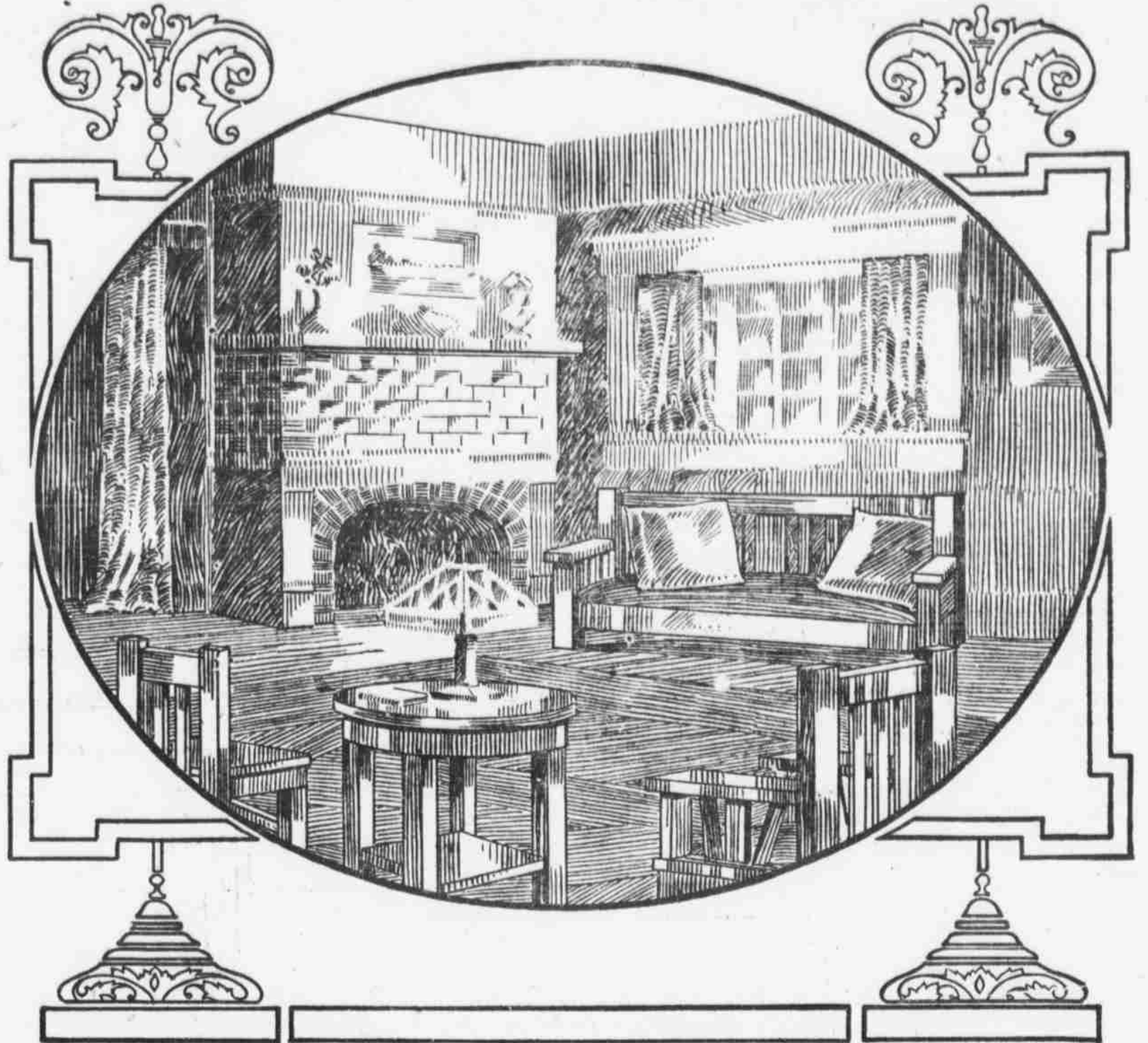
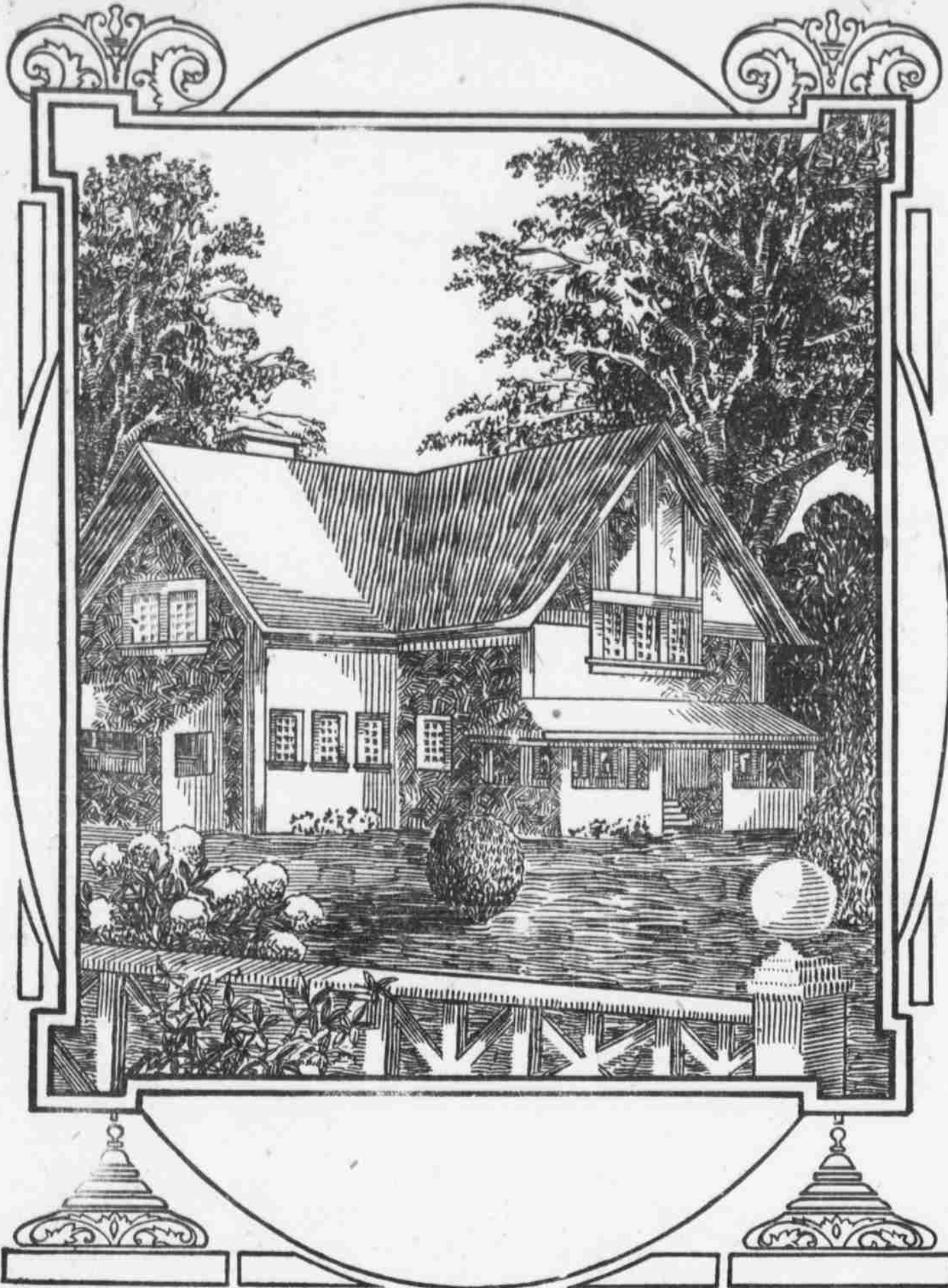


