

PHONE TYLER 3060

Orchard & Wilhelm Co.

SIXTEENTH AND HOWARD

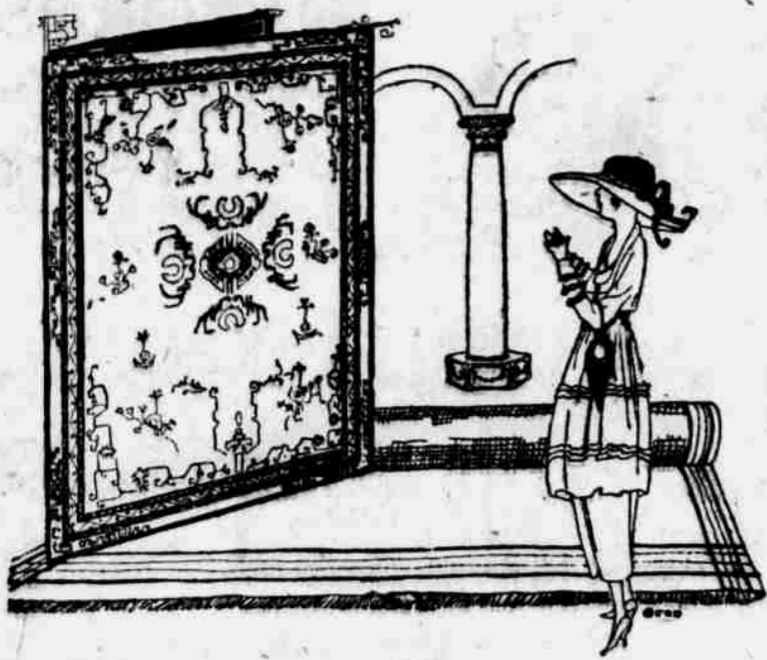
Ak-Sar-Ben

is Nebraska's Harvest Festival and shared not only by every man, woman and child from city or country-side within the boundaries of Nebraska, but by thousands and thousands of others living in bordering states who enjoy the great prosperity of this mid-west territory and catch the spirit of "AK-SAR-BEN." Omaha stretches out her arms to welcome all who come and who would enjoy the hospitality of King Ak. Every loyal subject is welcome.

Among the attractions catalogued by many for a visit is the Orchard & Wilhelm Co. store. They come because they love their homes and would take back ideas, because they love beautiful furniture and fabrics and because the seven great display floors afford a liberal education.

The store management has arranged to provide a guide or usher whenever the wish is expressed. Those who would rather go through alone are perfectly free to do so and to stay as long as they wish. It is suggested that the best method of seeing the whole store (work rooms and shops are open to the public), is to go to the top floor and work down.

Orchard & Wilhelm Co.



Selecting Rugs

is not the easiest thing in the world unless conditions are shaped to help the purchaser. None realize this more than we do and in order to make the task easy and satisfaction sure we have done many things to help all who would work out their problems with us.

The latest arrangement of our rug floor affords daylight for the consideration of colors; it also enables us to accommodate our greatly increased stocks.

For the first time since the beginning of the war we are in a position to advertise that we can "match up" colors and patterns in rugs of all sizes, from the smallest mat to the large room sizes; in addition to this the extra large rugs that measure 9x15 and 9x18 feet are shown together with unusual sizes such as 9x9, 10-6x10-6, 11-3x12, 11-3x15, 11-3x18, all of which is a great advantage to the purchaser who can now "fit" instead of being forced to make a poor compromise.

Wilton Rugs

of finest worsted wool are shown from the looms of Whittall, Hardwick & Magee, Bigelow-Hartford and others. The assortment of color schemes leaves nothing to be desired, while designs are veritable triumphs of art. The 9x12 size of the least expensive of these beauties is \$98.00; others are up to \$195.00 for the same size.

Axminster Rugs

from Smiths, Bigelows, Bush and Diamonds, Sanfords and others are here in many grades, showing patterns adapted from Oriental and Chinese rugs as well as many good floral and all-over effects. The least expensive 9x12 Axminster is \$43.50; others are up to \$94.00.

