

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 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.

The above regulations proved very necessary in the last sale of this kind and at the same time customers' interests were safeguarded; we therefore believe same are justifiable.

ORCHARD-WILHELM

Just Such an AUGUST SALE

As You Would Expect Commences Friday, August 1st Savings 15% to 50%

---and as Will Be Seen by Reading Below, Often Even Greater

We are only able to list a very small number of the bargains presented in this sale. You will notice that all odd pieces are marked very low; in many instances far below cost of manufacturing. This is a policy we have adopted to thoroughly clean our stocks. The very fine matched suites are manufacturers' bargains, offered at prices unthinkable at any other time. A very large proportion of the sale goods comes from such world renowned factories as Berkey & Gay, Wallace Brothers, Imperial Furniture Company, Valentine-Seaver, Knox-Hutchins, Stickley Bros., Widdicombe Furniture Company and others.

FURNITURE

Rugs

The leading mills of the country have landed in Omaha thousands of wonderful Rugs for our sale—wonderful qualities at wonderful prices. The choice of patterns, color schemes and sizes is very wide, while matching can be done without difficulty. Rugs, discontinued by the mills, are offered at especially low prices. Carpets in all widths up to 12 feet in both plain and figured effects are in the sale. Linoleums and Congoleums are on sale. In fact, almost anything in floor coverings can be bought to advantage in this Great August Event.

75 Hartford Saxony Rugs

Every rug perfect, in excellent designs and plain effects. This high-pile Saxony Rug is the best wearing rug on the market and highly desirable at the regular price. In the August Sale they are offered as follows:

123.50 8-3x10-6 Hartford Saxony 102.50
130.00 9x12 Hartford Saxony 107.50

84 French Wiltons

Fetteroff's, Whittall's and Bigelow's finest rugs all with linen fringe, but in patterns discontinued by the mills.

145.00 9x12 French Wilton 123.50
137.50 8-3x10-6 French Wilton 115.00
135.00 9x12 Bigelow Wilton 115.00
127.50 8-3x10-6 Bigelow Wilton 110.00
125.00 9x12 Fetteroff Wilton 97.50
120.00 8-3x10-6 Fetteroff Wilton 92.50

52 Extra Heavy Wool Wiltons

Our buyer says: "This is one of the very best buys I have ever seen." Colors and designs are exceptionally fine and present a wide choice.

95.00 9x12 Wool Wilton 74.50
90.00 8-3x10-6 Wool Wilton 69.00
27x54 Wool Wilton 8.75 35x63 Wool Wilton 13.75

72 Wool Velvet Rugs

In Chinese and Oriental designs. Exceptionally fine texture. Seamless and neatly fringed. Two qualities.

50.00 9x12 Wool Velvet Rug 39.50
45.00 8-3x10-6 Wool Velvet Rug 37.50
36.00 7-6x9 Wool Velvet Rug 34.50
42.50 9x12 Wool Velvet Rug 34.50
40.00 8-3x10-6 Wool Velvet Rug 32.50
23.50 7-6x9 Wool Velvet Rug 19.50

95 Seamless Axminsters

These rugs are in the season's newest designs and colorings, but slightly imperfect. Our salesmen will be careful to point out the defect in any rug you are interested in; the wearing qualities are in no instance impaired.

57.50 9x12 Seamless Axminster 47.50
33.50 8-3x10-6 Seamless Axminster 33.50
50.00 7-6x9 Seamless Axminster 37.50
34.50 6x9 Seamless Axminster 27.50
29.00 4-6x6-6 Seamless Axminster 14.50

"Congoleum" Felt Base Floor Covering

85c quality, 6 feet wide, square yard 59c
95c quality, 9 feet wide, square yard 69c

"Pro-Lino" Felt Base Floor Covering

75c quality, 6 feet wide, square yard 49c

Printed Linoleum

In an excellent range of patterns.
1.25 grade, 12 feet and 6 feet wide, square yard 95c

Inlaid Linoleum

Good colors and tile designs.
1.65 grade, 6 feet wide, square yard 1.39

Congoleum Rugs (Slightly Misprinted)

9.00 6x9 Rugs 5.95 15.75 9x10-6 Rugs 11.50
11.25 7-6x9 Rugs 7.95 18.00 9x12 Rugs 18.00

Traveller's Samples.

