

February Sale Regulations

In order that every customer shall receive fair and equal courtesy during this sale and in order to minimize the possibilities of disappointment, we have made the following rules that we trust every customer will concede and abide by.

FIRST—No sales will be made or orders taken before 9 A. M. Friday or outside of business hours any sale day.

No employee of the store will be permitted to make purchases before 10 A. M. of any day; in this way customers get first chance.

SECOND—Customers entering the store before the opening hour will please stay within the roped enclosure until 9 A. M.

THIRD—Where bargains are limited in number to one, two or three of a kind, the first customer to place his or her hand upon the piece or suite will be considered as having first right to same.

FOURTH—Where prompt delivery is desired we will do our utmost to comply, but would request that customers refrain from hurrying "upfitting processes," as we only wish to deliver goods in first-class condition.

We realize that such regulations have never been written into an advertisement before, but this is a sale absolutely without precedent, and we therefore believe same are justifiable.

February Sale

E-X-T-R-A-O-R-D-I-N-A-R-Y

Commences Friday, February 1

Savings 15% to 50%

—and as Will Be Seen by Reading Below, Frequently Even Greater

"A TRUE STATEMENT OF FACTS"—Old customers of the store will remember with considerable pleasure this heading that has been used probably a score of times by Orchard & Wilhelm Co. to draw the public's attention to unusual bargains that have occurred at intervals of eighteen months or two years. Such sales lasted a few days and came to an end for the very good reason that all the offerings were bought up. This year so many bargains are offered and WILL BE offered as the sale progresses that the interest will in no way diminish. At the same time we say to all home furnishers "Attend early and give the sale plenty of time."

FURNITURE

Rugs

Mills represented — Hardwick & Magee, Whittall's, Bigelow — Hartford, Sanford, Bush & Diamond, Alexander Smith & Sons.

A Partial List Follows:

Seamless Velvet Rugs

These rugs are very low in price, but shown in attractive colors and designs.

26.50 size 8-3x10-6 Seamless Velvet Rugs	21.50
32.50 size 9x12 Seamless Velvet Rugs	24.50

Palisade Velvet Rugs

A wool pile rug, woven without seams in splendid up-to-date patterns and a variety of color tones.

31.50 size 8-3x10-6 Velvet Rugs	31.50
45.00 size 9x12 Velvet Rugs	35.00

Extra Quality Velvet Rugs

These are very closely woven and in soft colorings as well as finely delineated designs.

39.50 size 7-6x9 Velvet Rugs	35.00
52.50 size 8-3x10-6 Velvet Rugs	37.50
58.50 size 9x12 Velvet Rugs	42.50

Seamless Wilton Rugs

Woven from the finest worsted yarns, shown in Oriental designs and colorings (dropped patterns).

72.50 size 8-3x10-6 Wilton Rugs	52.00
78.50 size 9x12 Wilton Rugs	59.00

Roxbury Seamless Plain Wilton Rugs

Offered in shades of rose, brown, gray and blue, with plain centers and band borders.

63.50 size 8-3x10-6 Plain Wiltons	49.50
73.50 size 9x12 Plain Wiltons	52.50

Body Brussels Rugs

From the Whittall and Bigelow mills, in excellent Chinz designs, suitable for bedrooms. (Some of these rugs are slightly stock sold.) Eight different patterns to choose from.

72.50 size 9x12 Brussels Rugs	49.00
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Axminster Rugs

From America's foremost weavers, in every size, from the smallest mat to room sizes. Where hard usage is contemplated, these Axminsters are the rugs we would advise. Three qualities are in the sale. Prices as follows:

9x12 Axminsters, 39.50 qualities, sale price	29.75
9x12 Axminsters, 43.50 qualities, sale price	37.50
9x12 Axminsters, 53.50 qualities, sale price	42.50
8-3x10-6 Axminsters, 36.50 qualities, sale price	28.50
8-3x10-6 Axminsters, 39.50 qualities, sale price	32.50
8-3x10-6 Axminsters, 52.50 qualities, sale price	42.50

Extra Heavy Axminsters (Seamless)

We are offering a number of Axminster rugs, in the very best wearing quality, made in this country, in splendid colors and patterns, but slightly imperfect.

