

Sunday, October 10, 1915

Victor Records for October

BURGESS-NASH STORE NEWS FOR MONDAY

The Famous Chickering Piano is sold only here

Phone Douglas 137.

Home-Comers and Visitors to the City Exclaim: "How Burgess-Nash Has Improved"--Really a Store for Everybody

It's a Common Expression

EVERY day you hear the remark—"How this store has improved." Omahans who have summered away from home and are now returned; visitors who come to the city at various times of the year, in fact everybody notes the improvements made in our store—made especially for your convenience and benefit.

But we're not through yet. We realize that the arrangement and surroundings of a store make a great difference to its customers. The advantages of today may tomorrow be short of perfection—Like the ideal—always changing as soon as attained—and other improvements and changes are constantly being worked out.

The Men's Shoe Section in the Men's Store on the Fourth Floor is new; the "Cricket Room," with its dainty luncheons and fine confections, and the "Black and White Room."

The Basement Store is newly convenient. The entire Main Floor with its new fixtures and re-arrangement of departments adds wonderfully to your convenience and comfort in shopping.

Then, too, the personnel of the store has been improved—perfecting new carefulness of service, new interest in your wants, a real human helpful service that shall make shopping easier and more exact. A service that will make our store a helpful place, a store of the "Greatest Service to the Greatest Number"—in reality "Everybody's Store."

BURGESS-NASH COMPANY.

We Celebrate the First Anniversary of the Enlarged Basement Store

by offering scores of special values in merchandise of the most wanted sort. Specials for Monday that will demonstrate anew our value-giving superiority.

Remnants of 75c to \$1 Quality Wool Flannels at 29c Yard

THIS sale is possible but once each year. A great Eastern manufacturer of children's dresses, waists, men's shirts and flannel suits, sells to us in October his entire surplus stock consisting of gray, brown, tan, blue and khaki colored all-wool flannels in lengths from 1 yard up to 5 yards. They are all 26, 40, 45 and 54 inches wide. Here is a special bargain everyone should take advantage of, at the yard **29c**

85c Fancy and Plain Silks at 49c

INCLUDING figured foulards in pretty neat designs and colors, also every possible shade in plain messaline, 27 inches wide, white and black, worth 85c the yard **49c**

49c PLAIN TAFFETA SILKS, 25c
Pretty shades of green, brown, tan, blue, gray and red, regular price 49c yard, 25c.

CREPE DE CHINE AT YARD, 39c
36 inches wide with a fine cotton warp in all pretty light shades, also white, will launder perfectly, at yard, 39c.

REMNANTS, \$1.00 TO \$1.50 SILKS, 69c
Lengths 1 to 3 1/2 yards, 36 to 42 inches wide, including plain and fancy silks, such as crepe de chine, taffetas, messalines, silk poplins, etc., all shades and plenty of black, were \$1.00 to \$1.50, at yard **69c**

Burgess-Nash Co.—Basement.

Women's and Children's 25c Gloves, 12 1/2c
Wool gloves and mittens in black and colors, for women and children, regular 25c values, pair **12 1/2c**

Bath Robes, \$1.98
Women's Beacon blanket bath robes in all the new colors and designs, cut extra full, special, at **\$1.98**

Women's Sweaters, \$1.75
Made of brushed wool with high collar and pockets, large range of colors special **\$1.75**

\$1.00 Kimonos, 69c
Flannellette kimonos empire style, in light, medium and dark colors. Regular \$1.00 garment, for **69c**

25c Crochet Cotton, 10c
Peri Lusta slipper cotton for crocheting slippers, assorted colors. Regular 25c ball, for **10c**

Embroidery Cotton, 2 for 5c
Stranded embroidery cotton. Regular price 5c, special Monday, at 2 balls for **5c**

Wash Cloths, 1c
Knitted wash cloths with pink, blue or white borders, special Monday, at, each **1c**

Turkish Towels, 5c
Individual Turkish Towels, full bleached, hemmed ends, with wavy red or blue borders, special, each **5c**