(Sections of Rugs.) Some can be matched up to make rugs for small rooms. Prices save you at least 50%.

157 Samples, 27x42, each 4.75
168 Samples, 27x70, each 6.75
72 Samples, 27x70, each 8.75
5 Sample lengths, 27x108, each 9.75
5 Sample lengths, 27x144, each 13.75
6 Sample lengths, 27x144, each 15.75

Odd Size Rugs

29.50 Standard Wool Wiltons, 4.6x7.6 24.50
41.50 Hardwick Wiltons, 4.6x7.6 32.50
51.50 Hartford Saxony, 4.6x7.6 39.50
52.50 Mahal Wilton, 6x9 45.00
67.50 Hardwick Wilton, 6x9 57.50
75.00 Heavy Axminster 9x15 62.50
82.50 Tapestry Brussel, 11.6x12 72.50
56.50 Axminster Rugs, 11.3x12 48.50
62.50 Heavy Axminster, 10.6x13.6 52.50
75.00 Heavy Axminster, 11.3x15 57.50
110.00 Wilton Carpet Rug, 11.3x14 75.00
175.00 Wood Wilton as is, 11.3x15 135.00
160.00 Bundhar Wilton, 9x15 135.00
215.00 Hardwick Wilton, 11.3x15 165.00
275.00 Fine Quality Wilton, 11.3x18 215.00

Small Rugs

250 Fringed Hit and Miss Rag Rugs, 18x36 49c
78 Fringed Hit and Miss Rag Rugs, 25x50 85c
50 Pink and Green Rag Rugs, 25x50 1.95
70 Chintz border, 30x60 3.25
25 Oval Blue and Rose Rag Rugs, 27x54 4.75
3.75 Heavy Axminsters, 22x36 2.75
5.50 Heavy Axminsters, 27x54 4.50
9.00 Heavy Axminsters, 36x70 7.50
11.00 Wool Wiltons, 27x54 8.75
16.50 Wool Wiltons, 36x63 13.75
14.75 Hartford Saxony, 27x54 12.50
13.50 Hartford Saxony, 26x63 12.50
16.00 French Wiltons, 27x54 13.75
23.50 French Wiltons, 36x63 19.75

522.00 Hand-Decorated Ivory Enamel Bedroom Suite—With solid walnut interiors, including full size Bed, large Dresser, Chiffonobe, Dressing Table, Chair, Rocker and Bench. Seven pieces complete. 248.00

88.50 Mahogany Vanity Dresser and Bench. In this sale 39.50
118.00 Solid Mahogany Bed and Chiffonobe. In this sale 49.75
16.50 Golden Oak Full Size Bed 6.00
26.00 Mahogany Bedroom Rocker 10.00

406.00 Hand-Decorated Enamel Bedroom Suite—Nine pieces complete. 197.50

70.00 Decorated Mahogany Dressing Table and Bench, both for 29.50
58.00 Decorated Enamel Rocker 9.75
58.00 Settee-Bed, cretonne upholstery. In this sale 12.50
65.00 Davenport Bed 18.75
27.50 Ivory Fiber Piano Lamp 10.00
59.00 Frosted Brown Drop-Leaf Table at 15.00

386.00 Chinese Chippendale Bedroom Suite—Including Bed, Dresser, Chiffonobe, Desk, Twin Beds and Chair complete 187.50

19.75 Blue Gold Fiber Foot Stool 6.00
28.00 Decorated Enamel Rocker 9.75
22.00 Frosted Brown Fiber Tea Wagon. In this sale 9.75
13.50 Frosted Brown Reed Table 5.00
92.00 "Bluetex" Fiber Breakfast Set; Drop-Leaf Table and Four Chairs 49.75