72.50 Seamless Axminsters, 9x12 size	59.00
63.50 Seamless Axminsters, 8-3x10-6 size	51.50
52.50 Seamless Axminsters, 7-6x9 size	39.00
39.50 Seamless Axminsters, 6x9 size	29.50

Brussels Rugs

The closely tied wool surface of these rugs insures good wear and makes them easy to sweep.

31.50 size 9x12 Brussels Rugs	24.50
28.50 size 9x12 Brussels Rugs	22.50
24.50 size 8-3x10-6 Brussels Rugs	19.75

Oriental and Chinese Rugs

We have selected a number of very fine rugs in both small and large sizes; to list them would be meaningless, but customers are assured that they will find their time well spent in looking over the bargains we are offering. The discount will be **33 1/3%**.

Printed Linoleum

In 6 and 12-foot widths of excellent grade, in desirable colorings and well assorted. Regular price, per square yard, 1.35; February sale price, per square yard **.75c**.

Inlaid Linoleum

6-foot wide, in through-to-the-back tile patterns that cannot wear off. A selection of eight colorings. Regular price, per square yard, 1.65; February sale price, per square yard **1.29**.

Tile Inlaid

6-foot wide, in blue, tan and gray color combinations. Six patterns to choose from. Regular price, per square yard, 2.00; February sale price, per square yard **1.59**.

Congoleum Felt Base Floor Coverings

A carload of these goods has just arrived in our warehouse. Both rugs and congoleum by the yard are represented. The values are of a surprising nature.

Congoleum Oak Rug Border, 24-inch, 55c quality	35c
Congoleum Oak Rug Border, 36-inch, 75c quality	50c
Congoleum 6-foot wide in good patterns, 85c quality, sq. yd.	65c
Gold Seal quality, 9-foot wide, mill seconds, 95c, now, per square yard	69c

420.00 Walnut Bedroom Suite—Including twin beds, chiffonette, vanity dresser, chair, rocker and bench **197⁵⁰**

Simmons Cane Panel Steel Day-Bed—Complete with comfortable cotton pad, upholstered in attractive crotone, easily convertible from Day-Bed to full size bed. Sale price **24⁷⁵**

Simmons Coil Bed Spring, built of 120 high-tempered single-cone spirals, full or twin size. Sale price **9.85**

Unrivaled Mohair Living Room Suite—Including Davenport, Chair and Rocker, equipped with loose spring cushions, resting on webbing foundation that supports resilient hand-tied spring work. Full front in mohair, velour back and sides. **225⁰⁰**

119.00 Mahogany Vanity Dresser, **69.50**
65.00 Bow-Foot Bed to match, **45.00**
35.00 Mahogany Bow-Foot Bed, **17.50**
45.00 Napoleon Bed in American walnut, Sale price **18.00**
88.50 Mahogany Vanity Dresser and Bench, complete **57.00**
27.00 Mahogany Bedroom Chair, **9.75**
17.50 Mahogany Bedroom Rocker, **9.75**
19.00 Mahogany Bedroom Chair, **9.00**
516.00 Parchment Bedroom Suite—Large dresser, dressing table, chiffonette, bed, chair and bench. Sale price, complete, special **267.50**
377.00 Mahogany Bedroom Suite, including large dresser, chiffonette, bow-foot bed, chair and rocker. Sale price, complete, **225.00**
134.00 Solid Mahogany Chiffonette, **67.00**
165.00 Berkey and Gay Chiffonette, **82.50**
125.00 Solid Mahogany Chiffonette, **65.00**

474.00 5-Piece Bedroom Suite—Including full size bed, chiffonette, chair, bench and dressing table; finished in parchment and reseda. Sale price complete **193⁰⁰**

165.00 set of 8 Tudor Dining Chairs and Arm Chair, in brown mahogany. Sale price, complete **57.00**
75.00 Solid Mahogany Colonial 48-inch Extension Table **25.00**
95.00 Italian Walnut Buffet **45.00**
687.00 9-Piece Dining Suite—In Italian walnut, including 72-inch buffet, 42x64 oval long extension table, china cabinet, five side and one arm chair. **343⁵⁰**

