

CORNER IN LACE SHAWLS

Fast a Sample of the Ways of French Dressmakers.

BUMPING THE AMERICAN PURSE

Having Bought Up the Available Supply, They Made Them the Fashion and Put Up the Price.

NEW YORK, Oct. 16.—"Americans are clever at cornering certain kinds of products, but we have still a few things to learn of the French. The man who raises the price of cloth or sends cotton soaring is pronounced a wizard and his name is on every tongue. There is, however, another market king about whom the outside world hears very little, and that is the gaudy French dressmaker or fashion creator who buys up our own materials and then sells them to us at an exorbitant price."

"The speaker was a Fifth Avenue tailor and dressmaker. The recent advance in price of a certain kind of dress trimming precipitated the remark."

"Do you see that exquisite evening gown of dull green brocade, the one half veiled in old 'chantilly'?" he asked, pointing to one of a row of brand new Parisian model gowns drooping gracefully from their perforated and ribbon-trimmed hangers.

"The gown was made of a certain brocade of a shade that you could call nothing but green, yet it had strange alluring lights in it as one caught glimpses of the silk through the rich old lace shawl which covered the front and sides almost to the knees and fell in a long point over the train. The ends of the shawl were caught up on the shoulders. There it was, one of those handsome pieces of lace that dozens of women have had stored away for years, and under the skillful fingers of the French dressmaker it had become a distinctly fashionable trimming."

"What it figures up." "That model cost me exactly \$700, duty included, and I could not duplicate the gown in cheaper materials for the same money unless I knew where to get one of these shawls," said the dressmaker. "There are but a few of them to be had because French dressmakers' agents have been securing this country as well as their own for months buying them up right under our noses with the intention of using them in this fashion and making them the smart thing of the moment."

"If a woman had brought me such an heirloom months ago and had offered it for half the original cost or even less I would probably have refused it. In the first place the lace was genuine and antique looks a bit faded. I should not dare to put it on a handsome evening gown without the approval of the Parisian fashion creator, but when Paris makes these shawls fashionable it is almost impossible to get hold of one."

"This shows you the ingenuity and foresight of the French. They get together when it is time to play the next season's fashions and decide to push chintilly draped evening dresses, let us say. Through agents they purchase all the antique chintilly shawls to be found at home or over here. They take them from right under our noses and we are helpless to prevent them."

"A season, or it may be a year or two later, there are practically no shawls in the market. They are all veiling handsome French evening dresses."

Paris Has the Shawls. "The French fashion creator who sells to American dressmakers must be able to supply several duplicates of a model, and if he has one to show with chintilly lace drapery he must be able to reproduce it if a buyer likes it. And the buyer must pay the advanced price demanded because chintilly lace shawls are scarce; because, in fact, Paris has them all."

"You cannot substitute strips or sections of lace and get the same delightfully graceful effect on a gown. The model calls for this long pointed drapery at one side and the ends reaching to the shoulders. We cannot reproduce the model without the lace piece, so we are compelled to pay any price demanded for a shawl if a customer wants us to copy the gown."

"Concerning the chintilly lace shawl market less much less serious matter, however, than concerning the fur market. 'Only a few women desire this particular evening gown, but every New York woman, as well as every woman elsewhere in this country who keeps up with the latest novelties, insists on having a coat, a neckpiece and muff or trimmings of the particular kind of fur that is sent out by Parisian houses as the very latest cry in smartness."

"So that thousands of women feel the effects of a corner in the fur market. Year after year when it is announced from Paris that a certain kind of pelt is to be the fashionable fur for the winter we buy back at a much higher price-quantities of fur that we have sold to the market operators a year or two earlier."

"The Parisian fur buyers come to our own country, or else they keep their agents on the ground, and when they have cornered all the supply they put it on the market and we pay anything they ask. This happened before the squirrel rage. The skins were bought from us for 5 cents or less and then we turned around and bought back probably the identical skins the following winter at several times the figure paid to us. Our customers demanded squirrel, and so we had to supply them with the fashionable pelt regardless of its actual value."

