

Hartman's are Enlarging!

Alterations and Remodeling Throughout the Entire Building

A STATEMENT OF OUR PLANS FOR THE FUTURE AND OF OUR FAITH IN OMAHA

HARTMAN STORE TO REMODEL INTERIOR

Improvement to Cost \$50,000 to Create New Beauty in Furniture House.

ADD NEW DEPARTMENTS

The Hartman Furniture & Carpet Co. yesterday announced plans for the remodeling of its store at 413 South Sixteenth street, at a cost of 50 thousand dollars. Work will start at once, and will be completed in sixty to ninety days, when the part of the Webster-Sunderland building occupied by this company, will present beauties in interior decoration promised to prove a revelation to Omaha shoppers.

Remodeling will include window fronts for display of a type new to Omaha; a beautiful copper marquee over the entrance to the store; new carpeting, lighting fixtures, and decorating throughout; and rearrangement and enlargement of departments as well as the addition of new ones.

"A GREATER STORE FOR
A GREATER CITY"

The Bed Room Section Now Displays Suites Representing Maximum Value

Odd Pieces All Greatly Reduced

The remodeling period brings about a transformation of this section, and with the workmen busily engaged in the many changes, it becomes necessary to move quickly all of our complete suites as well as odds and ends in sample pieces. Exceptional values await you now.

We humbly apologize for the appearance of our store.

- 115.00 Bedroom Suite consisting of dresser, bow-end bed and convenient chiffonette in attractive light two-tone walnut veneer. Now **89.75**
- 128.50 Bedroom Suite in rich brown mahogany finish. Windsor design. Consists of dresser, bed and chiffonette to match. Now **97.50**
- 124.75 Bedroom Suite, beautiful design. Large dresser, chiffonette and bed to match. Elegant brown mahogany finish. Now **98.50**
- 145.00 Bedroom Suite, rich walnut finish. A new design, you'll like. Consists of dresser, bow-end bed and convenient chiffonette with hanging space. Now **119.50**
- 198.50 Bedroom Suite, Queen Anne period design. Rich brownish cast of mahogany finish. Dresser, bed and chiffonette; a real value. Now **159.50**
- 204.50 Bedroom Suite consisting of a large dresser, chiffonette and bed to match in full size. Beautiful pattern in brown mahogany finish. Now **167.50**
- 205.00 Bedroom Suite, walnut finish. 48-inch dresser with 28x36-inch plate mirror, a roomy chiffonette and full size bow-end bed to match. Now **169.00**
- 242.50 Bedroom Suite consisting of dresser, bed and chiffonette in rich walnut finish. A genuine value at the price for this remodeling period. Now **199.75**

All Sample Pieces Must Move Quickly

FOR nearly nineteen years Hartman's have been an integral part of the life and activities of this great city of Omaha.

Since the opening of the Omaha branch of this great chain of stores, in 1906, this store, a part of the World's Largest Retail Furniture Dealers, we believe, has reflected faithfully the solid, substantial growth of Omaha. It has kept pace at all times with the growth and development of Omaha and has won a solid place in the affection of its citizens, and has secured wide recognition as one of the leading retail institutions of the central west.

Therefore we feel sure that a statement of our plans for the immediate future will be not only of interest to all, but an inspiration to those affected by the progress and prosperity of greater Omaha.

FORTUNATE was this great institution in securing this established furniture location during March of 1917, following the disastrous fire at 1420-24 Douglas street, which left Hartman's without a home.

Fortunate, yes, inasmuch as Hartman's took a great step forward in moving to the store formerly occupied by the pioneer furniture dealers in Omaha, the Beaton & Lauer Company, formerly the Miller, Stewart & Beaton. A fitting predecessor for Hartman's to succeed, and in the seven and a half years our aims and endeavors toward this end have been forthcoming.

The continued prosperity of this progressing institution, through the continued patronage of Omaha folk makes it necessary for "appreciative" Hartman's to respond with more up-to-date facilities for better service—a store to which buying Omaha can justly point with pride. "Service, Value and Satisfaction," the key-words of their success.

By the end of the week the workmen shall have completely wrecked the arranged condition of the entire six floors exclusive of our basement, making way for the vast improvements afore noted in the daily papers of Omaha, a part of which is enumerated in this Remodeling Period Announcement.