293.50 "Bluetex" Nine-Piece Sun Room Suite—Cretonne upholstery, including Davenport, Arm Chair, Rocker, 4-foot Fernery, Table Lamp, Floor Lamp, Stool, Table and Smoking Stand complete. 138.00

23.50 42-inch Fiber Table 9.75
241.00 Frosted Brown Reed Living Room Suite—Upholstered in tapestry, including Davenport, two Arm Chairs and large Table. Four pieces. 119.75

231.00 Five-Piece Sun Room Suite, 115.00
45.00 Mahogany Bow-Foot Single Size Bed. In this sale 19.75
59.00 Mahogany Bow-Foot Bed 25.00

168.00 Berkey & Gay Walnut Vanity Dresser and Bench 65.00

98.00 Berkey & Gay Mahogany Chiffonobe. In this sale 45.00
225.00 Fine Mahogany Bureau 69.75
110.00 Ivory Vanity Dresser 39.75

339.00 Stickley Brothers Hand-Decorated Ivory Bedroom Suite—Including full size Bed, Dresser, Arm Chairs and Bench. Six pieces, complete. 159.75

76.00 Mahogany Dressing Table 39.75
108.00 Twin Beds in walnut, pair 47.50
256.00 Bed, Chiffonobe and Chair—In gray enamel. Three pieces 126.50

25.00 Mahogany Bedroom Rockers 9.85
255.00 Walnut Vanity Dresser and Bench. In this sale 125.00

564.00 Mahogany Bed, Toilet Table, Night Stand, Rocker and Bench—Five pieces 275.00

39.50 Breakfast Set in old ivory, decorated. In this sale 19.75
78.00 Queen Anne Extension Table, executed in mahogany, 48x98 feet 37.50
158.00 Six-Piece Breakfast Suite in mahogany. 69.75
74.00 Frosted Brown Reed Breakfast Table and Four Chairs 36.00
226.50 Five-Piece Decorated Breakfast Set. In this sale 57.00

716.00 Ten-Piece Berkey & Gay Dining Suite—In mahogany 397.50

22.00 Decorated Mahogany Dining Chair. In this sale 5.00
39.50 William & Mary Extension Table in Jacobean oak, 64 inches with 6-foot extension 10.00
3.85 Golden Oak Dining Chairs 1.95

126.50 "Bluetex" Fiber Breakfast Set—Including Drop-Leaf Table, Four Chairs and Tea Wagon. Six pieces complete 59.75

75.00 Solid Mahogany Colonial Extension Table 23.75
450.00 Eight-Piece Dining Suite in walnut. Buffet, table and six chairs 297.50
597.00 Nine-Piece Dining Suite in walnut. Buffet, table and six chairs 397.50

Eight-Piece Walnut Dining Suite with 60-inch Buffet, 42x54 Extension Table, Five Chairs and Arm Chair. 139.75

609.00 Nine-Piece Dining Suite in mahogany. In this sale 285.00
15.00 Dining Chairs in fumed oak with wood seats. In this sale 6.75
85.00 Queen Anne Extension Table in mahogany, 54 inches with 8-foot extension. at 39.75

89.00 Ivory Decorated Breakfast Set, six pieces 29.75
40.00 Five-Piece Decorated Breakfast Set. In this sale 12.80
47.50 Five-Piece Decorated Breakfast Set. In this sale 15.80

319.50 Eight-Piece Walnut Dining Suite, 60-inch Buffet, 45x60 Extension Table, Five Chairs and Arm Chair with mohair upholstery. 197.50

