

Attend the "Better Homes" Lectures

What is correct? Or what is being done? Or what to do that will recreate your home for spring and summer? Are much pondered problems, but they can be pleasantly and explicitly answered by the Better Homes Lecturers at the Auditorium. All questions relating to floors, rugs, wall coverings, draping, upholstering, painting or furnishing are also answered in the most thorough manner with complete schemes of color, design and arrangement by our staff of interior decorators. Estimates are furnished without cost.

Orchard & Wilhelm Co.

SIXTEENTH AND HOWARD STREETS

Auditorium, April 30 to May 5

Omaha Better Homes Exhibition

Under the Auspices of The Omaha Bee and The Better Homes Bureau

Little Talks on Furniture and Furnishings

Careful redraping will generally do more for the enrichment of a home than any other one thing. We publish a book of sketches and suggestions in order that you may have some help when studying your various window problems. In addition to this, however, our trained drapery folks are always ready to render that personal service you desire, in the spirit of service, and positively without obligation. Write, phone or ask for SKETCH BOOK, it is FREE, together with a year's subscription to our monthly magazine compiled and edited by our own promotion department especially for Omaha and surrounding territory. This also is FREE. Be sure and attend the lectures at the Auditorium.

Better Rugs

--for Better Rooms

Rooms were never designed for rugs but rugs for rooms, and it is therefore refreshingly pleasant to find oneself in a delightful department where one may discover a rug exactly suitable for every room in one's home regardless of its size, shape or exposure or the use it is put to; such a department is found on the Second Floor of our store.

The fullest selection is offered in:

- French Wilton Rugs.
- Anglo Persian Rugs.
- Bundhar Wilton Rugs.
- Hartford Saxony Rugs.
- Heavy Axminster Rugs.
- Seamless Velvet Rugs.
- Chinese Rugs.
- Oriental Rugs.

Rattania Rugs for Sun Parlors

Perfectly charming new patterns are being shown to harmonize with the gayly colored reed and fiber furniture for spring and summer. The soft gray and taupe grounds are bordered with dainty chintz designs in blue and rose. The general effect of such a rug scheme is very complementary to cretonne hangings or upholstery. These rugs are also delightful in bedrooms.

- 6x9 Rattania... \$10.50
- 7-6x10-6... \$15.00
- 9x12... \$17.50

Body Brussels Rugs

These fine rugs, so popular for bedroom use, are finding very wide acceptance in sun parlors, or where new fiber, reed or enamel furniture is being used. The dainty chintz designs in which these rugs come make them ideal in rooms where cretonne is used for upholsteries or draperies.

- 8-3x10-6 Body Brussels... \$53.50
- 9x12 Body Brussels... \$57.50

Axminster Rugs

We are showing a closely woven, wool surfaced Axminster Rug in several designs and wonderful colorings at—

\$39.50 for 9x12 size. Other sizes in proportion.

The purpose of this event is to give Omaha people a lecture course and exhibition that will help them in their plans for better homes.

The Omaha Woman's Club, The Omaha Society of Fine Arts, The Public Library, The Omaha Chamber of Commerce, and other public welfare, social, educational and civic organizations, have been consulted and have contributed toward making this a valuable educational exhibition.

It has been agreed among all merchants exhibiting, that no firm name shall appear on any room or exhibit and that all work done shall be done for Omaha, instead of for the purpose of advertising individual firms. This is the first time in the history of Omaha that such an agreement has ever been reached.

It is everybody's show, for BETTER HOMES in Omaha and surrounding territory.

EXHIBITORS:

- Beard Wallpaper Co.
- Burgess-Nash Co.
- Corte-Aldous-Hunt Co.
- Eldridge Importing Co.
- Omaha Sanitary Supply Co.
- Hartman Furniture & Carpet Co.
- Thomas Kilpatrick Co.
- Thompson-Belden Co.
- The G. A. Skans Co.
- Union Outfitting Co.
- The McGraw Co.
- Mickel Music House
- Orchard & Wilhelm Co.

Better Draperies

--for Better Homes

Omaha people are singularly fortunate in having a retail department that shows the new smart things for window draperies in the endless variety one may study in our Drapery Department.