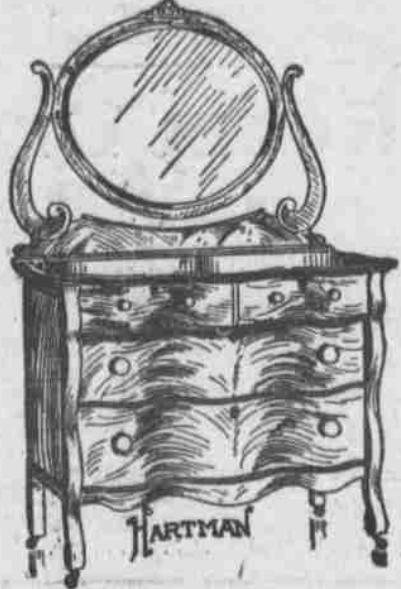
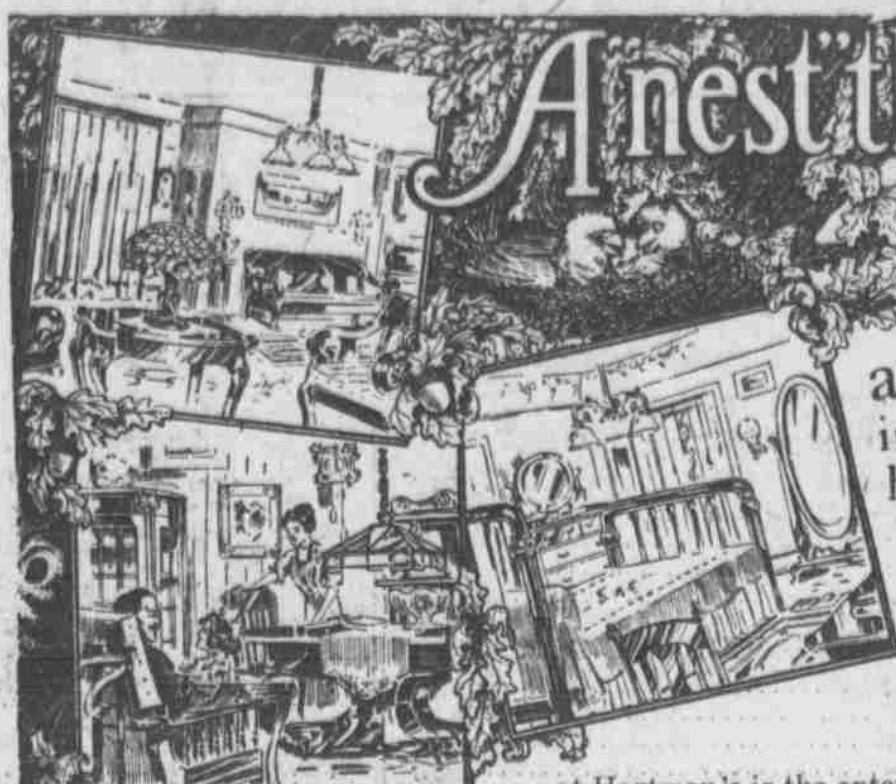
'Possum Fur is High. "This year they say that you cannot buy an opossum for love or money because the English and the French furriers have been collecting skins in every state where the little animal is found. And as the season advances opossum will be the smart fur and its price will soar far beyond that for which it could have been purchased last winter."

"The Billy 'possum is said to be responsible for the fur-urge of the coming season. European furriers heard so much about the American animal that it set them to thinking and then they calmly proceeded to get hold of all the available opossum fur. The opossum had promised to surpass the squirrel or the ermine furs of a few seasons ago."

"I cannot say what the price of opossum will be; it is too early yet for this style of fur to be actually launched on the market. But it will not be cheap, and it is being held back for an appearance later in the season after the other furs have had a good sale."

