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*Evenings in France.*



CENTURY®  
FURNITURE

*“Simply French” takes style back to a classic time, embracing furniture created in the simple yet sophisticated forms of its country of origin. It’s a casual collection of gentle shapes, mild flowing curves, and light natural fabrics. Throw open the bedroom windows and let the summer breeze caress hardwood headboards and beautiful veneers. It’s “Simply French”.*

THE STYLES OF LIFE. THE COMFORTS OF HOME.



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DESIGNS FOR LIVING®



*“There’s a reason simplicity has always been the hallmark of good taste...it goes with everything—just like the new “Simple French collection”*

*Terry Boedgieff,  
Interior Designer*

**Israels Downtown**  
(616) 456-9813  
226 Pearl, across from  
the Grand Plaza  
(Free parking in the  
Grand Plaza Ramp)  
Call for store-closing  
information.

**Israels 28th Street**  
(616) 243-5466  
28th Street at Breton  
Hours: Monday & Friday  
10 a.m. - 9 p.m.  
Weekdays & Saturday  
10 a.m. - 5:30 p.m.

**Israels The Other Store**  
Phone (616) 774-8389  
446 Grandville Avenue at Wealthy  
Open Monday - Saturday,  
9:30AM - 5:00PM  
Open Friday to 8:00PM

**Design Center/Corporate Offices**  
Phone (616) 456-9810  
800-682-0318  
601 Fifth Street NW

*Not a bad seat in the house.*



*Come and tour the stunning results* created through the collaboration of many talented people. See how fabulous home furnishings and imaginative design blend to capture an incredibly unique and inviting home environment. It will be fun and at the same time, your admission fee will support a worthy cause – Habitat for Humanity.

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# LAUREN RALPH LAUREN



Some names need introductions,  
Others, Just OVATIONS.

FIND *Your* STYLE.



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# LAUREN

RALPH LAUREN



Introducing the newest classics from the Lauren Furniture collection.

*Nowhere else do the luxurious fabrics, timeless styles and subtle elegance of this renowned designer meet with such diverse variety and selection. Right now save on all Lauren Furniture collections. But, please, hold your applause.*

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FIND *Your* STYLE



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GUESTS HIT THE PATIO.  
**JAWS HIT THE FLOOR.**

**THE PATIO & RATTAN FURNITURE SALE**

There's no excuse for ordinary outdoor furniture this year when you have Israels.  
**ALL PATIO FURNITURE IS NOW ON SALE, INCLUDING SPECIAL ORDERS.**

Choose from a large variety of unique in-store styles, from wicker to rattan to wrought iron.

Or special order the specific fabrics, frames and brand names that fit your look.

The possibilities are unlimited but the sale isn't. Hurry in today.

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 "ST. CROIX" COLLECTION



<p><b>6 MONTHS          NO PAYMENTS*</b>          Enjoy your new patio furniture          all season without making any          payments until January 2006.          *With approved credit.</p>	<p><b>NO SALES TAX!</b>          Take advantage of our  <b>ADDITIONAL SAVINGS</b>          Israels will pay the          sales tax on your entire purchase!</p>
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Includes table, 4 chairs and umbrella. COMPARE AT \$3,533

BROWN JORDAN  
 "WAVE" COLLECTION



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 SPECIALS**

We still have many furniture items  
 that have been drastically marked  
 down while our store expansion  
 is underway.

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**6 months  
 no payment**  
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 FOR MORE EXCITING OFFERS.

ISRAELS 28TH STREET

FREE DELIVERY ANYWHERE IN MICHIGAN



# Israels Breathes Nostalgia and New Life into West Michigan Furniture Store

**A small piece of history meets a huge variety of new styles and prices. But first, a \$3 Million Dollar Furniture Sell-Off will take place.**

*Soon, you can get up close and personal with a timepiece from our city's beginning within a huge new furniture complex totally unique to West Michigan. One of the original Widdicomb furniture buildings, with roots stretching back to 1865 on the city's Westside, is set to be reconstructed near the corner of 28th Street and Breton Road.*

## The styles of life

Israels Designs For Living is undergoing a massive renovation both inside and out. The process of moving sections of the old Widdicomb building from one side of West Michigan to the other will go on record as a historical event. The building was originally constructed to house the modest woodworking shop of Harry and John Widdicomb after the two brothers returned from the Civil War.