48.00 Fumed Oak Extension Table, 48-inch with 6-foot extension 20.00
12.80 Mahogany Queen Anne Dinners with blue leather seats 6.95
67.00 Extension Breakfast Table in mahogany with four Windsor Chairs to match. 29.75
14.50 Windsor Chairs for breakfast or occasional use 6.75
21.50 Full Size Bed in dusty walnut 9.75
29.00 Brown Mahogany Full Size Bed 9.75
88.00 Old Ivory Dresser 27.50
93.00 Walnut Bed and Chiffonobe 49.00
65.00 Mahogany Wardrobe Chiffonobe. In this sale 29.75
59.00 Mahogany Poster Bed 25.00
22.00 Windsor Rocker in mahogany 12.75
29.50 Mahogany Console Mirror 15.00
23.50 Walnut Console Mirror 10.00
56.00 Mahogany Console Mirror 25.00
19.50 Mahogany Console Mirror 10.00
65.00 Mahogany Davenport Table 29.75
13.50 Walnut Hall Chair 8.75
139.00 Mohair Overstuffed Arm Chair and Rocker, 2 pieces 85.00
75.00 Tapestry Overstuffed Arm Chair. In this sale 35.00

237.50 Two-Piece Suite, Davenport and Chair, in blue and gold velour. 139.75

64.00 Mohair Overstuffed Arm Rocker at 39.75
85.00 Italian Mahogany Library Table. In this sale 37.50
60.00 Rose Taupe Mohair Arm Rocker. In this sale 27.50
92.00 Tapestry Overstuffed Wing Chair. In this sale 45.00
102.00 Blue Mohair Arm Chair 58.00
55.00 Velour Arm Rocker 25.00
50.00 Imperial Mahogany Library Table. In this sale 25.00
68.00 Mahogany Library-Dine Table 39.75
375.00 Three-Piece Velour Living Room Suite 198.00
245.00 Three-Piece Tapestry Living Room Suite 149.75

308.00 Kidney Davenport and Arm Chair to match, upholstered in metal blue linen velour 198.00

435.00 Three-Piece Tapestry Living Room Suite 225.00
195.00 Three-Piece Tapestry Living Room Suite 98.00
425.00 Three-Piece Mohair Living Room Suite 245.00
4.75 Fumed Oak Pedestal 1.95
19.50 Golden Oak Settee 7.95
13.50 Fumed Oak Fabricoid Upholstered Arm Chair 3.75
18.50 Golden Oak Spanish Fabricoid Arm Chair 7.50
21.00 Walnut Fernery, complete with pan. In this sale 9.75
13.50 Fumed Oak Magazine Rack 5.95
11.50 Fumed Oak Arm Chair 5.00
15.00 Mahogany Bench 3.95
13.50 Fumed Oak Leather Seat Arm Chair. In this sale 5.00
11.50 Fumed Oak Telephone Set 5.00
18.50 Golden Oak Drop-Leaf Table 7.50
4.50 Golden Oak Pedestal 1.95

320.00 Massive Walnut Nine-Piece Dining Suite, Serving Table, large Buffet, Extension Table, Five Chairs and one Arm Chair 197.50

24.50 Golden Oak Arm Chair, Spanish leather upholstery 9.75
24.50 Golden Oak Royal Easy Chair, 11.50
10.00 Fumed Oak Pedestal 2.95
72.00 Overstuffed Spanish Leather Arm Chair 34.75
35.00 Fumed Oak Library Table 15.00
48.00 Genuine Mahogany Library Table. In this sale 20.00
60.00 Windsor High-Back Arm Chair. In this sale 29.75
64.50 Mahogany Arm Rocker, overstuffed in velour 37.50
85.50 Mohair overstuffed Arm Chair at 45.00
62.50 Mohair and Damask overstuffed Rocker 38.00

Walnut Dining Suite with 66-inch Buffet, 45x60-inch Extension Table with ten legs, Five Side and One Arm Chair 158.00

98.00 Walnut Hall Chair 49.50
93.00 Mohair overstuffed Arm Rocker at 48.00
110.00 Mohair Overstuffed Arm Rocker at 55.00
47.50 Velour overstuffed Arm Chair 27.50
92.00 Tapestry overstuffed Wing Chair at 45.00
9.75 Cedar Chests 5.00
15.00 Polychrome Mirror 6.75
19.75 Smoking Stand in mahogany 7.00
25.00 Combination End Table Cabinet for 13.75
15.00 Mahogany Pipe Rack 7.50
12.50 Colonial Foot Stool 6.75

Special O. & W. Sales 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 August Sale Prices, paying 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. 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 just odd pieces, 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 August 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.