It is the sincere desire of this great merchandising institution to fully equip the Omaha store to the utmost, with no regard to expenditure covering the vast improve-

ments now started, a genuine effort in mind to spare nothing to give to Omaha folk a better store, fully equipped to serve their needs in the future.

The present building is being altered and remodeled from top to bottom, the completion of which will be announced later, for your inspection. We note a few of the changes:

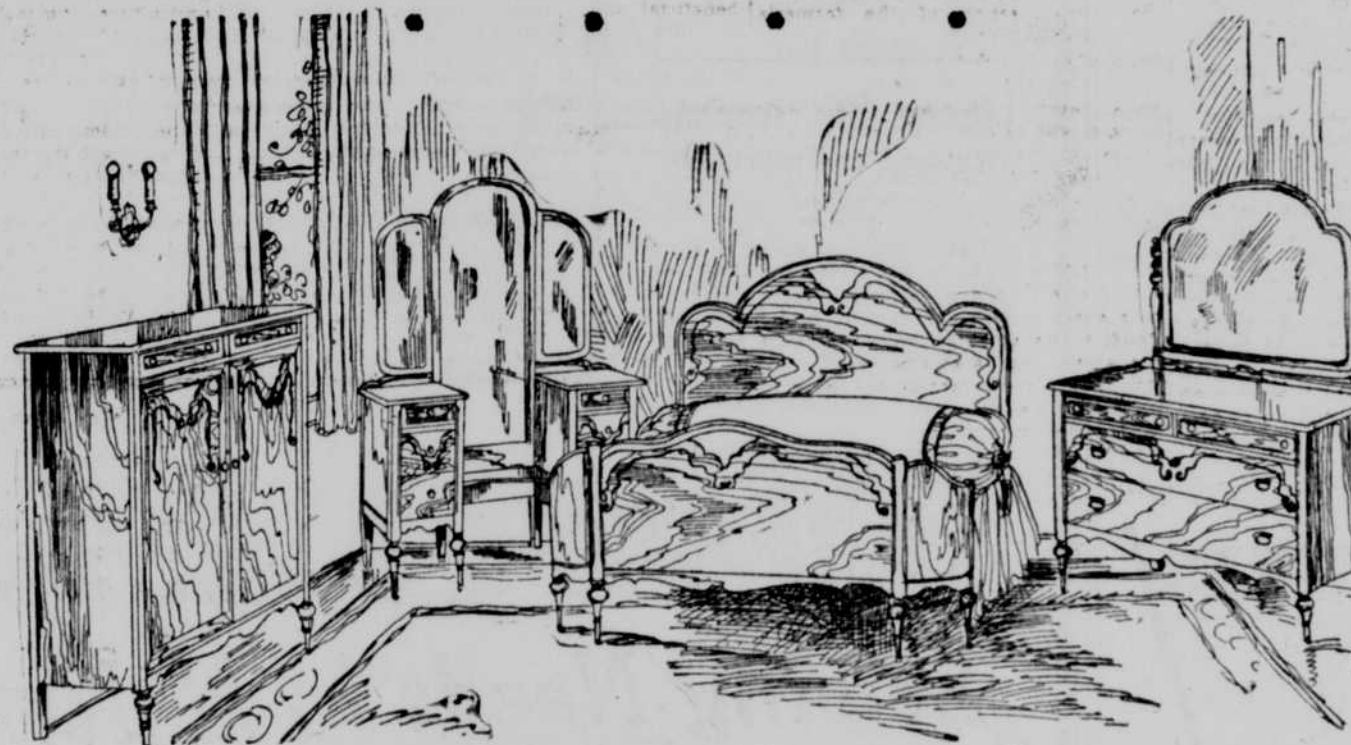
MAIN FLOOR—
New display windows showing room effects.
New and better equipped offices.
New lighting fixtures, complete re-decoration.

SECOND FLOOR—
Newly arranged complete rug section.
Removal of balcony.
Addition of new linoleum section.
Addition of complete drapery section.

THIRD FLOOR—
New lighting fixtures and re-decoration.
Exclusive dining room section arrangement.

FOURTH FLOOR—
Exclusive bedroom section, new lighting.
Complete transformation of decoration, etc.

FIFTH FLOOR—
Completely arranged model home.
Exclusive lamp and mirror sections.
Extensive display of living room furniture.