"The same scheme was carried out in making fisher fashionable last season and this. Fisher is found on our own continent more than anywhere else, and yet we had to pay the price of the European furrier, because they quietly obtained all that could be found and decided to make it the fur of the season."

"It is not only foresight on their part; it is also their reputation as creators that makes us their easy victims. We could not counter the furrier on the opossum market and make either fur the smart thing for the season because every garment that fashionable women wear must bear the Parisian stamp. We are at the mercy of these Parisian fashion creators."



COLONIAL DRESSERS

Made of selected solid oak, a rich colonial design of superior construction and finish; exactly as illustrated, extra large French plate bevel mirror **15.95**



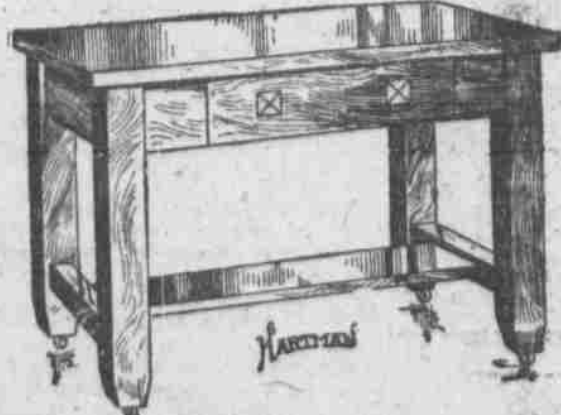
STEEL RANGES

Guaranteed for 5 years; complete with high warming closet as shown in illustration. These ranges are a marvel at the price, positively the best ever sold at anywhere near the price. Have 6 large full size 8-in. holes in top—extra large square oven, asbestos lined, beautifully ornamented with nickel trimming. Specially priced for this week's sale at **26.75**



Extra Large Base Burner **22.50**

Here's a baseburner of extra size—the biggest baseburner that ever sold in Omaha at the price. It's a perfect self-feeder, has large radiating surface and a most powerful double heater. It has many improved features, is beautifully ornamented with nickel trimming and will prove an ornament to any home. It's a tremendous value at the price.



LIBRARY TABLES

In the new mission design, beautiful golden oak or Early English finish. Made of selected solid oak—extra large top and roomy drawer. Legs are massive and shapely. Special this sale, **4.69**

EXTENSION TABLES

These tables are made of solid oak, finished in golden, are extra massive, have brilliantly polished tops, large carved claw feet as illustrated above. Extend to six feet. Special this week at **15.80**



This Base Burner **14.85**

This is an extra large handsomely designed baseburner, a perfect self-feeder with a large coal magazine, new and improved flues, a most powerful heater and one that can be recommended for economy. It is beautifully ornamented with nickel trimming, is well worth 50 per cent more than the special sale price for the week.

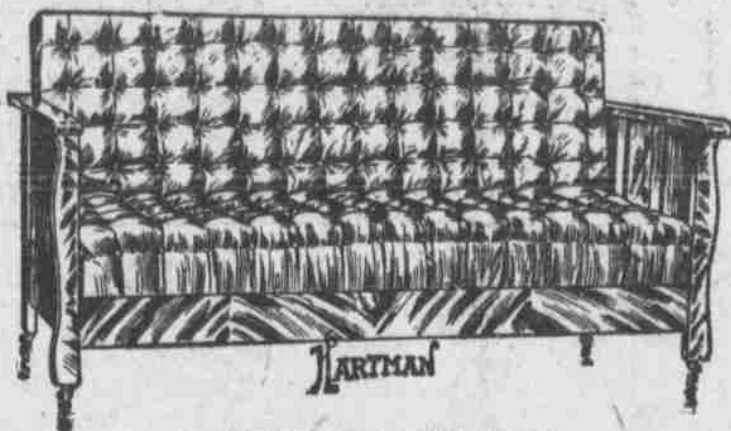
A nest that Hartman feathers Must Be the Embodiment of Comfort and Coziness