ORCHARD-WILHELM

Draperies

At least thirty thousand dollars worth of merchandise is placed on sale by our Drapery Department. Many items arriving too late for July business are offered for the first time. The large and varied nature of the offerings present wonderful opportunities for the draping and curtaining of homes, both simple and elaborate.

Curtain Materials—Nets, voiles and marquisettes.

Including Nets, Voiles, Grenadines, Swisses and Marquisettes in white, ivory and ecru; 35, 40 and 48 inches wide. Many represent savings of ONE-THIRD TO ONE-HALF.
19c, 25c, 38c, 48c, 68c, 95c and up to 1.95

Curtains

Including Ruffled Voiles, Marquisettes and Grenadines, Plain and Lace-Edged Voiles and Marquisettes, Fringed Fllets and Casements, Irish Points, Duchesse and Novelty Laces. Very few of these curtains are more than HALF PRICE. Per pair—
98c, 1.25, 1.95, 2.50 and up to 7.95

Cretonnes

For every room in your home and for every purpose you can think of.
25c to 35c Cretonnes 19c
45c to 68c Cretonnes 28c
75c Cretonnes 38c
1.00 and 1.50 Cretonnes 50c
1.50 and 2.00 Cretonnes 95c

Overdrapery Materials

Included are Artificial Silks in plain and figured effects; Mercerized Madras, Orinoko Sunfast Materials, Damasks and Velvets. 36 and 50 inches wide.
1.28, 1.35, 1.48, 1.68, 1.95, 2.95, 3.25, 5.95

Silk Marquisettes

—And Curtain Gauzes are offered in a wide range of shades in both plain, figured and barred effects. The fact that you can get them in 36-inch, 45-inch and 50-inch widths makes the offering very attractive.
68c, 85c, 95c, 1.18, 1.48
The above prices represent savings of 25% to 50%.

Decorating Dept. Samples

(Shown Only on the Fifth Floor)

We are offering a large number of drapery and upholstery samples, discontinued by the importer or by ourselves. Among them are fine Tapestries, Mohairs, Velvets, Silks, Damasks, Linens, Cretonnes, etc. Sizes from 24-inch squares to 1 1/2-yard lengths.

HALF PRICE or Less than HALF PRICE

Useful Remnants

of Cretonne, Overdrapery Materials, Curtain Nets, Voiles, Scrims and Marquisettes as well as many upholstery fabrics. Pieces from a half a yard to five yards long. Priced by the piece at a

FRACTION of Their Former Cost

Lamps and Shades

In All Styles

Reductions Are Most Attractive

We List Examples:

65.00 Porcelain Table Lamp with silk shade to match, complete for 35.00
5.00 Parchment Shades, 20-inch size, shown in several decorations 3.50
22.00 Metal Bridge Lamp with parchment shades to match, complete 25.00
60.00 Metal Reading Lamp, 68-inches high with beautiful parchment shade 35.00
22.50 Metal Bridge Lamp with decorated parchment shades at 15.00
50.00 Junior Lamps in wood and metal with handsome silk shades 39.50
34.00 Porcelain Table Lamp Base 15.00
26.00 Silver Candelabra 12.50
80.00 Silver Table Lamp with silk shade to match 18.50

And Many Others
Trunks, Bags and Suit Cases Are Offered at August Sale Prices

Sample Brunswicks and Victrolas in Many Styles Are Offered at August Sale Prices

Orchard-Wilhelm

Sixteenth and Howard Streets