Elegant Walnut Veneer Suite

Dresser, Bed
and Chiffonette

125.00

Exactly as
Sketched

Large Vanity Dresser Illustrated - **55.00**

An exceptionally attractive Bedroom Suite—you are sure to like the new lighter English walnut finish now in vogue. You will find each piece as sketched in the illustration above—at a most unusual low price, special for this remodeling period. The large 48-inch dresser has clear plate mirror measuring 32x26 inches; the bed in full size with neat bow-end design as shown; the chiffonette has handy small drawers at top, with interior hanging space and concealed sliding trays; the large vanity dresser measures 48 inches in width with large center mirror, size 46x18, with side swinging mirrors measuring 26x8 inches. Tops and fronts of each piece of 5-ply construction, the end panels of 3-ply construction with walnut face veneer.

We urge careful inspection of this elegant suite tomorrow.

The World's Largest Retail Furniture Dealers Believe in Omaha!

Hartman's, the recognized World's Largest Retail Furniture Dealers think a great deal of Omaha and faithfully believe in Omaha's future! We believe in its continued growth and development! There can be no better evidence of this belief than this plain statement of our plans to remodel and enlarge in Omaha a great business institution such as is now in progress, with great expenditure, a fit building that will provide facilities to more than double our present volume of business, now one of the foremost in this western section. This we mention with no intention of boasting, yet with pride, having been made possible only through the valued patronage of the highly esteemed Omaha buying folk.

The Dining Room Section Now Offers Values Exceptionally Low in Price

Suites and Odd Pieces Reduced

And too, we must humbly apologize for the condition of this salesfloor. Though it is not so torn up as perhaps a few of the other floors, yet the workmen have already begun and soon will ask that the merchandise be removed from the floor. Tomorrow affords real low prices. We list a few.

We will display these values as best we can.

- 235.00 Dining Room Suite. Complete 8-piece, buffet, table, 5 side chairs, with host chair to match. Tomorrow's special price. **179.50**
- 67.50 China Cabinet to match the suite mentioned above. Special at. **45.00**
- 235.00 Dining Room Suite in solid walnut. Consists of buffet, table, 5 side chairs, with host chair to match. For tomorrow's selling. **279.50**
- 251.50 Dining Room Suite in your choice of mahogany or walnut finish. Complete Suite of eight pieces as enumerated above. **289.00**
- 421.50 Dining Room Suite in complete suite of ten pieces. Buffet, table, china cabinet, server, 5 side chairs with host chair to match; rich walnut finish. Tomorrow **325.00**
- 56.75 Walnut Buffet in rich two-tone effects. Handsome looking and can be matched with other pieces. For tomorrow's special selling. **45.00**
- 67.50 Walnut Extension Table, matches with the buffet listed below. Elegant two-tone finish of dark color. Extends to full six feet. Only. **55.00**
- 98.50 Walnut Buffet, matches perfectly with the table mentioned above. Measures full 66 inches in length. An exceptional value for this remodeling period. Only **79.50**

The Lowness of Remodeling Period Prices
Means Great Savings for All
Who Will Participate.

"A GREATER STORE—
A BETTER SERVICE"

Business Not to Be Interrupted—Model House
Will Be Installed.

The Best for Omaha.

"All of the remodeling will be done by Omaha firms. We anticipate a heavy fall business, and a generally improved condition in the business world and the prosperity of Nebraska, and we are merely making preparations to participate in it."

Business will go on as usual in the store while the remodeling is going on.

The shopper approaching the store will find three features that will emphasize its newness. Besides the copper marquee mentioned, and the new display windows, there will be a large electric sign of a type new in Omaha.

New Display Windows.

The windows will be of deep construction, and handsomely backed, so as to present the appearance of a complete room in a house, and with possibilities for arrangement so that one will get the impression of passage from one room in a residence to another.

The first floor will be completely recarpeted and rearranged, the walls and supporting columns to be refinished in Italian kangstone, and new lighting fixtures to be installed.

Service, Value and
Satisfaction

Hartman's

413-15-17 South Sixteenth Street.

Dignified Credit Terms
Extended

NEWS
CLIPPING
FROM
SUNDAY
WORLD-
HERALD
AUGUST
3RD,
1924