

HOMER A. SEARLE MAKES GOOD ON DAKOTA RANCH

Homer A. Searle is down from his ranch near White River, S. D., visiting parents and friends in Omaha. He is a son of S. A. Searle, attorney in Omaha.

Young Mr. Searle got in on the ground floor some two years ago when homesteads were drawn in the Rosebud country. He settled on the prairie, broke it up, raised corn, hay and cattle, until now he has quite a substantial little ranch. "We have more of a stock country

than anything else where I live," said Mr. Searle. "But considerable corn and grain is raised in some parts of the country. Of course, we suffered like everybody else this summer from the lack of enough sunshine to mature the corn when it should have matured."

COWGILL GOES BACK TO THE BARTLETT-FRASER COMPANY

F. E. Cowgill, for seventeen years in the grain business in Omaha, active in the organization of the Omaha Grain exchange and its affairs, and president of the Transmississippi Grain company since

its organization, is to leave the city and become one of the officials of the Bartlett-Fraser Grain company of Chicago. He will leave for his new field of labors at once, but his family will remain until the first of the year. While Mr. Cowgill will move away from Omaha, he will retain his property

interests here and will continue as president of the Transmississippi Grain company, with B. S. Westbrook as manager. Mr. Cowgill was connected with the Bartlett-Fraser company before coming to Omaha. Always Footed Public. Experience has taught the promoters

and box fighters that the people are getting for punishment and always come back for more. Poor Empire! "George Floyd," announced a strike, "is the forty-two-centimeter gun of the Fed." How'd you like to have a forty-two-centimeter gun squirt tobacco juice on you?

Sunday, November 14, 1915

Victor Records for November. Many Catchy Numbers. Come Hear Them.

BURGESS-NASH STORE NEWS FOR MONDAY

In Omaha Only at Burgess-Nash Can You Buy the Cheapest

Telephone Douglas 137.

Here's Very Important News From Burgess-Nash

Where's the Boy Who Said He Didn't Believe in Santa Claus?



YOU just wait, young man! Santa Claus is going to be at Burgess-Nash real soon, himself in person, to convince boys and girls who don't believe, and you'll find him the liveliest, jolliest old fellow in the world.

And oh! The toys, playthings and dolls that he will have with him, when he comes to open this splendid world of make-believe on our big Fourth Floor.

We shan't tell another word now—we are too busy getting our big Toy Town ready for Dear Old Santa. He is sending so many things ahead that Toy Town has had to spread out into several times the usual space it regularly occupies, but we will let you know in plenty of time when he comes.

BURGESS-NASH COMPANY.

American Beauty and Richardson Package Goods, 25c to \$1 Values, 15c

INCLUDING stamped library scarfs, combination suits, gowns, children's dresses, dressing scarves, infant's dresses, child's hats, lingerie waists, 18x45 white dresser scarfs, white 22-inch centers, 18x45 linen pin cushion, child's aprons, baby bonnets, baby bibs, guest towels, corset covers, ludoir caps, etc. All of these goods have floss sufficient to complete the article. Values from 25c to \$1, very special, Monday, each 15c.

Burgess-Nash Co.—Third Floor.

This \$10.50 SOLID OAK ROCKER Like the Picture, Monday at \$6.95



THIS is a most unusual value—one that will appeal to every home furnisher. The rocker is exactly like the accompanying illustration, made of solid well seasoned oak in either golden, wax or fumed finish. Automobile seat with sixteen coil springs and upholstered with No. 1 Spanish leather.

The rocker is the sort that sells regularly for and is worth every cent of \$10.50. Monday, very special, while a limited quantity lasts, at \$6.95.

Burgess-Nash Co.—Third Floor.

Are You a Patron of Our BLACK and WHITE ROOM?—Second Floor

If you are you know about its splendid appointments and service—if you are not, let us tell you about it.

The Black and White Room is maintained for the benefit of those women who regard good grooming as one of the absolute necessities—to whom fresh loveliness and perfect cleanliness appeal. Featuring: Toilet Preparations, Hair Dressing, Manicuring, Hair Dressing, Expert Attendants, Scalp and Facial Massage, Children's Hair Bobbing, Wavy hair switches, excellent quality, made in three separate stems for convenience of dressing, at \$3.00. Switches, same quality hair, in gray, \$4.00. Three stem switches, 18, 20, 24 and 26 inches long, specially selected and prepared first quality hair, at \$5.00 to \$25.00. Transformations, etc.