Oak Telephone Stool and Stand, finished, fumed **3.95**
89.00 Round Extension Table, 54-inch by 8-foot extension **29.50**
95.00 Walnut Buffet, Italian Renaissance style **45.00**
69.00 Pair of Walnut Silver Urns. Sale price, per pair **19.50**
35.00 48-inch Golden Oak Extension Table, 6-foot extension **13.50**
45.00 54-inch Golden Oak Buffet, **19.50**
35.00 China Cabinet to match **13.50**

308.00 3-Piece Upholstered Suite—In attractive velour upholstery, including davenport, chair and rocker. Complete **154⁰⁰**

56.00 Mahogany Console Mirror **35.00**
35.00 Walnut Console Mirror **19.75**
148.00 3-Piece Upholstered Suite—Handsome velour covering, including davenport, chair and rocker, complete **98.00**

145.00 Berkey and Gay Chiffonette—This is a very good piece, executed in mahogany **85⁰⁰**

Dresser to match **98.00**
175.00 Dressing Table and Bench to match. Sale price **95.00**
77.00 Chest of Drawers to match. **59.00**
78.00 Mahogany Chippendale Dresser. Sale price **49.50**
65.00 Mahogany Chippendale Chiffonette. Sale price **39.50**
803.50 Hand-Decorated Parchment Bedroom Suite, including large dresser, chiffonette, bed, dressing table, chair, rocker and bench. Complete **465.00**
98.00 Hand-Decorated Blue Dresser, **39.50**
65.00 Ivory Chiffonette **19.50**
65.00 Wing Arm Chair, upholstered in genuine leather **35.00**
195.00 Very fine 54-inch Hand-Decorated Dresser **48.00**
82.50 Parchment Chiffonette **29.50**
35.00 Folding Drop-Leaf Table **13.75**
519.50 Ivory Bedroom Suite, including large dresser, chiffonette, dressing table, bed, chair and rocker **198.00**
35.00 Queen Anne Spinet Desk **15.00**
62.00 Walnut Table—Desk and chair to match. Complete **25.00**
163.00 Large Ivory Vanity Dresser, **69.75**
17.50 Italian Taretot with drawer **5.00**
14.50 Hand-Decorated Knitting Stand, **3.95**

American Walnut Poster Type Bedroom Suite—This is one of the best bargains in the sale, shown in four sizes of dressers, three styles of chiffoniers, three styles of vanity dressers and three styles of beds. All drawer bottoms in this suite are of three-ply mahogany; drawers are carefully finished and varnished inside; case is dust-proof throughout. For instance, walnut dresser with 20x28-inch top and 16x26-inch plate mirror, as described above **34⁷⁵**

Other sizes at **39.50 and 49.75**
Beds to match at **33.00 and 35.00**
Chiffoniers to match **29.50 and 38.75**
Chiffonette to match **35.00 and 45.00**
Dressing Tables **45.00**
Vanity Dresser **68.50**
Chippendale Dining Suite, including 66-inch buffet, 46x60 table that extends to 8 feet, five chairs and one arm chair, 8 pieces, complete, sale price **285.00**
75.00 Tapestry Arm Chair **29.75**
129.00 Mahogany and Cane Wing Arm Chair. Sale price **55.00**
259.00 Tapestry Upholstered Davenport and Arm Chair, apartment home size. Two pieces, complete **147.50**
125.00 Walnut and Gold Carved Hutch. Sale price **65.00**
115.00 Velour Upholstered Arm Rocker. Sale price **39.75**
75.00 Hand-Decorated Sun Room Table. Sale price **25.00**
9.50 Japanese Lacquered Mahogany Taretot. Sale price **3.50**

28.50 Breakfast Table—45 inches in diameter, and built of fiber and oak. **10⁰⁰**

15.50 Brown Fiber Chair or Rocker. **7.50**
23.50 Brown Fiber Settee, upholstered in tapestry **10.00**

Queen Anne Dining Suite—Made of selected gumwood, finished in American walnut, including 42x54-inch 6-foot extension table and four full boxed seat chairs, upholstered in genuine Spanish leather. 5 pieces, complete **47⁵⁰**