Huck Towels, Per Dozen, 75c
Huck towels with fancy red borders, hemmed ends, size 18x34-inch, by the dozen **75c**

Turkish Towels, 15c
Extra heavy, bleached and hemmed ends, size 20x39 inches, very special, at **15c**

Table Padding, 25c
54-inch table padding, short lengths, 1 1/2 to 2 yards, usually 40c per yard, at **25c**

Table Damask, 25c
58-inch mercerized table damask, manufacturer's short lengths, from 1 1/2 to 2 1/2 yards, very special, at, yard **25c**

Union Suits, 89c
Men's heavy fleeced union suits, closed crotch, run of the mill from Royal Mills, usual \$1.50 quality, for **89c**

Men's Shirts, 25c
Limited quantity of heavy cotton shirts, badly soiled and mended, were originally to \$1.50, Monday, at **25c**

Gloves, 15c
Boy's and girl's gloves, mitts and gauntlets and wrist length Boy Scout style, specially priced, at 39c, 25c and **15c**

Diamond T Soap
Special Monday, 12 cakes 25c
Fels Naphtha soap, at 10 cakes 39c
Kirk's bath soap, 10c cake 5c
Hospital cotton, 1 lb. for 19c
Sani-Flush, regular 25c can 17c
Hair brushes, special lot including 75c and \$1.00 values, at 29c
Household ammonia 1 quart 18c
Liquid veneer 25c bottle 17c
O-Cedar oil, 25c bottle 17c

Women's Silk Blouses
New Autumn types with by-to collars, box pleating, hemstitched or bucked yokes, novel pocket effects. They are in Radium and Solree silks, pussy willow taffeta and crepe de chine; white or dainty shades of Orchid, Canary, or Pink. An interesting assemblage at 69c to \$1.00.

Dressy Suit Blouses
New models, in hand embroidered georgettes, many new lace blouses; new chiffon and net blouses, many with metal lace trimmings; costume shades and black over white, 69c, \$1.00, \$1.50 to \$2.00.

St. Mary's WOOL BLANKETS Are in the Very Best Homes in Omaha

They will protect the body from cold and draughts.

\$6.50 St. Mary's Blankets at \$4.75 Pair
Size 70x80, made from high grade wool, pretty checked and plaid combinations, also white, gray and tan. Now is the opportune time to buy. Winter is near. Special, at, pair **\$4.75**



\$5.50 All Wool Filled Blankets, \$3.98
Blue and white, pink and white, tan and white and gray and white, 2-inch block checked blankets, strictly all wool filled, size 66x80, worth \$5.50 pair, Monday, \$3.98.

\$4.00 Wool Finished Blankets, \$2.98
Eiderdown finished, wool finished and part wool blankets, size 66x80, 72x80 and 72x84, pretty pink and white, blue and white, gray and white, tan and white, checks and plaids, also white, gray, and tan, \$4.00 values, at, pair, \$2.98.

\$8.50 White Wool Blankets, \$5.50
Size 80x90, wool filled white blankets with pretty pink and blue borders, wide silk binding to match border, \$8.50 value, at \$5.50 pair.

\$7.50 Wool Filled Blankets, \$4.75
Size 72x82 wool filled white blankets, pink and blue borders, wide silk binding, \$7.50 values, pair \$4.75.

\$5.50 White Blankets at \$3.98
Size 72x80 wool filled white blankets, pink and blue borders with wide silk binding, \$5.50 values at \$3.98 the pair.

\$4.50 White Wool Blankets, \$2.98
Size 66x80 part wool white blankets, pink and blue borders with wide silk binding, \$4.50 values at \$2.98 the pair.

Warm Serviceable Coats
Correct styles—moderately priced. Coats for everybody—for street, for dress and for practical every-day wear. In plush, Arabian cloth, zibeline, plaids, tweeds and mixtures. They're styles that everyone would want—Wide belted and flaring or warmly collared with fur.

New Fall Dresses \$5.95 to \$12.95
Smart serge dresses, silk poplin dresses and a splendid variety of serge and silk combination dresses in navy, and black combined with plaid and striped silks.