Burgess-Nash Co.—Second Floor.

Men's \$5 Sterling Buckles and Belts, \$3.50

AN ideal men's Xmas gift. Here's a bargain special for Monday only. Sterling silver hand cut, one, two and three initials, mounted on a hand-turned black leather belt. This is a regular \$5.00 value. Orders taken for later delivery, Monday, only, at \$3.50.

Burgess-Nash Co.—Main Floor.

Exquisite Collection Evening Gowns in a Clearaway Monday at 1/3 Off



IT'S indeed a charming selection—rare, exclusive, individual copies and adaptations of many Parisian creations that were

\$55, \$75, \$100, \$150 \$350 Now 1/3 Underprice

Including

Afternoon and Evening Gowns of Velvet, Soiree, Tulle, Taffeta and Combinations of Silks and Georgette Crepes

Every dress is from our regular stock and comprises many of the beautiful gowns shown in our recent Style Show.

Personally selected by our skilled style experts, they portray the highest expression of the designer's art and reveal in appealing variety the individual desires of every fashionable woman.

Burgess-Nash Co.—Second Floor.

Fancy Silks on Special Tables That Were to \$1.25, Two Lots, 49c and 69c

THE offering includes almost every possible weave in a wide range of colors. Taffetas, foulards, messalines, kimono silks, etc. Very desirable for waists and dresses and very special.

36-Inch Silk Poppins, 79c Yard

The shades include navy, nickel gray, brown, Alice blue, lettuce green, wisteria, wine, tan, pink, light blue, Belgium blue; also plenty of black or white.

Satin Stripe Tub Silks, at 98c

Satin stripe tub silks, with a neatly woven stripe of dainty colors in different styles from which to select. Very much in demand for shirt waists.

\$7.50 Dress and Suiting Velvets, at \$3.95

Fancy velvets in brocades and neat stripe effects, 40 inches wide and in a splendid selection of colors.

Burgess-Nash Co.—Main Floor.

Most Wanted Dress Goods 42 to 54 Inches Wide at 95c

INCLUDING such favored weaves as storm serges, Vigor-leaux, granite crepes, French serges, fancy checks, awning stripes, fancy plaids, diagonals, whip cords, French crepes, poppins, gabardines in a splendid range of colors; also black.

Burgess-Nash Co.—Main Floor.

Drugs, Toilet Articles and Soaps

Thermos bottles, 1-qt. size, for \$1.98; 50c. Williams' shaving powder, special, at 10c. Ivory soap, 5c. size M on d ay, cake \$1.34. Djer Kiss talcum powder, at \$1.35. Dressing combs, 25c kind \$1.00.

Burgess-Nash Co.—Main Floor.

\$7.50 DIAMOND Cuff Links, \$4.95

MEN'S solid gold cuff links, set with full cut genuine white diamonds, sold regularly at \$7.50, Monday only \$4.95.

\$12.50 Watch Bracelets, \$7.95. Ten-jewel nickel movement, fully adjusted, small size in a 14-year guaranteed case and detachable expansion bracelet. Regular \$12.50 value, special, \$7.95.

Burgess-Nash Co.—Main Floor.

These \$9.00 Cedar Boxes Monday Very Special at \$5.00—Third Floor

AN opportune offering—right at housecleaning time when you find so many things to pack away, there's nothing more convenient than a cedar box or two.

Cedar boxes, size 16x32 inches, made of hard seasoned cedar, with reinforced cleat, heavy bars, hinges and lock, package of cedar shavings, \$9.00 value, \$5.00.

\$13.50 Cedar Boxes for \$9.45. Reinforced top and metal side bands, size 16x42 inches. Regular \$13.50 value for \$9.45.

\$16.50 Cedar Boxes for \$10.45. Reinforced side and top, two-inch brass straps around entire box; contains package of cedar shavings; \$16.50 value, \$10.45.

Cedar boxes, size 20x48 inches, with brass strap on top and side, for \$18.00.

Cedar boxes, size 21x44 inches, with brass straps on top, sliding tray, for \$21.00.

Cedar boxes, 22 1/2 x 44, Adams design, \$25.00.



