

## 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. Monday 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 Monday, Feb. 2

## Savings 15% to 50%

---and as will be seen by reading below, frequently even greater

This Sale, which starts next Monday, has a reputation which makes it, to a large part of the public, the criterion by which values in furniture are judged. Omaha waits for this event. For months we have been scouring the markets to secure the very choicest offerings procurable, and the furniture which we now present, you will acknowledge, surpasses in beauty, variety and value all former efforts.

# FURNITURE

## Rugs

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

Many of the items listed below have not previously been offered.

### Axminster Rugs (dropped patterns)

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:

- 35.00 9x12 Axminsters, sale price ..... **29.50**
- 45.00 9x12 Axminsters, sale price ..... **37.50**
- 54.00 9x12 Axminsters, 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.

- 62.50 Seamless Axminsters, 9x12 size ..... **52.50**

### Heavy Wilton Rugs

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

- 105.00 9x12 size ..... **79.50**

### Extra Quality Seamless Velvet Rugs

These are very closely woven and in soft colorings, with finely delineated designs.

- 45.00 9x12 size, sale price ..... **37.50**

## Every Oriental and Chinese Rug in Our Stock Reduced in Price

### Examples—

- 197.50 Chinese, ivory ground, soiled, 10x8 ..... **167.50**
- 300.00 Chinese, taupe, line border, 11-6x9 ..... **265.00**
- 150.00 Chinese, ivory, rose border, 9x8 ..... **135.00**
- 235.00 Anatolian, copper rose, neat border, 9-9x7-11 ..... **210.00**
- 55.00 Ferehan, red ground, unwashed, 6-3x4-1 ..... **45.00**
- 160.00 Picture Chinese, Eight Immortals, 5x8 ..... **135.00**
- 160.50 Chinese, two-tone brown coloring, 9-10x8-2 ..... **145.00**
- 195.00 Kerman, medallion center, used, 18-10x9-3 ..... **175.00**
- 150.00 Lilihan, rose and blue, 6-2x5-8 ..... **139.50**
- 100.00 Iran, turquoise blue, 6-8x3-10 ..... **92.50**
- 23.50 Daghestan, 5-2x3-6 ..... **21.00**
- 39.50 Mosoul, 3-9x5-9 ..... **34.50**
- 16.50 Hamadan Saddle Bag (Pr.) 3-3x1-8 ..... **14.75**
- 12.50 Belouch Floor Pillow, 2-0x2-0 ..... **11.25**
- 37.50 Mosoule Ferehan Pattern, 3-5x5 ..... **32.50**

### Congoleum Art Rugs (without borders)

- 5.70 quality 6x9 size ..... **4.35**
- 8.55 quality 9x9 size ..... **6.35**
- 11.40 quality 9x12 size ..... **8.35**
- 7.15 quality 7.6x9 size ..... **5.35**
- 9.98 quality 9x10.6 size ..... **7.35**

### Congoleum Rugs (Slightly imperfect)

- 9.00 quality, 6x9 size ..... **6.25**
- 15.75 quality, 9x10.6 size ..... **11.25**
- 11.25 quality, 7.6x9 size ..... **8.25**
- 18.00 quality, 9x12 size ..... **12.50**

### Felt Base Pro Lino (By the square yard)

- 75c quality in several patterns, per square yard ..... **49c**
- 85c Congoleum, slightly imperfect, per square yard ..... **69c**
- 95c Congoleum, 9 feet wide, imperfect, per square yard ..... **75c**

## Linoleums

### Nairn's and Armstrong's Inlaid Linoleum

- 1.65 to 2.00 qualities, 6 feet wide ..... **1.25**
- 2.25 quality, 6 feet wide ..... **1.50**

### Nairn's and Armstrong's Printed Linoleum

- 1.10 and 1.25 qualities, 6 feet wide ..... **85c**
- 1.25 and 1.40 qualities, 6 feet wide ..... **95c**

The finest selection of marble inlaid, inset tile, parquetry inlaid and plain linoleum at greatly reduced prices.