123.00 Reed Chaise Lounge—Of hand-woven reed, in blue and gold, tastefully upholstered **48⁰⁰**

27.00 Arm Rocker to match **9.75**
165.00 6-foot Settee to match **47.50**
35.00 Tea Cart to match **9.75**
115.00 42-inch Reed Table to match, with plate glass top **47.50**
27.50 Bridge Lamp to match **12.75**

285.00 Morocco Leather Davenport—This is a splendid piece, done in the style of the old London Club upholstered furniture. Sale price **98⁰⁰**

185.00 Arm Chair to match **56.00**
95.00 Polychromed Hair Chair, with hand-tooled and decorated leather seats and backs **35.00**
35.00 Mahogany Cane Back Settee, with tapestry spring seat **9.50**
135.00 Erskine-Danforth Single Bed in Windsor style, decorated by hand in blue enamel **35.00**
35.00 Ivory Settee, upholstered in crotone. Sale price **7.50**
32.00 Ivory Davenport Table **12.50**
48.00 Upholstered Tapestry Arm Chairs. Sale price **20.00**
85.00 Large Italian Library Table **39.75**
22.00 Mahogany Telephone Set **9.75**
58.00 Jacobean Oak Library-Dine **22.00**
77.50 Mohair Arm Rockers **36.00**
3.00 Hand-Carved Japanese Taretottes. Sale price **1.00**
13.50 Windsor Arm Chair **4.75**

8-Piece Tudor Dining Suite—This suite is executed in Princess walnut and includes 60-inch buffet, 42x54-inch table that extends to 6 feet, five chairs and one arm chair with full boxed seats, upholstered in smart blue and gold damask. 8 pieces complete **139⁷⁵**

8-Piece Italian Dining Suite—Executed in Plymouth Royal walnut, includes 60-inch buffet, 45x60-inch oblong table that extends to 6 feet, five chairs and one arm chair with full boxed seats, upholstered in splendid quality tapestry. 8 pieces, complete; sale price **157⁰⁰**

8-Piece Heppelwhite Dining Suite—This is a very stoutly constructed suite, executed in Plymouth walnut, and includes 66-inch buffet, 45x60-inch table that extends to 8 feet with ten legs, five chairs and one arm chair, exceptionally well upholstered in rich tapestry **223⁰⁰**

2.25 Vermillion Red Child's Chair, stoutly built **1.45**
A smaller size **.85c**
No. 1 Special Mattress, guaranteed Orchard & Wilhelm value **9.85**
No. 2 Special Mattress, built entirely of felted cotton **14.75**
No. 3 Special Mattress, beautifully tailored, and built from high-grade felted cotton. Sale price **17.65**
55-lb. (extra heavy) Felted Cotton Mattress, 100% pure cotton, enclosed in beautiful art ticking of exceptional quality **23.50**
1.50 Fumed Oak Taretottes **65c**
45.00 Ivory and Mahogany Tea Cart **12.50**
386.00 Ivory Bedroom Suite, including large dresser, chiffonette, bed and rocker. Sale price **157.50**

Special O. & W. Sale Features

Exchange

You may exchange your old furniture for new; our 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 Prices, paying for same while you use and enjoy the furniture.

Help in Home Planning

Our staff of interior decorators are ready to help you plan the successful furnishing of your home—no castles in Spain—but practical homes; the fulfillment of our best American thought and ideals. The service is without cost to our customers.

A Houseful or an Odd Piece

You will be able to furnish from cellar to garret in this sale because the stocks do not consist of many new and attractive items, but everything you need for every kind of a home.

Experienced Extra Salespeople

Expecting, as we do, literally thousands of customers every day of this sale, we are calling our wholesale salesmen into the house for the first two weeks in February as well as providing other experienced salespeople to wait on trade.

Goods Held for Future Delivery

We are advising people who will need furniture during the next twelve months to buy in this sale and we are therefore prepared to warehouse goods free of charge pending delivery.

Probably never before have we been so thoroughly prepared to offer special values in curtain and drapery materials. This sale includes not only a very large assortment of materials reduced to one-half regular-selling price, but also many new and attractive curtain and drapery materials and draperies purchased and marked at unusually low prices.

Draperies

Overdrapery Materials

Cotton—Mercerized—Silk: In most attractive drapery colors, many of them guaranteed sunfast.

