

# Our Thirty-First Annual February Sale Commences FRIDAY, FEBRUARY 1st Savings-15\% to 50\% 

No Sale Will Be Made or Order Taken Before 9 A. M. Friday Faithful to our public pledge we are preparing A MOST UNUSUAL sale that every home maker within reasonable distance of Omaha will find REAL PROFIT in.

II Notwithstanding the extensive preparations in progress the store will NOT be closed for a single hour, on the other hand, customers may EXAMINE sale merchandise TUESDAY, WEDNESDAY and THURSDAY, the 27th, 28th and 29th.
Every modern, progressive consideration will be extended to our customers during this, our Thirty-first Annual Sale.

## Furniture

By far the most important thing to remember in attending this sale, is that all merchandise is up to Orchard \& Wilhelm
standards-Standards that have been built by standards-Standards that have been built by thirty years of
business integrity. Such factories as Berkey Gay Wallace Bros., Imperial Furniture Co., Valentine-Seaver. Knox-Hutchins, Stickley Bros., and others have poured goods into our warehouse to be sold to Omaha people at prices unthinkable at any other time.
Hundreds of odd pieces are included in our February Sale and in many instances they can be bought below manufacturer's cost-the reason being that we take the loss on odd disconTinued pieces unflinchingly.
The scores of manufacturers' bargains, bought up especially for this event, offer our customers many fine new matched
suites for bedrooms, living and dining rooms at prices that will delight them.

## Floor Coverings

Hundreds of rugs of all grades and sizes, including Axminsters, well as many Oriental and Chinese fabrics. Linoleum remnants of all sizes in both printed and inlaid goods.

## Draperies

and upholstery materials, cretonnes and other drapery fabrics of sunfast materials, madras and creth thousands of REMNANTS marquisettes, dotted and figured muslins, tapestries velours, mohairs and denims in all grades.

## Lamps

Lamps with shades will be sold complete in combination. The selection will be very wide indeed including the sample lines of several high-grade manufacturers. Antique metal and turned
wood bases, together with fringed and rusched georgette shades can be looked for in all the best colorings.
Lamps that were $\$ 25.00$ to $\$ 95.00$ will now be $\$ 15.00$ to $\$ 50$.

## SPECIAL O. E̊ W. SALE FEATURES

## Exchange

You may exchange your old furniture for new; ;ur appraiser will make you
a liberal allowance on the furniture you wish to dispose of

## Our Budget Plan

Provides a plan whereby you can purchase at February Sale Priees, paying

## Help in Home Planning

 ment of our best American thought and ideals. The service is without cost

## A Houseful or an Odd Piece

stocks do not consist of just odd pieces, but everything you need for every
kind of home
Experienced Extra Salespeople
Expecting as we do, literally thousands of customers every day of this sale Goods Held for Future Delivery

# Orchard-Wilhelm Co. 