## Lamps

- Spanish Brass Lamps with Georgette Shades ..... **22.50**
- Spanish Brass Bridge Lamps with Georgette Shades ..... **17.50**
- Decorated Bridge Lamps with Georgette Shades ..... **11.95**
- Decorated Metal and Wood Junior Lamps with georgette shades, in all colors, complete ..... **18.50**
- 65.00 Silver and Decorated Glass Candelabras, pair ..... **29.50**
- 65.00 Ornamented Iron Bridge Lamp with Georgette shade, complete ..... **48.50**
- 75.00 Carved Wood Lamp Base ..... **50.00**
- 57.50 Decorated and Carved Bridge Lamp with shade in Georgette to match ..... **45.00**
- 58.00 Decorated Iron Bridge Base ..... **45.00**

### Ten 340.00 Bedroom Suites

The products of a leading Grand Rapids manufacturer, executed in selected walnut and hand decorated. Suite includes Full Size Bed, Chiffonier, Toilet Table and Bench. The four pieces ..... **195.00**

One 430.00 Mahogany single size Bed and Chest; the pair for ..... **189.00**

One 72.00 Walnut or Mahogany Bedroom Desk ..... **34.00**

One 304.00 Mahogany Chiffonier and Toilet Table; the two for ..... **138.00**

One 65.00 Combination Walnut Dresser for ..... **35.00**

One 142.75 Three-Piece Bedroom Suite in American Walnut, including Bed, Dresser and Chiffonier ..... **88.00**

Twenty 26.00 Walnut Queen Anne Bedroom Rockers, each ..... **11.50**

One 45.00 Mahogany Twin Size Bow-Foot Bed ..... **20.00**

One 70.00 American Walnut Full Size Bed ..... **25.00**

One 26.00 Mahogany Bedroom Chair, special at ..... **10.00**

One 37.50 Single Size Bed in old ivory, special at ..... **15.00**

One 256.00 Three-Piece Gray Enamel Bed, Chiffonier and Chair; three pieces for only ..... **98.00**

One 608.00 Six-Piece Bedroom Suite in mahogany, including full size bed, large Dresser, Vanity Dresser, Chiffonier, Chair and Bench, complete ..... **375.00**

One 103.50 Solid Mahogany Berkey & Gay Dressing Table ..... **45.00**

Eight 138.00 Walnut Queen Anne Vanity Dressers, each ..... **59.00**

One 502.00 Berkey & Gay Bedroom Suite in American Walnut, including full size Bed, Dresser, Chiffonier, Toilet Table, Chair and Bench ..... **295.00**

One 377.50 Gray Enamel Decorated Bedroom Suite, including Twin Beds, Dresser, Chair, Rocker and Night Stand; 7 pieces complete ..... **168.00**

One 59.00 Satin Walnut Dresser ..... **25.00**

One 48.00 Combination Walnut Dressing Table ..... **19.75**

Several Old Wood Beds at Less Than Half Price.

Several Eight-Piece Walnut Dining Suites in the sale are offered at ..... **159.00, 179.50 and 223.00**

Eight-Piece Dining Suites in other finishes, 89.75, 98.00, 125.00, 127.50, 139.75.

175.00 Eight-Piece Queen Anne Dining Suite ..... **85.00**

55.00 Walnut China Closet ..... **25.00**

450.00 Eight-Piece Louis XVI Dining Suite in American Walnut ..... **198.00**

250.00 Italian Walnut Wood-door China Cabinet ..... **75.00**

547.00 Berkey & Gay Dining Suite, eight pieces, complete ..... **295.00**

35.00 Walnut Buffet ..... **19.75**

Ten 265.00 Queen Anne Bedroom Suites—In antique mahogany, including Full Size Bed, Dresser and Chiffonier. Three pieces ..... **169.75**