2.50 Overdrapery	1.25	5.25 Overdrapery	2.95
3.00 Overdrapery	1.65	7.50 Overdrapery	3.50
3.50 Overdrapery	1.95	8.75 Overdrapery	4.95
4.50 Overdrapery	2.25	10.00 Overdrapery	6.85

2.50 Overdrapery **1.25**
3.00 Overdrapery **1.65**
3.50 Overdrapery **1.95**
4.50 Overdrapery **2.25**

Figured Silk Drapery Material

In good colors, 36 inches wide. This material was purchased from a mill stock at a tremendous advantage. Upon examination the values will be most obvious. Per yard—

1.35, 1.50, 1.65 and 1.75
45-inch plain silk drapery material, per yard **1.75**
Early buying advised at these tables.

Curtain Materials (Nets, Voiles and Marquisettes)

40c values	20c	1.50 values	85c
50c values	25c	1.85 values	95c
65c values	35c	2.00 values	1.00
85c values	45c	2.75 values	1.50
1.00 values	58c	3.00 values	1.65
1.25 values	68c	3.50 values	1.95

A special mill purchase of very attractive CURTAIN NETS will be offered at per yard, **30c, 45c, 50c, 60c, 65c and 85c**. Hotel buyers and those who have many windows to curtain and who are obliged to view such purchases from the point of view of strict economy will be well satisfied with the above values.

Curtains

This sale affords a very broad choice, including curtains of MARQUINETTE, VOILE, NET, TUSCAN, CASEMENT NET, DUTCHESS LACE. There are from one to twelve pairs to a pattern, and savings will range from 25 to 50 per cent.

2.50 Curtains	1.75	12.75 Curtains	6.75
3.25 Curtains	1.95	15.00 Curtains	7.50
4.00 Curtains	2.25	17.50 Curtains	9.25
5.00 Curtains	2.50	20.00 Curtains	10.00
6.50 Curtains	3.25	25.00 Curtains	12.50
7.50 Curtains	3.75	30.00 Curtains	15.00
10.00 Curtains	5.00	37.50 Curtains	19.75

Casement Curtains

A special mill purchase of CASEMENT CURTAINS will afford the Omaha public of bargains without precedent in these desirable goods. Priced, per pair, in two lots **3.95 and 4.95**.

Cretonnes

More known and extensive stock of these attractive fabrics goes on sale at prices everybody will appreciate. Six tables are arranged as follows: **25c, 38c, 50c, 65c, 85c and 95c**. Savings of 25 to 50 per cent may be realized in the above items.

Remnants, Less Than Half Price

Of all classes of drapery and curtain materials from a fraction of a yard to 5 yards in length. Prices are such as are very seldom offered more than once or twice in the course of a year.

The Gift Shop Sale of Lamps
Save 25 to 60 per cent.

Housewares

Many Detroit Jewel Gas Ranges (discontinued model) at SUBSTANTIAL REDUCTIONS.

3.75 Combination Oven Roaster 10x10 inches, blue steel	.98
.58 Flour Sifter	.19
.75 Aluminum Lemon Squeezer	1.50
2.75 Aluminum 4-quart Kettle with lid	1.65
2.25 Aluminum 3-quart Percolator	1.50
3.00 Aluminum Round Roaster, 12-inch	2.00
3.35 Aluminum Round Dish Pan, 15-inch	2.25
2.50 Folding Ironing Board	1.39
1.25 Step Ladder Stool, golden oak finish, 24 inches high	.69
6.75 Kitchen Table, nickel top, 25x40 inches, white enamel underparts, one drawer	3.25
1.75 Kitchen Stool, white enamel, 24 inches high	.98
1.90 Kitchen Stool, white enamel, 30 inches high	1.10
18.00 Cabinet Base, plain top, 25x40 inches, underparts golden oak finish, two large bins, two drawers	5.00
29.50 Cabinet Base, plain top, 25x40 inches, underparts white enamel, two large bins, two drawers	5.00

4.75 KITCHEN TABLE, top 25x42 inches, plain finish, varnished underparts, round leg, one drawer. Excellent opportunity to procure a substantial, well made table **1.95**

2.00 Ladder Back Kitchen Chairs with reed seats, priced at **89c**

Orchard & Wilhelm Co.

Sixteenth and Howard Streets