Curtains and Curtain Materials

In Curtains and Curtain Materials the most desirable are Fllet, Tuscan and Casement in Ivory, Egyptian and Ecru, priced at, per yard..... 50c, 75c, \$1.00, \$1.25 and up

Silk Gauzes

Are also very popular for glass curtains and these are shown in rather an extensive variety of colors—Ivory, Cream, Ecru, Oyster and Gold being probably the most popular; these range in price at, per yd., \$1.00, \$1.85 and up to \$3.00 to \$5.50

Ruffled Curtains

Are the most popular for bedroom use. An excellent value is offered in plain voile at, per pair..... \$1.85

Overdrapery Materials

Madras, Sunfast Fabrics, Cretonnes are shown in almost every color and priced from \$1.00, \$1.85, \$2.00 and up

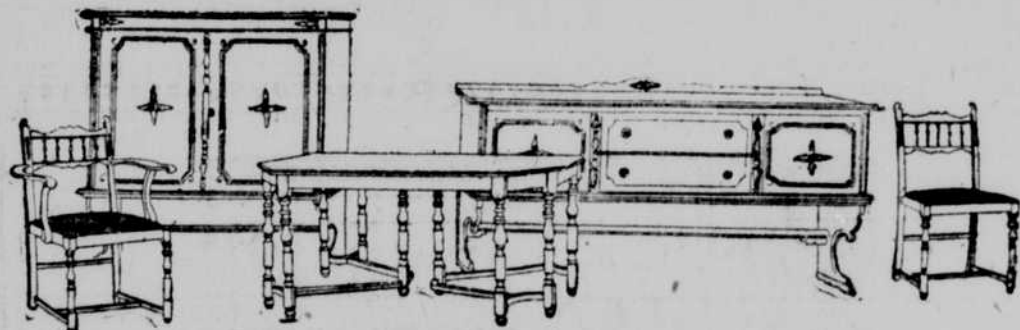
Sunfast materials in a large variety of fabrics and colors:

- Sunvale, 50 inches wide..... \$2.50
- Canonbe, 50 inches wide..... \$2.75
- Sunray, 50 inches wide..... \$3.00
- Sunbrook, 50 inches wide..... \$3.75
- Kintbury, 50 inches wide..... \$4.00
- Kintbury stripe, 50 inches wide, \$4.50-\$4.75
- Raydale, beautiful taffeta effect..... \$6.00

All shown in the latest and newest color effects and combinations.

Cretonnes

Suitable for all rooms and priced as low as 25c per yard. Beautiful color combinations at, per yard—38c, 50c, 75c, \$1.00 and up.

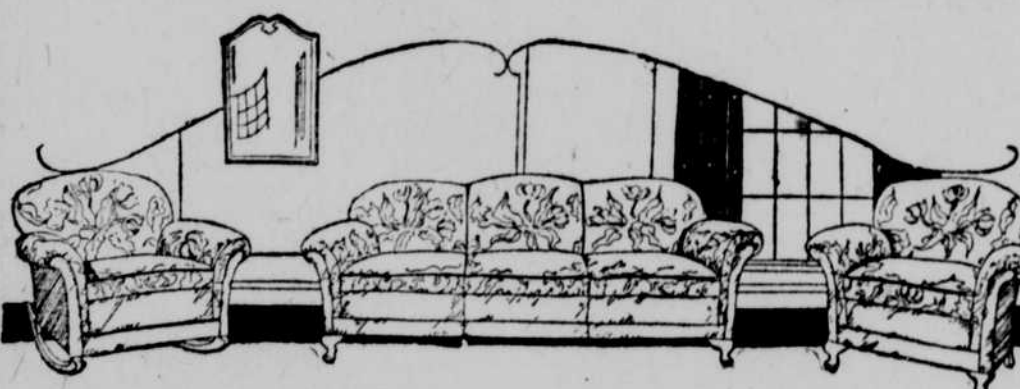


A Span-Umbrian Dining Suite

From the Shops of Berkey & Gay. Shown in Omaha Exclusively at This Store

Berkey & Gay draw upon the accepted art of ages for their inspiration and motifs. In producing the suite pictured, Italy's treasure house of the Renaissance period has again been found to shelter certain rare old pieces of great beauty, from which the Berkey & Gay designers have created dining furniture faithful in thought to the models, yet so adapted to modern requirements that every convenience that they lack but you would wish to have, is incorporated in the furniture we present. From every viewpoint of design, construction, finish and usefulness, you'll delight in this suite.