The elegance of simplicity as seen in modern homes



The whole question of furniture fashions today resolves itself into a matter of the "eternal fitness of things"—a harmonious and soothing ensemble of the whole and a general stability of the style selected for the purpose and place for which it is to be used.

With the modern tendency towards simplicity of construction in architecture has come a corresponding demand for the less ornate and less elaborate classes of furniture; and the manufacturers, to their credit be it said, have kept pace with the architects in the educational work being done in this direction.

In all the walks of life, from the humblest to the highest, we find a very commendable desire to get away from cumbersome, useless articles of household furniture, be it in parlor, library, dining room or bedroom, and an effort to provide more space—more breathing room, so to speak.

And, hence, while the ancient and honored types of furniture construction have by no means been relegated to oblivion, they have been modified and adapted to the needs of the latter-day home builder.

Take the so-called Colonial styles, for instance, which have been so popular and the demand for which has, in the very recent past, amounted to a craze. There has, in reality, been no diminution in the call for this class of goods, but it has been modernized and brought up to the requirements of this extremely practical age.

The Colonial bed has had its exaggerated

height diminished, the Colonial secretary has been enlarged; chairs, dressing tables, dressers, dining-room pieces—all have been constructed with a view to added utility while retaining the characteristic Colonial lines.

Then, again, the Colonial furniture of today is more simple in design than was the case with the old-time product, although the heavy carvings are still used on the handsomer pieces.

Particularly in dining-room furniture is the demand for this style noticed, the sideboard, dining table and chairs which constituted the Colonial dining-room set of years ago being augmented by the modern china closet and cabinet of Colonial design.

Louis Styles.