Israels is coordinating the multimillion-dollar relocation and reconstruction of the historic Widdicomb building to preserve its local legacy. The 1865 building will become a two-story, 8,000 sq. foot addition to the Israels Designs For Living retail building.

## The future of 'Furniture City'

In anticipation of big changes in the size and scope of their retail operations, Israels new furniture complex will

*From baby cribs and teenage lofts to furniture for first homes, second homes and lakeshore cottages, Israels furniture complex will offer a greater selection of styles and prices.*

represent an unparalleled 55,000 square foot shopping experience. President Bob Israels has been quietly setting the stage for a revitalization of the retail furniture industry while passing on his love for Grand Rapids to the rest of his family.

"Israels has been a part of West Michigan for five decades. This area has been so good to us over the years; we are committed to reinvesting in the growth of Grand Rapids in return. By bringing our friends and neighbors a complete design resource in one geographic area, and opening up fresh job opportunities for the community, we hope to give back in any way we can," says Bob Israels.

Expanding on their commitment to a larger variety of styles, while keeping value at the forefront, Israels is bringing many new product galleries to the area. The addition of the Martha Stewart Home Furniture Collection, and premier manufacturers like Baker Furniture, Kindel and Milling Road "shows our dedication to casual and contemporary looks seen in no other location in West Michigan," says David Israels.

Jason Israels, David's brother, further explains, "Israels Designs For Living is focused on offering styles and prices to meet everyone's budgets. It's our commitment to excellence and affordability. Everyone deserves a home they can be proud of."



David and Jason Israels review floor plans for the new 28th Street store addition, which will incorporate the actual timbers, floor joists and rafters of the 140-year-old Widdicomb furniture building, standing on Seward Avenue when the Civil War ended and when Michigan Senator Jacob M. Howard authored the 13th Amendment officially abolishing slavery.

## The colors of home

In addition, Israels is in the process of completely renovating the former med center on the Southwest corner of 28th Street and Breton to become their new store, *Israels Windows, Floors and More*. The store will open



James and Laurie Israels, managers of the new *Israels Windows, Floors and More* store, will offer the first complete Mohawk Color Center in Grand Rapids, with a choice between good, better and best selections, for the total interior finishing of West Michigan homes.

Spring 2005 and showcase a variety of home interior products including an extensive Mohawk flooring gallery featuring such well-known names as Karastan, Hunter Douglas, Lafayette and many others. The Mohawk gallery will feature the first and only complete Color Center in the area as well.

*Israels Windows, Floors and More* will also offer consumers the opportunity to work directly with designers and Managers James and Laurie Israels, who have over four decades of combined experience in the industry. A Color Center of this size with this variety of Mohawk brand items will be something brand new to West Michigan.

## There's a new style in town

Israels is proud to announce their first private label furniture line: *Toni Lee Designs*. Toni Lee Gjeltema is one of Israels leading

interior designers. Her new, urban designs will blend old world ideas with new century craftsmanship.

This private label line will include enhanced accessory items, furniture pieces, window coverings and bed ensembles. The *Toni Lee Designs* line will be a combination of unique woodwork, metal parts, and high-quality fashion to complement the popular 'Urban Loft Look.'



Interior designer Toni Lee Gjeltema's new private-label furniture line, *Toni Lee Designs*, represents clean, uncluttered living, blending centuries of historical design with modern colors and patterns, to provide the creative freedom to express classic design blended with old world craftsmanship.

***In light of the extensive renovations, Israels is having a storewide \$3 Million Dollar Furniture Sell-Off at their 28th Street store, starting Friday March 18th, to make room for construction.***

FOR MORE INFORMATION, VISIT ISRAELS DESIGNS FOR LIVING ON 28TH STREET AT BRETON. [www.israels.com](http://www.israels.com)