Rag Rugs

for bath, bedroom and sleeping porch are seen in an almost endless variety of colors, weaves, sizes, shapes and weights—all of them gay and cheerful looking, made to tub and therefore sanitary. Prices vary according to size and quality, from \$1.25 to \$15.00.

Grass, Linen and Fibre Rugs

especially good for bedrooms and sun parlors, but in many instances also suitable for the more formal rooms, offering a right good solution to the price question. A great variety of colors and patterns are available in all useful sizes.

The Oriental Rug Department

is always a place of great interest to visitors. Here the handiwork of tireless Asiatics is displayed in rugs that Americans will live with and delight in for many years. Our exhibits contain the most suitable pieces for modern homes in colors that will harmonize with up-to-date wall and drapery treatments. Kermanshahs, Saruks, Mahals, Mosouls, Abaks, Belouchistans, Chinese and others are all to be seen in this department.

The Linoleums

shown in our Second Floor Department come to us by the carload, both printed and inlaid goods, thousands and thousands of yards, and patterns in so large a variety that not only is it possible to treat kitchens and bathrooms with this excellent floor covering, but by use of special patterns and plain and jaspe effects living rooms and dining rooms can be treated, thus competing with hardwood floors, over which you may lay your rugs.

Second Floor.

The Kitchen Department

In the brightest, cleanest, freshest downstairs department in Omaha you will find the famous Round Oak, Detroit Jewel, and Copper Clad Ranges for gas, coal or combination fuels, a style and size for every kitchen at a price to fit your pocketbook.

It is here, too, that you can pick out your Wear-Ever or Wagner Aluminum, Enamel or Cast Cooking Utensils; where Refrigerators, Fireless Cookers and the other aids to kitchen efficiency are seen.

As an evidence of the Excellent Values to be found here we suggest that you see

The Jewel "Coal Saver" Range

a range with a smooth finish, easy to clean, all cast body; a "Coal Saver" firebox; a duplex grate; polished, "mirror finish" cooking top; large, square, perfect baking oven, drop open door, with white porcelain panel; white porcelain splashers back and high closet. It will give a lifetime of satisfying service. The price is \$106.00

This Range is also shown in all porcelain and nickel.

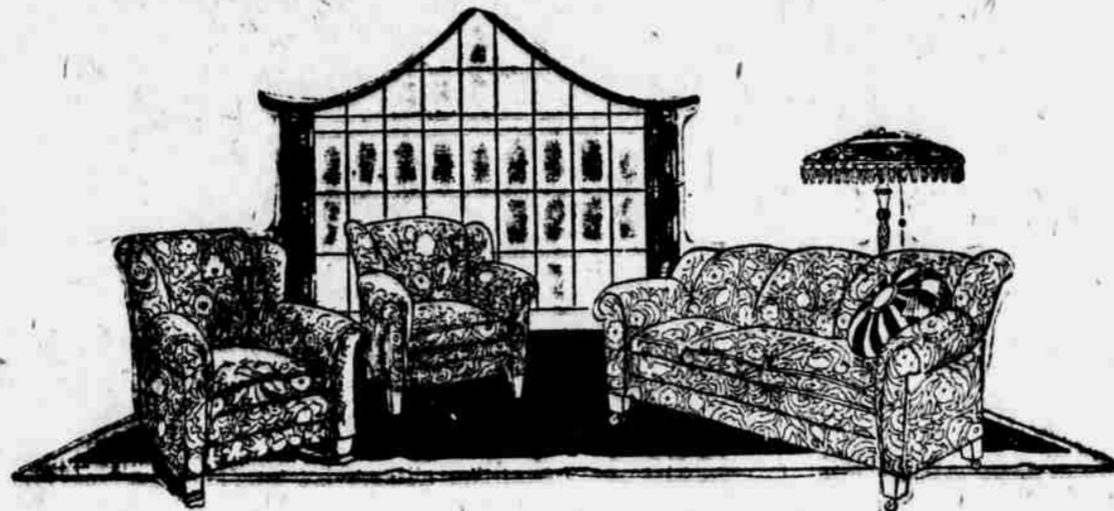


Round Oak Heaters

We have a limited stock of these Heaters bought and priced more than a year ago. It is interesting to know that the present day price is much higher; the comparisons follow:

