



FUR STYLES

**Long Pony Coats the Thing—
Muffs Are Larger Than Ever.**

Gorgeous beyond all compare are the new furs for 1909-10. Each year the designers seem to vie with each other, and exhaust all the resources of the markets of the world in their effort to construct garments unique and beautiful.

This season they have simply outdone themselves and Sheba's queen was not more beautifully arrayed than Miladi will be in her new furs this winter.

From Paris comes the report of sumptuous fur capes, flowing and graceful, and coats noticeably loose and full length. These are, of course, intended for carriage wear. The deep collars of these wraps are usually of a contrasting fur—Skunk, by the way, is a very fashionable trimming fur, as is also cub bear.—A rather odd cape seen at Auteuil recently was built of black silk gauze, woven with a black satin stripe and attached to the shoulders by a chenille cord. The cloak was short and full, and had a deep band of skunk fur for a border.

Paris is mad over fur trimmings and furs already, and there is every reason to think that they will come into use in this country very early in the season.—The Fashionables now are carrying muffs with costumes of lingerie texture. These muffs are large and handsome, and are shown in many combinations, that is, one fur forming the body of the muff, while another fur is employed in its trimming. Some muffs are heart-shaped; others are flat; and again one sees the pillow muff—the big round "granny" type, and the style that draws in small at the top, but spreads out very large at the bottom.

Many beautiful neck pieces of fur in plain or combination of various furs are being worn even now. Ermine and lynx seem to be a favorite. The stoies seem longer and wider than ever. Of course this applies only to the French capital, where extremes only prevail.—In this country the neck-wear is varied not only as to materials, but there is apparently much more variety of style and design.

While furs are higher in price than they have been for many moons—yet the men who make the styles have decreed that coats shall be longer, and muffs bigger, and neck-pieces wider than at any time since our grandmothers' day.—The long coats most favored are, of course, those of pony skin, and the appropriate length is about fifty inches. This does not mean that no shorter fur coats will be worn, because some beautiful models are being shown in lengths from thirty-six to forty-two, but the really stylish woman will insist on one long fur coat as near her dress length as possible. Beautiful long garments are shown in broadtail and caracul; Otter, too, has his admirers.—Seal is, of course, the choice for the woman who can afford it, but there are numerous clever imitations of seal, which give good service and bear a very close inspection. Moleskin will have some vogue this year in long coats. These garments, are, in the majority of cases, semi-fitting. The revers are somewhat longer than they were last season—especially in plain effects. The buttons used are either fur covered or else extremely fancy. The linings for these long cloaks are always so much in evidence that they play a rather prominent part in

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the general scheme.—Last season grey and black seemed to have the call, but this year brocaded fabrics and striped satins and silks will be much used in rather sedate or gorgeous color-

ings as individual fancy dictates.

A stunning mink coat, in length about forty-six inches, had a lining of satin brocade in gold and brown, which simply deepened the shading of the exquisite fur which formed the outer covering. Persian lamb—long coats are very desirable, and, like a mink garment, are never entirely out of style.—Some of the lamb cloaks have the huge shawl collars of lynx in very much the same design as shown in the pony skin coats.—Fur lined coats for motoring or traveling are but little changed in style—they are about the same from year to year.—They are shaping them a trifle more at the side seams—probably to conform to the figure of the up-to-the-minute wearer.

The neck-pieces are somewhat different from last year's, in that they are wider on the shoulders and sometimes have the short tabs in front and the long tabs in the back.