140.00 Seven-Piece Dining Suite, including Oblong Extension Table, five Chairs and one Arm Chair with upholstered backs and seats, complete ..... **68.00**

68.00 Colonial Blue Breakfast Set, including Table and Chairs ..... **49.50**

137.50 Berkey & Gay Walnut Buffet for ..... **58.00**

One of the new and masterfully executed Dining Suites, featured in the February Sale is in rich American Walnut and Birds-eye Maple Veneers, toned and shaded in the new Monk's Brown. Eight pieces include Buffet, Oblong Extension Table, five Chairs, and one Arm Chair ..... **198.50**

134.00 Nine-Piece Suite, including China Closet, Extension Table, six Chairs and one Arm Chair, complete ..... **65.00**

90.00 Six-Piece American Walnut Dining Suite, including Buffet, Table and four Chairs ..... **65.00**

68.00 Walnut Serving Table ..... **25.00**

Fourteen 24.00 Walnut Queen Anne Bedroom Chairs, each ..... **9.85**

Sixteen 24.00 Walnut Queen Anne Bedroom Rockers, each ..... **9.85**

368.00 Combination Mahogany Eight-Piece Suite ..... **198.00**

558.50 Combination Walnut Ten-Piece Suite ..... **387.00**

326.00 Combination Mahogany Eight-Piece Suite ..... **193.75**

Several Styles in odd Dining Chairs, one, two and three of a kind at less than half price.

Ten Large Mahogany Finished Bookcases, with glass doors and adjustable shelves ..... **37.50**

Overstuffed Davenport, built in our own factory with full web bottom and loose spring cushions, feet carved by hand.

—in blue and taupe cut velour, **84.00**

—in rose and taupe Jacquard velour, special at ..... **92.00**

—in fine plain taupe mohair with cut velour cushions ..... **119.50**

—in rose and taupe figured mohair, special at ..... **124.00**

High Back Wing Chairs to match—**43.50, 46.00, 58.00, 60.00**

Low Back Chairs or Rockers to Match—**37.50, 39.50, 52.00, 54.00**

One Hundred Antique Brown Mahogany Finished Book-Rack End Tables, each ..... **5.75**

65.00 Solid Mahogany Tea Cart, **35.00**

65.00 Berkey & Gay Nest of Tables at only ..... **25.00**

83.00 Overstuffed Arm Chair, **39.75**

37.50 Imperial Library Table at **18.00**

102.00 Blue Mohair Overstuffed Arm Chair at ..... **48.00**

Fifty Antique Birch-Mahogany End Tables ..... **3.95**

66.00 Blue Velour Overstuffed Arm Rocker at ..... **29.75**

25.00 Combination Mahogany Smoking Stand at ..... **10.00**

77.50 Paul Revere Card Table and Serving Table combined at ..... **35.00**

11.50 Smoking Stand with 4 lift-off trays at ..... **3.00**

Ten 110.00 Three-drawer Queen Anne Secretary Desks in antique walnut or mahogany. Sale price ..... **75.00**

13.50 and 13.75 Smoking Stands on sale at, each ..... **5.00**

23.50 Windsor Arm Rocker at ..... **10.00**

235.00 3-Piece Overstuffed Living Room Suite in rose and taupe mohair and velour ..... **110.00**

357.00 3-Piece Overstuffed Living Room Suite in rose and taupe Jacquard velour, complete ..... **167.50**

Fifty Fiddle Back Windsor Arm Chairs and Rockers in birch, finished monk brown, by Stickley Bros. .... **9.85**

89.50 Combination Mahogany Desk and Davenport Table ..... **39.75**

135.00 3-Piece Overstuffed Living Room Suite in velour, loose cushion upholstery, at ..... **59.00**

139.75 3-Piece Overstuffed Living Room Suite in blue and taupe velour ..... **85.00**