Present Day Price	Our Price
\$68.00	14-in. Round Oak Heater \$65.00
\$75.50	16-in. Round Oak Heater \$69.00
\$85.50	18-in. Round Oak Heater \$80.00
\$103.00	20-in. Round Oak Heater \$75.00

Buy now before we have to replace at new prices.



Living Room Furniture

Cane types with loose spring cushions and pillows and bolsters; overstuffed types with great padded spring arms, backs and spring cushioned seats. The coverings are Tapestry, Velour, Damask, Mohair and Leather. A large variety of Bed Davenport, Da-Beds and Combination Bed-Settee Suites in new and different styles.

Overstuffed Tapestry Suites

Three pieces, chair, rocker and davenport—upholstered in Tapestry throughout. Without question the best values on the market. These suites are A-1 in design, quality and finish—nothing is slighted in any detail of their construction (and we know, because they are made in our own factory). Upholstery, including outside backs, entirely of good quality verdure tapestries.

\$325.00

Queen Anne 3-Piece Suite

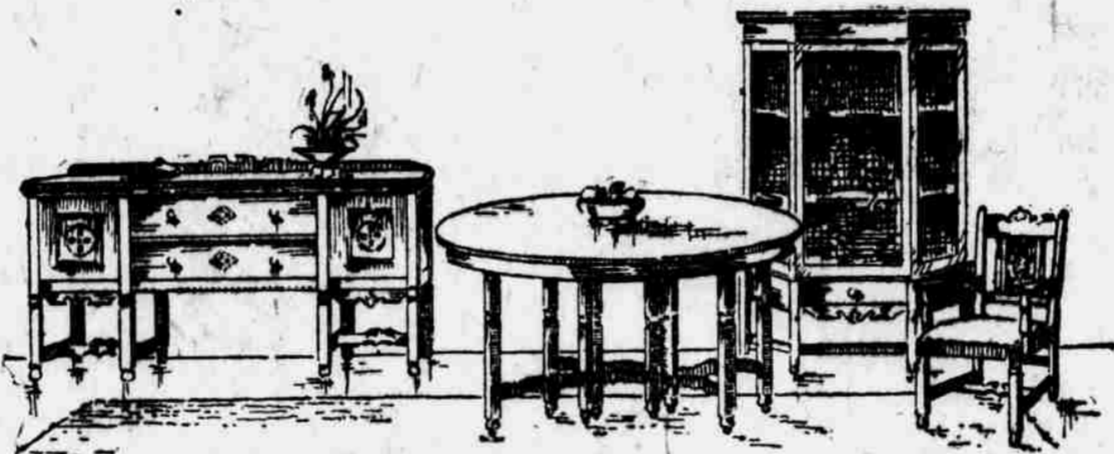
Cane Suite in solid mahogany—a quality suite in every sense of the word. Davenport, chair and high back rocker with blue velour loose cushion upholstery; complete.

\$485.00

Pullman Davenport-Bed Suite

In mahogany with tapestry upholstery; just the thing for the small room or apartment in case of emergency. Three very handsome pieces, chair, rocker and a davenport that does not hint of its double purpose. Price, complete.

\$365.00



Dining Room Furniture

The wide price range makes it possible for all to buy in this department. Designs, materials, finishes vary so that almost any room in Omaha can be equipped right from our stock. Period designs represented are Italian Renaissance, Queen Anne, Georgian, William and Mary, Chippendale, Hepplewhite and others, as well as modern originations.

We mention three especially attractive suites.