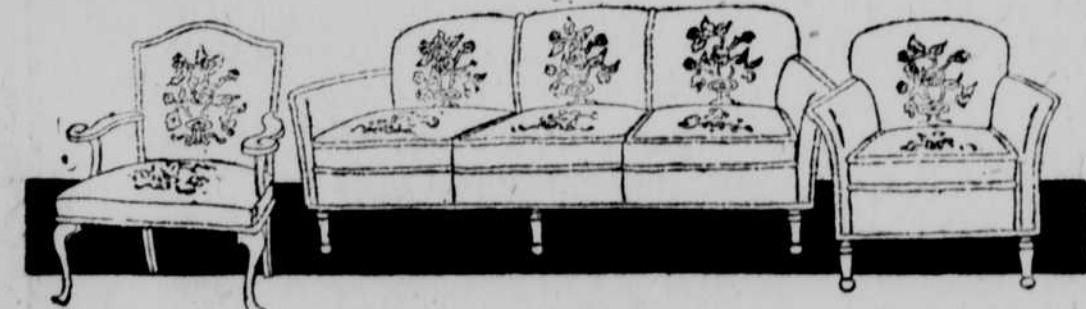
- The Buffet is 72 inches long... \$145.00
- Table, 48x56 inches, extends to 8 ft. \$135.00
- Side Chairs \$25.00
- Arm Chair \$32.00
- China Cabinet \$90.00
- A Service Chest to match with sliding tray interior \$72.00



Queen Anne Living Room Suite

In taupe or rose mohair. Is just one of the many rare values being produced in our own factory. Frames are of hardwood, dowel and pin construction, braced in addition with substantial glue blocks at every joint, supporting full webbing foundation, and best of spring work, as well as thoroughly reliable construction throughout. The loose spring cushions are carefully fitted. Outside backs are covered with the same material as rest of piece.

- Davenport... \$161.00
- Chair to match... \$79.50
- Rocker to match... \$81.00
- Davenport... \$106.00
- Chair to match... \$53.00
- Rocker to match... \$54.00



A New Living Room Suite of Rare Distinction

This suite is especially adapted for use in small rooms. The foundation and spring work throughout is of the very finest, as well as being for long service. Upholstery is a new and very attractive medallion effect, trimmed with chenille edging.

- Davenport... \$145.00
- Overstuffed Chair... \$75.00
- Arm Chair... \$58.00

The Smartest Things in China, Glass and Silver for the table. (In Our Gift Shop.)

The Newest and Most Distinctive Styles in Lamps and Shades are shown. (In Our Gift Shop.)

Carpets for Your Rooms

It is frequently correct to cover rooms entirely with carpet and it certainly makes a room very cozy. In plain goods we show taupe, blue, grays, browns and greens in many shades; while a wide selection is offered in patterns that are being demanded by particular people. We are also showing hand bordered carpets for halls and stairs. Measuring and estimating is done without cost to the customer—call for a man.

Armstrong's and Nairn's Linoleums

Too few people realize the possibilities of Linoleum in their homes; while its excellence as a floor covering for bathrooms, halls, kitchens and public buildings is admitted, the average woman scarcely knows what wonders can be accomplished with suitable patterns in the other rooms of her residence. We suggest that you write or phone us for monthly magazine in which this subject is treated, this month, by the Armstrong Company. The magazine is FREE for one year.

- Printed Linoleum, per square yard— \$1.10 and \$1.25
- Inlaid wood and carpet patterns, per square yd.— \$1.50, \$2.00, \$2.45, \$3.45
- Inlaid granite, plain and Jasper patterns, per square yard— \$1.75 and \$2.15

Baking with the oven door open and boiling water 18 inches above the flame is nothing in the young life of a genuine

Detroit Jewel Gas Range

But such efficiency means a great deal to the woman who owns one. SPECIAL OFFER! Every woman who purchases a Detroit Jewel gas range this coming week will receive a white porcelain top kitchen table, value \$8.50, or its equivalent in aluminum ware FREE!

