Quality and Service Above Price

We never sacrifice quality and service for "price." For more than thirty years we have served Omahans in a very satisfactory man ner-maintaining at all times prices as low elsewhere.
"Call HULL for coal" and your fuel worries are ended. We'll aid you in selecting just the right" coal to meet your



This Beautiful 42-Piece Dinner Set
For 50 Alamito Caps and $\$ 5.98$ in Cash, or One New Customer and $\$ 5.98$ Cash (while they last)

## Eat the Apple Not the Core!

Have you ever heard a street urchin say to a more fortunate brother who had a nice rosy apple, "Gimme the core--- Oh g'wan gimme the core"?
If you have heard the whining tones of the street urchin it probably struck a discordant note in your mind. Compare yourself to the urchin.
Don't take the financial "core" get the "apple". When you need a new Davenport, Piano, Auto or what-not, consult the Want Ad Page, for there are an endless variety of such articles advertised there at less money.
And get over the idea that only poor folks advertise on the Want Ad Page, for many Want Ad Advertisers could buy you out with one-half of their year's income.
There are QUALITY articles advertised on the WantAd Page.

## Read the Want Ads Every Day

## Orchard \& Wilbelm Co.

SIXTEENTH AND HOWARD 12,000 Yards of

## Curtain Material

to be sold FRIDAY, and if any is left, then SATURDAY also, at prices that customers will readily pereive to be most unusual for Orchard \& Wilhelm Co qualities.
6,000 yards of Scrim and Voile with colored borders, also colored Marquisette suitable for overdraping or sun room windows. These goods are derived from our whole-
sale stocks and although the regular prices were from 35 c to even 70 e per yard, we shall sell them all FRIDAY and SATURDAY by the bolt, at, per yard

$$
\begin{aligned}
& \text { Bolts measure from } 30 \text { to } 40 \text { yards (enough material for for } \\
& \text { whole house) therefore costing } 3.00 \text { to } 4.00 \text { per bolt. }
\end{aligned}
$$

## Conditions-

No exchanges-no C.O.Ds.-no approvals-no orders accepted over seldom that Orchard \& Wilhelm Co impose such conditions, but in this instance we feel that it is only fair that they be accepted by customers participating in the bargains.
6,000 yards Voile Marquisette, Scrim and Madras, in white

## 15c 20c 25c 35c

Special Window Shades
$=50 \mathrm{c}$ Plain Colored Rugs at Special Prices
The majority of these Rugs have borders of a darker shade to rooms and bedrooms. In some instances we can way for living rooms and bed Rith. In some instances w 89.50 6x9 Dark Blue Axminster.


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mi.50
6.-.
Mide
 $\qquad$
$\qquad$ $1 \times 39.5$
A… 39.50
$\qquad$
 $\qquad$
Carpet Remnants
Ninety carpet remnants, about $20 \times 27$
inches, in Axminster, Velvet or Wilton weaves are offered for FRIDAY and SAT -75c
at special prices.
Cocoa Door Mats


Linoleum Remnants

$25 \mathrm{c}^{10} 9.50$
In every instanee the price is less than
the mills soat.
Rubber Door Mats

8.50
1.23

5.09
8.25
think of _ _ - stormy days
Congoleum Rugs Mill Imperfect or
your approval. Marked considerably below the nationally advertised price of
the perfect good
$3 \times 9$ Congoleum Rugs
$4.6 \times 9$ Congoleum Rus
2.95
3.95 Congoleum Rugs.
$9 \times 10.6$ Congoleum Rug
${ }_{8}^{5,75}$
And other sizes reduced in price
Second Floor Second Floor

## Children's Furniture

Featured at special prices on account of shop soiling. Offering includes Lhoyd Carriages, Sulkies, Beds, Coss, Cond bedroom.
50.00 Ivory Reed Carringe.
62.50 Ivory Reed Carriage 39.50 Blue Reed Carriage. . 53.50 White Reed Carriage. 53.50 White Reed Carriage $39.003 \times 6.6$ Ivory Bed, completa
29.50 Ivory Bed, for chid from
-6.00 Der 29.50 Ivory Bed, for chid from
-i.00 Decorated Irory Dreser t 32.50
.26 .50 26.50 32.50
30.00 30.00 45.00 Bl
28.50 Bl
27.50 B
27.50
27 27.50 Brown
27.50 Blue Fib
1350 13.50 Ivory
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