NEW SHIRTS, \$2.95, \$3.95 and \$4.95
The latest fall models in plaid flaring and belted effects, a variety of materials from which to select. Exceptionally low priced for Monday.

Children's warm coats, \$2.95
Women's rain coats, spe' \$2.48 to \$3.95
Messaline silk petticoats \$1.69
Satin petticoats, special at 59c
House dresses, special at 49c

Pretty Trimmed Hats From Our Regular \$5.00 Lines at \$1.00
FOR Monday we have selected a quantity of trimmed hats from our regular \$5.00 lines and place them on sale in the basement section at **\$1.00**

They're all velvet and trimmed with fur, flowers and pretty fancies. Rare values.

UNTRIMMED HATS, 79c
New untrimmed velvet shapes, tricorns, turbans, sailors, etc., in black and colors. Hats usually to \$2.98, Monday at 79c.

New Fall Trimmings, Were to \$1.98, Special at 59c
Ostrich bands, fancies, coque feathers, in fact every new trimming is here, choice at 59c.

UNDERWEAR 45c to 60c ALUMINUM STEW and SAUCE PANS, Monday at 15c

Every item an unusual value. **\$1.00 Union Suits, 69c**
Women's cotton union suits, low neck and sleeveless, ankle length, fleeces lined, \$1.00 values, 69c.

Union Suits, 39c
Regular and extra sizes, white cotton fleeces lined, slightly imperfect, 50c to 59c qualities, 39c.

Child's Vests, 10c
Small sizes, cream color, fleeces lined, also pants, at 10c.

Women's 25c Hose, 15c
Plain or rib top cotton fleeces lined, seamless, 25c values, pair 15c.

Aluminum Cooking Utensils we place on sale Monday morning a limited quantity of
Stew pans, 1-quart size, regularly 45c **Choice 15c**
Lipped sauce pans, 1 1/2 and 2-quart size, regular 50c and 60c values **15c**

Every piece warranted by Burgess-Nash and the manufacturer for 23 years. No mail or telephone orders accepted.

MEN'S HALF HOSE AT 5c
Men's cotton hose, black, double heel and toe and double sole. Extra good quality of yarn, made for service, very special at 1/2 price, pair **5c**

THE NEW TAILLEUR SUITS at \$29.50, \$35.00 and \$45.00



EVERY new type is represented, from man-tailored to fanciful fur trimmed suits. Great fur collars and cuffs are used effectively with high colors of Mulberry, Mocha Brown, Mouse, Carpathian Green, Concord and Plum, also a generous showing of navy and black.

Practically every model emphasizes the vogue for fur and for a pronounced flare below the waist line.

Exclusive models are shown at \$65, \$75, \$85 to \$150. NOTE—Exceptional values are offered at \$19.50 and \$25.00.

Glittering, Gorgeous Evening Gowns and Frocks for Afternoons

—witching tulle creations, light as thistledown. Regal looking gowns of sumptuous velvet enriched with paillette or steel beads; with skirts that are looped, "puffed," draped, corded and even lightly wired, graceful gowns of stately mien in soft taffeta, or charmeuse—all so ingeniously designed as to retain that line of grace and slenderness so much admired by discerning gentlemen—Metallic embroidery, jet, beading and paillette add much in restraining the fluttery or more bouffant types—A rare assemblage at \$50.00, \$65.00, \$75.00, \$100.00 to \$350.00.

Dressy frocks for afternoon, \$29.50, \$35.00 to \$75.00.
Street dresses, \$10.50, \$25.00 to \$45.00.

WARM WINTER COATS
For street, motor and general utility wear, \$19.50, \$25.00, \$35.00 to \$50.00.
These feature the Russian Godet and the flare all-wool. They have ear-tip monastory or convertible collars; may be had in English Wool Plush, Duvetyn Wool Velour, Cut Zibeline, Corduroy, Novelty Plaids, Checks and Foreign Tweeds.