While what may correctly be termed the "Louis styles" in furniture construction; i. e., those gorgeously ornate and delicately modeled pieces of the cabinet-maker's art which prevailed during the reign of Louis XIV, Louis XV, and Louis XVI, can truthfully be said to have passed with the age in which these extravagant and pleasure-loving rulers of France reigned, their influence is yet manifest in many of the more modern types of furniture, and there are today many examples of clever reproductions of the so-called "period" furniture.

It is perhaps true that the Louis XVI styles prevail more generally than do those of the earlier periods. The furniture of this style, while possessing a

fineness of style, is yet simple in line and dignified in design, being devoid of the over-ornamentation which characterized the work of the furniture makers of the previous periods.

Never in the history of the world has there been more beautiful bronze work than that which is peculiar to the furniture which was so generally in vogue during the reign of this, the Sixteenth Louis, and there are today many handsome and clever reproductions of these wondrous bronze pieces shown by modern designers of high-class furniture. One finds this particular class of goods in the homes of the very wealthy, where the practice of furnishing different rooms in different periods is common; that is, having hangings, furniture, rugs and woodwork all in keeping, one with the other. For this purpose, the Louis styles are in some demand.

Chippendale-Sheraton.

The Sheraton designs are by many considered to be the most beautiful to be found in the furniture of any period and certainly they do combine strength and simplicity with true grace of line, solidity of construction being the first consideration, and ornamentation a secondary matter.

The Sheraton furniture is constructed of mahogany, with inlays of satinwood in the form of festoons, cornucopias, etc., and rivals in popularity the furniture of the Louis XV. period as well as the ever-favored Chippendale. The influence of the styles of the

Louis XV. and XVI. periods is plainly manifest in the original Chippendale designs, being particularly noticeable in the designing of the legs of many of the Chippendale pieces.

There is also to be found the Chinese Chippendale, embodying many of the principles of Chinese architecture, the combination resulting in a beautiful and well-liked class of goods.

The Chippendale styles are developed in mahogany and modern reproductions of this class of goods leave little to be desired in the way of grace and beauty of design or structural strength.

Mission Style.

Perhaps no other style of furniture offers so good values for the money as does the Mission. It is simple and yet artistic in design, strong in construction and, withal, meets the need of the purchaser of moderate means more fully than any other of the modern makes. The gaudy and cheaply upholstered goods, of poor construction and consequent lack of durability, are practically a thing of the past and one finds even the poorest homes furnished in good taste. Probably no other factor has contributed more directly to this very desirable end than lines of furniture now offered for sale in this Mission style.

The term "Mission" today applies more particularly to the style of construction of the furniture, whereas, formerly it related more especially to the color or "finish" of the wood—usually oak.

The style of construction is along straight, severe lines, utterly devoid of any attempt at ornamentation, and this severe simplicity is the chief recommendation and the whole beauty of the Mission furniture, making possible at the same time the attainment of a high degree of utility and durability.

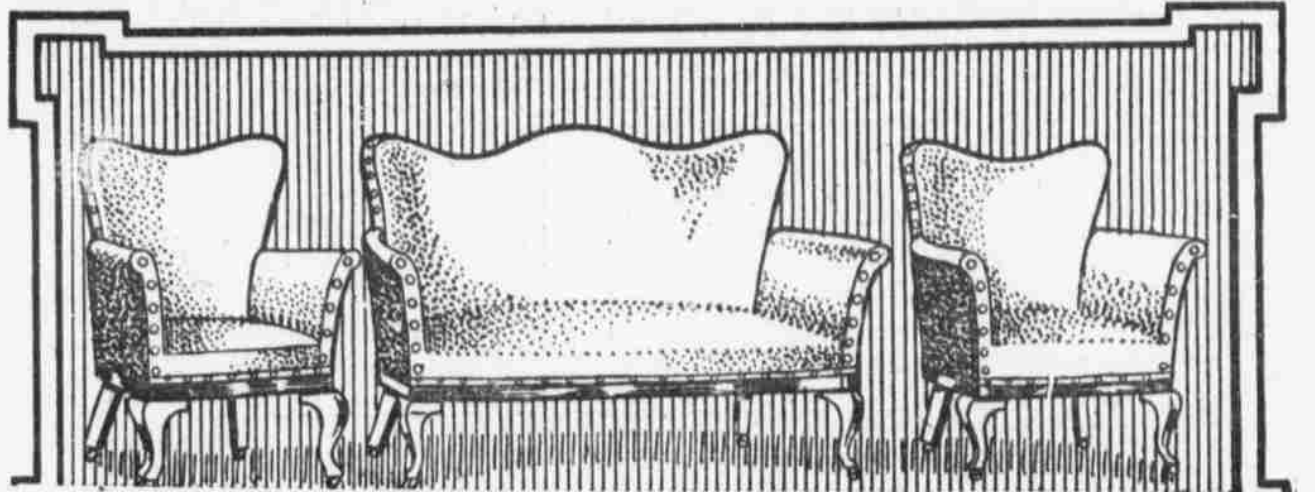
In color there is some variation, the shades ranging from the original dark

"Mission" oak, or even a darker finish, to the so-called "London smoke" or "elephant gray."