We plan all our home equipments with those important points foremost in mind. We also avoid conventionality in our outfits---try to show originality---carry out distinctive thoughts---produce pleasing effects and make homes that will be expressive of the most modern ideas of the present day. Another wonderful advantage given in selecting

COMPLETE HOME EQUIPMENTS

at Hartman's is the extent of variety. Our showing of complete furnishings for homes of various sizes is greater than those of any other establishment in the city. Where others show 12 or 15 outfits we show 50. The advantage to you is obvious. And we don't confine you to certain designs either. We give you the privilege of selecting from our complete lines, thus affording the widest scope for the expression of individual taste. From the standpoint of excellence, from the standpoint of variety and from the standpoint of economy these outfits, which we are now showing, are far-and-away the best you'll find anywhere. It'll pay you to see them. We extend credit cheerfully to all those who desire it.

Our Four Room Outfit Is Now Priced at \$89.50. Terms: \$9.00 Cash, \$6.00 Monthly



DAVENPORT SOFA BED

Upholstered in guaranteed Nantucket leather, a very massive davenport constructed of solid oak, best oil tempered steel springs, back and seat, tufted, ruffled edge. front posts are handsomely carved. Special for this week **19.95**

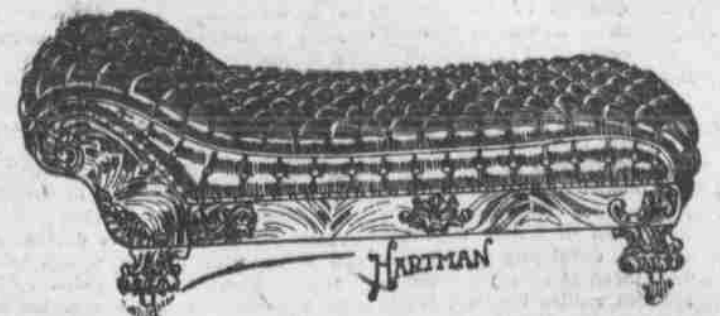
HANDSOME SEWING ROCKER

1.10

This rocker is made of American quartered oak, with a high braced back and comfortable seat. Exceedingly well made and finished. You cannot duplicate the value elsewhere.



WE GUARANTEE ABSOLUTE AND COMPLETE SATISFACTION OR YOUR MONEY BACK



MASSIVE SOLID OAK COUCHES NANTUCKET LEATHER

They are made with heavy solid oak frame, handsomely carved, they are set with best oil tempered steel springs, strongly secured by hand, tops are deeply tufted and upholstered in guaranteed Nantucket leather, which has the appearance as well as the wearing qualities of genuine leather. Special this sale at **10.85**



2 Inch Continuous Posts Iron Beds 7.75

It should not take many offerings like the one here featured to convince you that it will be to your advantage to get prices on your furnishings at the Hartman store. You certainly cannot consider the extent and value of this bed offering without being impressed with the fact that it is of unusual character. This bed is 61 in. high, made with 2-in. continuous posts of colonial design. The tubing is extra heavy. Enameled in various colors including the beautiful gold bronze. Chills are exceedingly heavy and decorated. Angle steel side-rails. We offer this bed at the unheard of price of **7.75**



KITCHEN CABINET

Made of solid oak, complete with shelves, cupboards, bins, cutlery and spice drawers, and bread and meat board. Is exactly as illustrated above. Workmanship and appearance of this cabinet is far superior to any that have ever been sold at the price. Special for this week **9.20**



9X12 BRUSSELS RUGS

These rugs are of exceptional quality, priced at an amazingly low figure. They are made of all worsted materials, made without nitro means and thoroughly guaranteed. The colorings are most durable and beautiful. Special this week at **12.75**

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