It may be said authoritatively that all new fur neck-wear is cut to show the extreme breadth of the shoulders. The stoies are cut longer and wider, and are worn in a surprise effect. A great variety of furs will be used. Mink is, of course, first choice; sable is out of the question, except for the favored few—but beautiful specimens of mink furs are shown, which rival the sable for beauty of coloring and softness of pelt.—Black fox is a desirable fur for a set, and pointed fox seems to be a close second in popular favor.—The former is a trifle more desirable for service, but the pointed fox, with its attractive white hairs scattered through the black, makes a most becoming addition to any costume.—Black lynx has, without a doubt, a beautifying effect to the wearer, and will always remain a prime favorite with well dressed women. The rich black, glossy fur brings out the color tints of all complexions and lends an added beauty to any coloring, blonde or brunette, as the case may be. Mink and lynx are both imitated capitably and very good looking fur sets may be procured for ridiculously small sums that furnish the necessary finish, and apparently give the owner good serviceable wear. Ermine is, par excellence, the evening fur, and quite as much used as ever for extremely handsome garments. Combinations of ermine and mink, and ermine and lynx, and ermine and seal are much favored for dressy day wear. Chinchilla sets do not seem to be so much in vogue, but some clever conceits are displayed in this attractive fur, which is one of the aristocrats of the fur world.—Fisher and silver fox sets are among the most stunning models in the plain, rich things whose price mounts 'way up to the thousands mark. The muffs that form part of all these sets are large—uncommonly so. The big, flat pillow style is just as strong as ever, and those made with the pendant skins are good. The old fashioned round muffs will have considerable vogue. They look equally well, made in the longhaired furs and in mink and seal skins.

One of the quaintest, and, by the way, most expensive sets of furs shown this year in a well-known New York house, has a wide shawl-like pelerine of beautifully matched mink skins, with a huge "granny" muff of the same fur. Since there has been such a demand for pony skin coats, there arises considerable confusion as to what it really is. Sometimes caracul is misnamed pony and vice versa. Pony skin is really the pelt of the Russian pony, and there are many grades. There is a fine glossy skin, with a mark in it similar to broadtail; this all is evenly marked. Then there is another marked in something of a border effect, while there are others with markings less distinct where the hair is a little longer, while the fur is still glossy.

Omaha Fur Emporium

Established in 1886

G. E. Shukert, Prop.

401-403 South 15th St.

ANNOUNCEMENT

In opening the season 1909-10 with one of the largest and most select stocks of Furs ever shown, we beg to call your attention to the great advantage you have in buying from first hands.

FIRST—We call your attention to the fact that we buy our raw furs from first hands and have them tanned and dressed by the most experienced workmen.

SECOND—Our facilities for the manufacturing of fine furs is unsurpassed in any city in the world, employing only the most expert workmen, and the very choicest of machinery,

THIRD—Our purchasing power enables us to buy for cash and in quantity for a much less price than the ordinary dealer.

FOURTH—Our new and commodious show rooms, with perfect light, enables us to show our goods in the most satisfactory manner.

We mention a few of the many styles and up-to-date models shown in this enormous collection.

In the Ladies' Coat line genuine Alaskan Sealskin always takes the lead, we have them from \$275 up. For the stylish lady who wishes to keep up with the times the Russian pony coat, 24 to 52 inches long, is possibly the most popular garment of the season. We have them all prices from \$35 to \$150.

Brook Mink is growing in favor—in fact, for style, service and choice workmanship at nominal cost, they are a positive leader—prices up from \$40.00.

Beaver and Otter, always the most reliable for wear, will be sold up from \$75.

Near Seal, plain and trimmed, combined with beaver, mink, etc., in all lengths, from \$25 up.

French dyed coney and marmot give good wear and satisfaction. All lengths and prices, up from \$20.

We find it impossible to give even a slight idea of the neck-wear styles. They are numbered by the hundreds, in variety of shapes, and made of every fur known, from the rare and beautiful

silver fox, costing thousands of dollars per skin, down to the pretty French Coney Scarf, which costs you 50c.

Coney Sets—Muff and scarf, up from \$1.50.

Canadian Marten Sets—muff and scarf, up from \$5.

River Mink Sets—Muff and scarf, up from \$7.50.

Belgian Lynx Sets—Large muff and flat Pelerine neck piece, up from \$7.50.

Chinese Lynx Sets—Large rug muff and beautiful large neck piece, several styles, up from \$15.

Blue Wolf Sets—Stylish open muff, large Pelerine, \$25 up.

Japanese Mink Sets—Fifty styles of neck pieces with muffs to match from \$12.50 up.

Genuine Russian Black Lynx, especially stylish, this season we show them in a variety of shapes ranging in price up to \$150 per set.

Russian and Siberian squirrel, natural gray and dyed to sable shade, per set, \$7.50 up.

Genuine Canadian and Labrador Mink Sets—Large and small neck pieces, open and closed muffs, the latest in style, and choicest of skins, up from \$35 per set.