Queen Anne

—in American Walnut.
60-inch Buffet \$156.00
54-inch Round Table that extends to 6 feet 106.00
Chairs, each 19.50
China Closet 116.00

Modern English

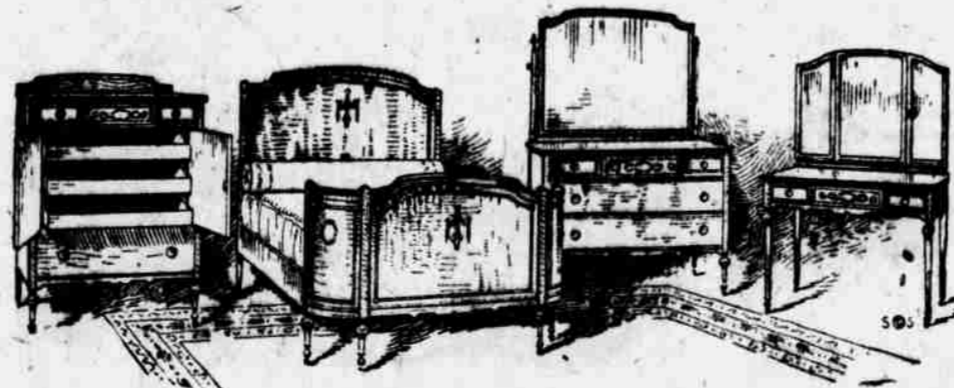
—in beautiful brown mahogany. Includes 68-inch Buffet, 54-inch by 6-ft. Extension Table, six Chairs with blue hair cloth seats; 9 pieces complete.

\$495.00

Old English

—a wonderful old oak Suite with handsome polychrome decorations similar to illustration.
72-inch Buffet \$198.00
46x57 Oblong Table that extends to 8 feet 148.00
China Closet 142.00
Box seat Chairs in tapestry 27.00

Other Suites at half these prices or twice the prices—you will undoubtedly find them on our floors.



Bed Room Furniture

Whether the finest period design or just a simple cottage type is wanted you'll find it here, priced very much to your advantage and oftentimes at a lower figure than expected. The range of styles is very satisfying.

Three suites you should see:

Queen Anne

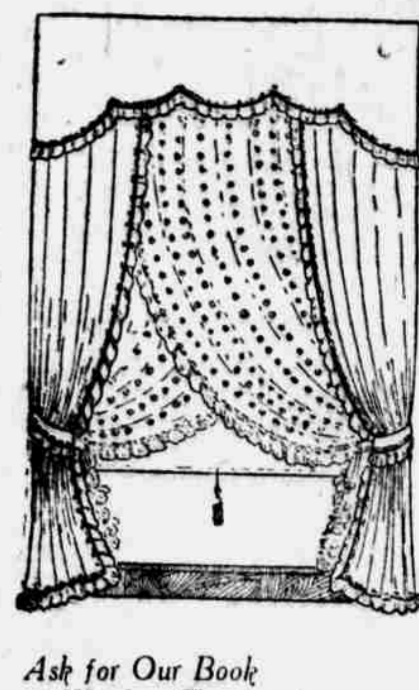
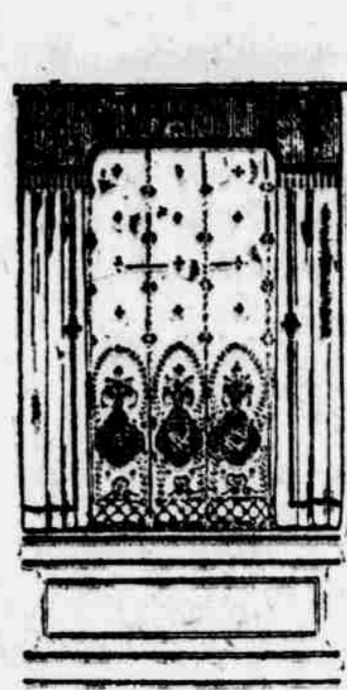
—in brown mahogany.
Full Size Bed \$67.00
Dressing Table with triple mirrors 58.00
Dresser with large plate mirror 69.50
Chiffonette 65.00