No place does the Mission furniture show up to better advantage than in the modern, moderately priced bungalow. Here it seems particularly appropriate, especially where the permanent home is of this type, and some of the best examples of a happy use of this class of

furniture are found in the recently completed bungalows of the Middle West.

The desire for simplicity and absolute cleanliness has extended to office furniture, and we see desks, bookcases and filing cabinets constructed along the straight Mission lines, set well up from the floor and defying the accumulation of dust and dirt—all of which is greatly to be commended.



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\$50.00 China Closet	\$25.00
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\$35.00 China Closet	\$17.50

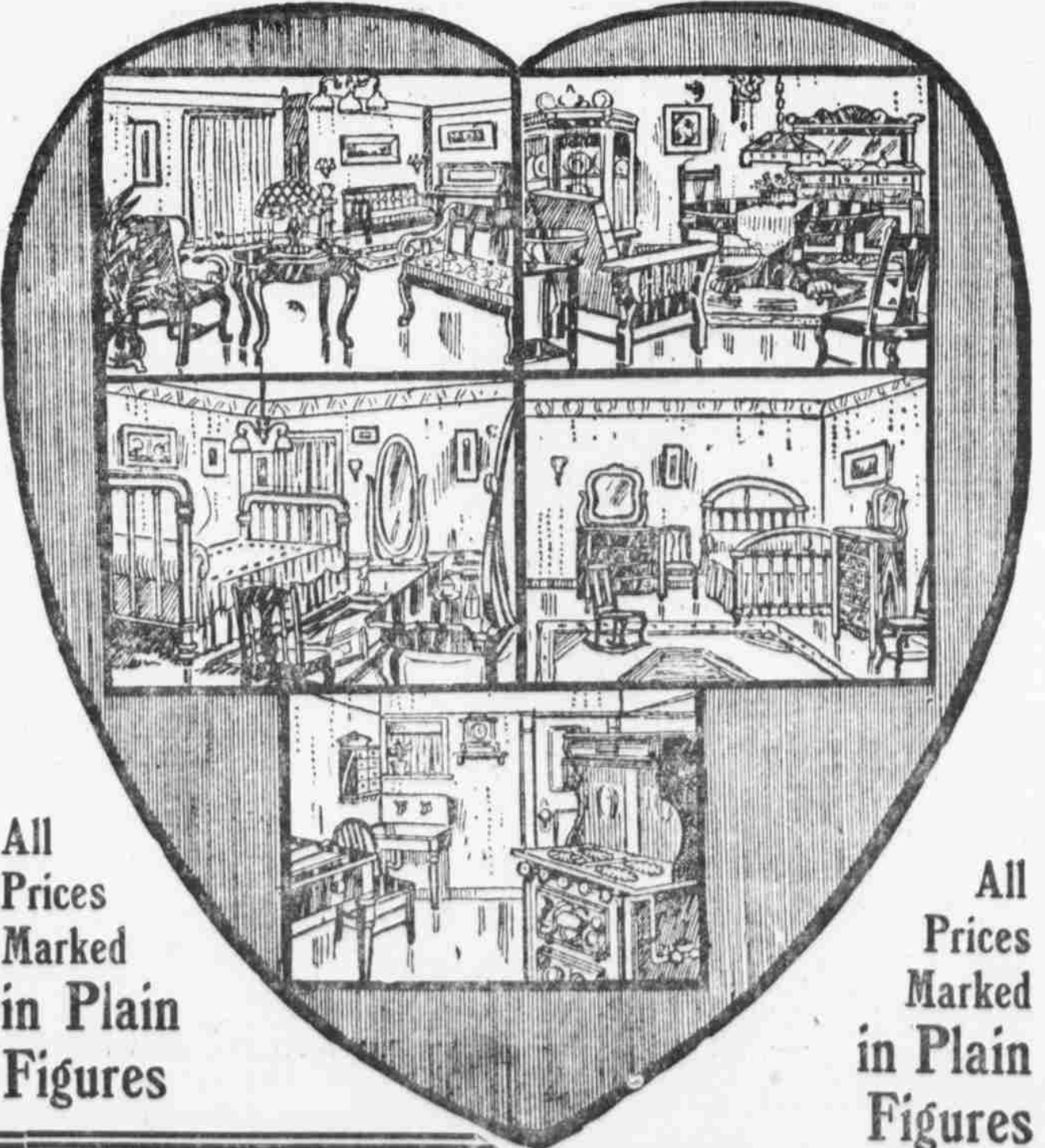
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