The range illustrated is a very popular model at— \$52.50

Fuel line and connections FREE. A liberal allowance made on your old stove. Accounts opened for those who wish to defer payments to the first of June and thereafter at the rate of, per month \$5.00

Buy a Herrick Refrigerator and save both ice and food

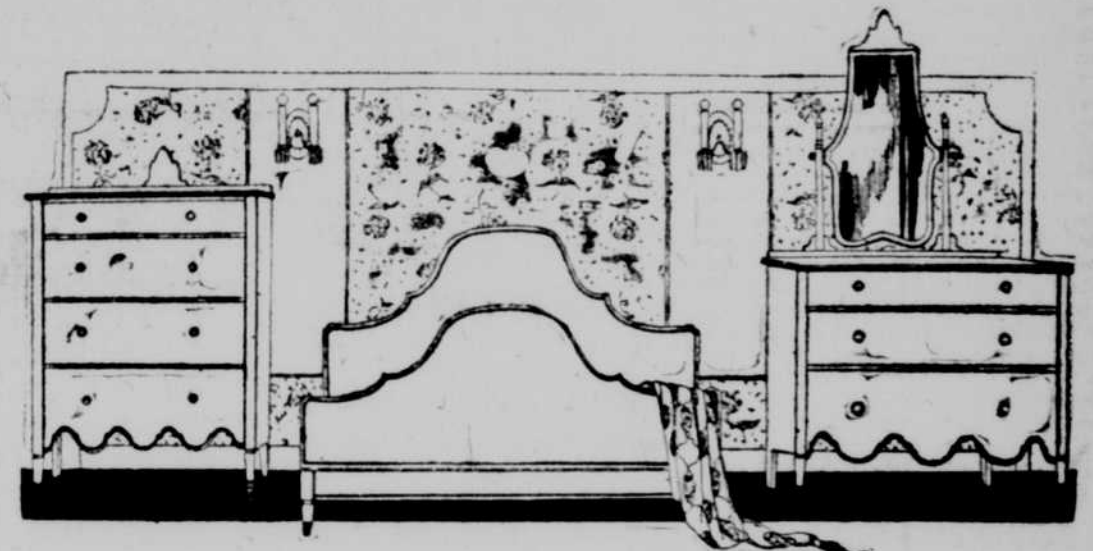
The genuine "dry air system" will keep food free from foreign flavors or odors. The easily cleaned, sanitary lining insures a condition appreciated by particular people. The solid oak outer case resists the wear and tear of a generation. A Herrick costs no more than many ordinary, inefficient ice boxes. 60-lb., 2-door Herrick (10-coat white enamel lined.) \$39.50 112-lb., 3-door Herrick (10-coat white enamel lined), at \$66.00 Smaller or larger sizes in proportion. Side, top or back icings to special order. Convenient terms.

Join Our Console Club

Of course you will want YOUR phonograph to be in the latest style cabinet as well as to have all the fine tonal qualities of either of these two most famous instruments.

Brunswicks and Victrolas \$5.00 Membership Fee

Delivers any console to your home and constitutes a first payment on your instrument. Subsequently you make monthly payments to suit your convenience. Our Library of Records is the largest in this part of the country. Ask about our approval plan.