770.00 Eight-Piece Dining Suite, beautifully decorated ..... **397.00**

56.00 Brown Mahogany Console Mirror for ..... **25.00**

23.50 Mirror with walnut finished frame for ..... **5.00**

68.00 Mahogany Finished Library-Dine Table ..... **29.00**

50.00 Mahogany Hi-Back Hall Chair, at ..... **25.00**

Special, All Felted Cotton Mattress in Fancy Art Ticking. Sale price ..... **15.00**

Special, All Cotton Mattress with Felted Cotton top, bottom and sides, in Attractive Art Ticking. Sale price ..... **10.00**

22.50 Old Ivory Piano Lamp and Shade ..... **7.50**

73.00 Fiber Settee, Rocker and Table, 3 pieces ..... **37.00**

45.00 Frosted Brown Reed Table, **5.00**

23.00 Frosted Brown Telephone Stand and Chair, the pair ..... **9.75**

76.50 Baronial Brown Breakfast Set, table, 4 chairs, comp. .... **48.00**

13.50 Frosted Brown Tabouret, **5.00**

185.00 Frosted Mahogany Davenport and Arm Rocker (tapestry upholstered) table, lamp, four pieces ..... **89.00**

35.00 Old Ivory Arm Chair, soiled **5.00**

9.50 Ivory Toy Boxes ..... **5.00**

4.00 Children's Antique Rush Bottom Chairs, each ..... **2.00**

3.00 Natural Reed Nursery Chairs, each ..... **1.50**

5.00 White Enamel-Nursery Chairs, each ..... **3.50**

2.75 Vermillion and Reed Children's Rockers ..... **1.75**

6.00 Oak Child's Windsor Chairs, **3.50**

29.50 Ivory or White Enamel Child's Cribs ..... **15.00**

11.50 Fumed Oak Telephone Set, **5.00**

13.50 Fumed Oak Magazine Rack, **5.00**

193.00 Solid Mahogany Desk and Chippendale Chair to match, 2 pieces ..... **98.00**

195.00 Korean Chest ..... **65.00**

135.00 Belgian Oak Hall Chair, **65.00**

175.00 Drayton Tapestry Overstuffed Wing Chair ..... **75.00**

76.00 Chinese Decorated Drop Leaf Table ..... **35.00**

73.50 Solid Mahogany Settee, **29.75**

23.50 Combination Mahogany Rocker ..... **10.00**

165.00 Mohair Overstuffed Arm Chair ..... **65.00**

## 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 while you use and enjoy the furniture.

### 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.

### Goods Held for Future Delivery Experienced Extra Salespeople

"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 time 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"

## Draperies

This sale receives new impetus MONDAY by the addition of several wonderful bargain offerings from our wholesale stocks, not previously advertised.

### Marquisette Curtains

Plain Marquisette Curtains with cluny lace edging; white only; regular 2.25 values ..... **1.00**

Plain Marquisette Curtains with cluny lace insertion and edging; white and ecru; regular 3.50, sale price ..... **1.50**

### Fringed Curtains

Super Filet Curtains in ecru only, with bullion fringe; two good patterns, formerly selling at 4.75; per pair ..... **2.50**

Filet and Casement effects in most attractive designs are offered at, per pair ..... **2.85, 3.85, 4.85**

### One and Two-Pair Lots of Curtains

About 150 odd pairs of curtains, the original selling prices of which have been literally forgotten. Per pair ..... **1.95, 2.95, 3.95**

### Voiles, Marisettes, Grenadines, Swisses

In white and ecru in plain effects, dots, bars, and small figures. Super values at ..... **19c, 25c, 35c, 58c, 68c**

### Cretannes

Our well known and extensive stock of these attractive fabrics goes on sale at prices that everybody will appreciate. Savings of 33 1-3 to 60 per cent may be realized on the above items. Three tables are arranged as follows ..... **25c, 39c, 49c**

### Artificial Silk Overdraperies

An excellent assortment of shades in the best overdrapery colorings is offered; both plain and figured effects being available. 1.75 values, 36 inches wide, per yard ..... **1.00**

2.25 to 3.75