Modern English

—an exceptional Suite in American Walnut. Full dust and mouse proof construction and superior to the last detail.
Dressers in three sizes at \$89, \$110, \$125
Chiffonier \$75.00
Dressing Table with triple mirrors 78.00
Full Size Bed \$79.00
Bedroom Table 18.00

Poster Colonial Suite

—in mahogany; very popular design.
Dresser with 24x32 mirror \$88.00
Dressing Table with triple mirror \$99.50
Chiffonier with mirror 75.00
Full size Bed 69.50



Ask for Our Book of Window Treatments

Service Comes First in the Drapery Department

The purchase follows, as a natural sequence and always at the wish of the customer.

Thousands of people come to us in the course of a season to "know how." It is for this reason that we have lined our walls with various window treatments, and it is for this reason that we keep little books of sketches which we present to customers who wish to study draping, and it is for this reason that our skilled drapery folk are trained to assist in the solution of problems, even to the extent of having one of our artists make drawings, when necessary, of windows, that are unusual or different.

Oh yes! The service is at all times FREE—it never obligates and is always gladly given.

The stocks in this Drapery Department are such that a customer seldom finds it necessary or expedient to go elsewhere.

New Arrivals in Drapery Fabrics

hundreds of patterns in new and attractive Cretonnes, Madras, Sunfast fabrics, Damasks and Velvets, are shown in all the newest shades of Blue, Brown, Mulberry, Green, etc. Color schemes can be worked out here to the satisfaction of the most exacting.

Curtains

include Duchess, Filets, Voiles, Sérims, Grenadines, Marquises and Novelty effects, from, per pair, \$2.25 and by easy steps to \$80.00.

Curtain Materials

include both imported and domestic Lace Nets, Filets, Ameraux, Scotch and other interesting weaves, as well as both plain and figured voiles and marquises in great variety. Muslins, Grenadines and Madras curtainings are also shown.

From the smallest piece of Drapery Hardware to the largest window shade, and from the simplest glass curtain to the most elaborate over-drapery treatment, you'll find everything for home draping in this wonderful department.

Main Floor.

The Department of Interior Decorations

The careful furnishing of every nook and corner; that completeness upon which depends the realization of your highest ideals of home, is the care of this department.

With us the smallest detail is important and "worth while" and undertaken by our department of interior decoration in this spirit.

The exclusiveness of every scheme is carefully guarded, so that annoying duplications are avoided.

A staff of expert decorators is continually at your service for the purpose of consultation, etc.

The employment of this means of furnishing and decorating your home does not mean a disproportionate expense—quite frequently it means a saving—and although we are in a position to undertake large contracts, the decoration of a single room receives our most painstaking effort. The inexpensive cottage is just as acceptable a subject for our men as a great town house.

PLEASE COMMAND US!

Fifth Floor.

Sound Proof Rooms



Fifth Floor

The Victrola Department

When you wish to decide upon as delicate a thing as a Victrola (all musical instruments and all vocal ranges in one unit) there are two points upon which you wish to satisfy yourself; first, is its perfection of tone; second, is its suitability to your home.

Special sound-proofed rooms have been built so that you may cover the first point. Not just glass partitions, but insulated walls that will enable you to THOROUGHLY TEST any instrument, any record. These rooms are considered by the Victor Company as being the best in this part of the country.

A special FREE TRIAL or approval plan enables you to try out any Victrola in your own home; the place where it has to make good.

This is surely the best and most up-to-date method of buying a musical instrument and a refinement in merchandizing policy that will be appreciated by all thinking people.

Cabinet Style

Victrolas are from \$125.00 to \$550.00. Phone Tyler 3060 for any further information. A great library of Victor Records is available to all who shop at Orchard & Wilhelm Co. "Our Approval Plan" is a great convenience; details upon application.