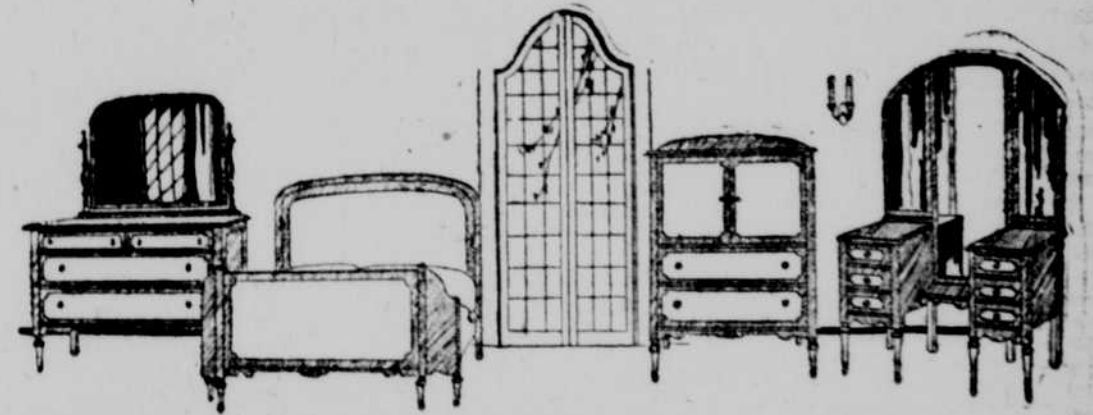


A Delightfully Different Bedroom Suite in Antique Brown Mahogany

This adaptation from Colonial styles will appeal to the woman seeking the unusual and smart in furniture at a moderate cost.

- Bed (as illustrated) full or twin size \$36.00
- Dresser (as illustrated) \$54.00
- Chiffonier (as illustrated) \$40.00
- Vanity Dresser to match \$74.00
- Chair, \$16.50; Rocker, \$17.50; Bench, \$14.50.

Many splendid new Bedroom Suites can be matched up for less than \$100.

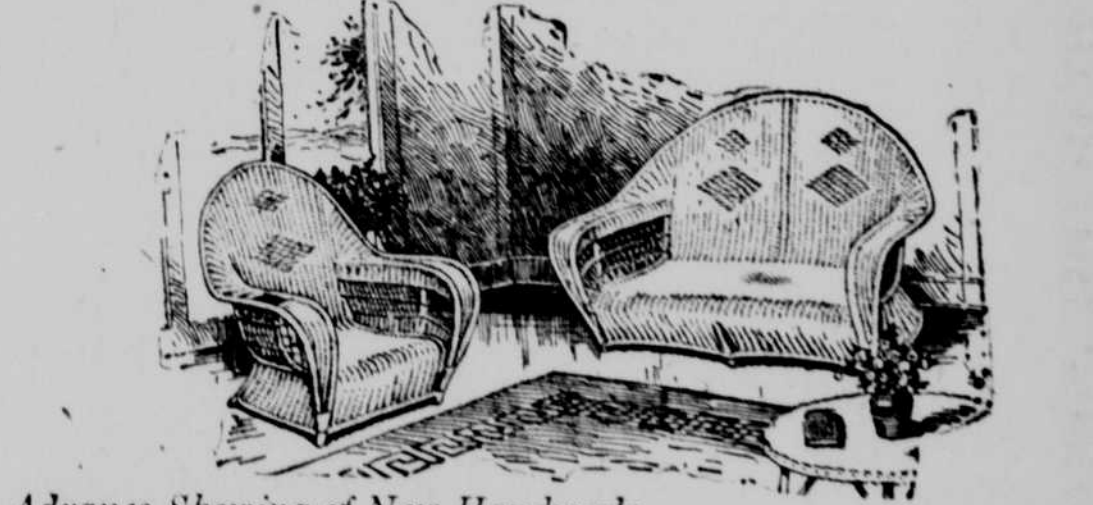


One of Many New Bedroom Suites

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; price \$63.00
- Rowfoot Bed as pictured; price \$50.00
- 48-inch Dresser as pictured, with 28x34 plate mirror; price \$79.00
- Chiffoniere as pictured; price \$48.00

Same suite shown in Queen Anne style at same prices.



Advance Showing of New Handmade Sunroom Furniture

The past week brought to our display floors many of the newest things in genuine hand-woven reed and fine fiber sunroom suites. Upholsteries and finishes are a riot of color—true harbingers of spring. Here are some of the combinations:

- Buff and black—gold and robin's egg blue—eggshell, black and red—Venetian gray with gay colors—Italian brown—silver and mauve—frosted mahogany.
- New Chairs and Rockers—\$35.00
- \$38.00, \$39.00
- New Davenport—\$54.00, \$98.50
- \$115.00, \$123.00
- New Chaise Longue—\$54.00, \$65.00
- New Ferneries—\$14.50 and up.
- New Tables—\$21.50 to \$35.00.