bowfoot Bed as pictured, sale price, at... **\$45.00**

Chiffonobe as pictured, sale price, at... **\$39.50**

Same suite shown in Queen Anne style at same prices.



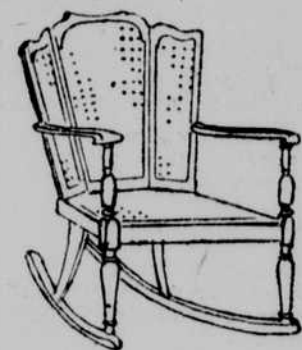
Solid Mahogany Sofa Table

An Italian type, 20x60 inches in size, built entirely of mahogany carefully finished antique... **\$38.00**



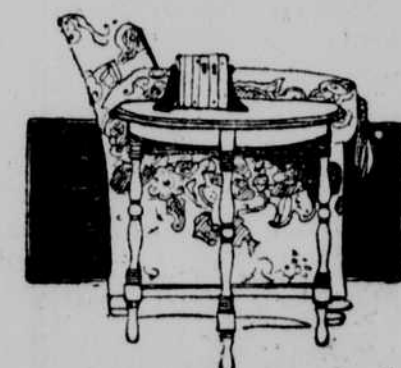
Solid Mahogany Desk

This is a good size Spinet type as illustrated. It is beautifully designed and carefully finished in "two-tone Tudor" and is as serviceable as it is attractive... **\$39.75**



Attractive Wing Rocker

Built of selected birch stock, finished with exceptional care in antique brown mahogany with genuine hand-woven cane seat and back... **\$17.50**
Chair to match as illustrated... **\$17.50**



Sturdy End Tables

In antique brown mahogany. Not flimsy, lightweight, wiggly affairs, but real worthy tables—

\$4.75 to \$6.75

18x36-inch Hardwood Folding Table finished in golden oak and marked yard measure... **\$1.95**