TAILLEUR SILK BLOUSES
New Autumn types with by-to collars, box pleating, hemstitched or bucked yokes, novel pocket effects. They are in Radium and Solree silks, pussy willow taffeta and crepe de chine; white or dainty shades of Orchid, Canary, or Pink. An interesting assemblage at 69c to \$1.00.

DRESSY SUIT BLOUSES
New models, in hand embroidered georgettes, many new lace blouses; new chiffon and net blouses, many with metal lace trimmings; costume shades and black over white, 69c, \$1.00, \$1.50 to \$2.00.

Notion Specials New "Bien Jolie" CORSETS

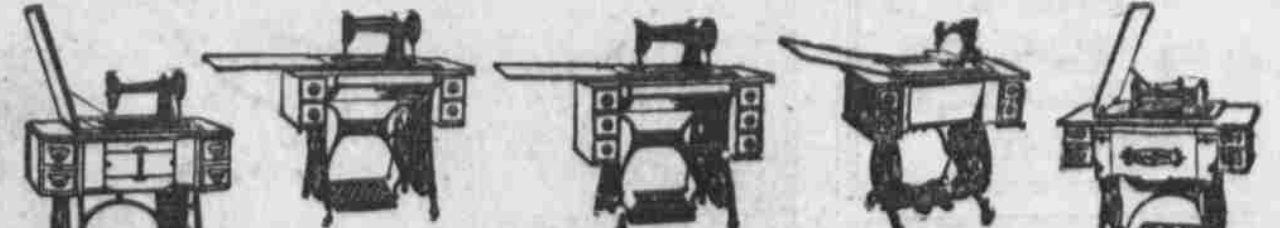
- Children's hose supporters, all colors, pair 5c
- Agate buttons, 6 doz. card for 10c
- Dress belting, black and white, yard 5c
- 3-yard bolt tape, black and white, bolt 1c
- Wooden coat hangers, dozen 20c
- Pearl buttons, card 1c
- Needles, package 1c
- Iron holders, each 5c
- 100-yard machine thread, black and white, spool 1 1/2c
- 100-yard machine silk, spool 4c
- Linen tape, 6 bolts 8c
- Celluloid dressing combs, pink, blue and white, each 10c
- 12-yard bolt bias tape, bolt 5c
- Hair nets with elastic, 5 for 10c
- Wire hair pins, 2 boxes for 5c
- Bone hair pins, box 3c
- Common pins, 400 count, paper 3c
- Thin hairpins, each 3c
- Dust caps, each 10c

"BIEN JOLIE" corsets are always abreast of the constantly changing styles. The originators of these fine corsets realize the secret of fine form lies in the corset and design their models so they can fit the perfect figure in perfect style, also the woman whose figure needs the careful and intelligent corseting to achieve its fullest possibilities.

No. 2159 The Model Sketched
It is specially built for the figure with full bust, well proportioned below the waist and requiring a long corset. The curved line of waist is particularly good in this model.
The height, fullness and careful designing of the bust gives support and prevents raising of the bust or spreading under the arms. The back and front retain their graceful straight lines. Made of coutil and boche; price \$9.00.
Other models from \$1.50 to \$15.00.
MISS A. S. FOSTER, special Bien Jolie representative, is with us this week. Her expert knowledge of corseting and of this special line of corsets and brassieres will be of much service to you.
Burgess-Nash Co.—Second Floor.

5c First Payment Will Deliver One of These MACHINES to Your Home

COME Monday—pick out the machine of your choice—register and pay 5c and secure immediate delivery. The balance you pay in small weekly installments.



The Sewing Machine You Want Is Here

- STANDARD, \$29.75
- SINGER, \$25.00
- FREE, \$20.00
- HOWE, \$19.75
- PARAGON, \$30.00
- AUTOMATIC, \$39.00

The new machines and used machines offered in this sale are by far the best values obtainable. Every machine guaranteed. Free sewing lessons.
Burgess-Nash Co.—Third Floor

October Shopping Guide Ready
A 24-page booklet filled with timely suggestions and special values that will appeal to you who shop by mail. Write for it today.

BURGESS-NASH COMPANY. "EVERYBODY'S STORE"