Cedar boxes, size 21x43, with brass trimmings on top, special, at \$22.50.

Cedar boxes, 22x48, Jacobean design, \$22.50.

Cedar boxes, 22x48, William and Mary design, \$22.00.

Burgess-Nash Co.—Third Floor.

Clearaway of Floor Samples of Sewing Machines

The Best Values Offered



MONDAY we are going to close out all floor samples and demonstrating machines at radically reduced prices. Some of these machines are slightly marred from being moved around in the department, some are machines that cannot be told from brand new—Every Machine is fully guaranteed.

23 of Them in All

- 1 Arrow, agent's price \$20.00, Monday's price \$9.95
2 Arrow, agent's price \$23.00, Monday's price \$12.95
2 New Home, agent's price \$45.00, Monday's price \$25.00
1 Singer, agent's price \$55.00, Monday's price \$35.50
3 Howe, agent's price \$25.00, Monday's price \$19.75
2 Clarke Rotary, agent's price \$60.00, Monday's price \$38.00
5 Paragon, agent's price \$45.00, Monday's price \$27.50
2 Singer, agent's price \$48.00, Monday's price \$31.00
4 Standard Rotary, agent's price \$50.00, Monday's price \$33.75

Terms as Low as \$1.00 a Week

Burgess-Nash Co.—Third Floor

One Day COAT Sale

At \$10.00

Including Values of \$15.00 to \$20.00

That Surpasses Any Offering That We've Announced for a Long Time

THE surplus and sample line of a prominent manufacturer who became over stocked on account of the mild season and who willingly let go at a sacrifice.

The coats are all brand new, made within the past two weeks in the season's favored styles, all have full flaring skirts, some belted models, few fur collars and some, with chin chain collars.

The materials are: Black Kerseys, Novelty Heather Mixtures, Striped and Plaid Zibeline, Black and White Checks, Black Zibelines, Broken Checks, Two-Tone Zibelines, Novelty Mixtures.

There are all sizes for women and misses and every coat is a splendid \$15.00 to \$20.00 value, Monday, at \$10.00.

Burgess-Nash Co.—Second Floor.



The Thanksgiving SALE of LINENS

At Prices Fully 15% to 25% Under Present Quotations

THERE'S one time of the year when the dining table demands new linens—Thanksgiving Day. Our display is very extensive and the prices are far less than the present market quotations.

Austrian Damask Pattern Cloths

In five different qualities, these goods have the wearing quality and beauty of finish combined and the designs are most exquisite. We quote one popular number.

72x72 Cloths, each \$6.00 | 72x108 Cloths, each \$9.00 | 24x24 Napkins, dozen \$7.75

72x90 Cloths, each \$7.50 | 81x81 Cloths, each \$7.75

Irish Damask Pattern Cloths

Our stock is large and extensive, covering a wide range of qualities and sizes from two to 4 1/2 yards. We have only space enough to quote one number.

72x72 Cloths, each \$5.00 | 72x108 Cloths, each \$7.50 | 72x144 Cloths, each \$10.00

72x90 Cloths, each \$6.75 | 72x126 Cloths, each \$8.75 | 25x26 Napkins, dozen \$7.25

2-Yard Pattern Table Cloths, \$1.75

Mercerized damask pattern table cloths, 2-yard size, beautiful designs, with a five-inch colored border, pink, blue or gold, each \$1.75.

Madeira Hand Embroidered Linens

Dollies, center pieces and table covers, 6 to 96 inches, napkins and lunch sets, all new. Madeira lunch sets, consisting of six 6-inch, six 12-inch dollies and one 14-inch center piece, all hand embroidered. Special, the set, \$5.00.

Hand Embroidered Sample Linens

SPECIAL—Importer's sample line of dollies at about 33 1/2 to 50% less than regular price. A very extensive line of designs, a limited quantity of each, some slightly soiled.

6-inch dollies, hand embroidered, each 10c | 18-inch dollies, hand embroidered, each 98c

9-inch dollies, hand embroidered, each 39c

Burgess-Nash Co.—Main Floor.

BURGESS-NASH BASEMENT STORE

THE very best grade all wool, part wool and cotton batts for making comforters, away below the present market value.

\$3.25 Pure White Wool Batts for \$2.69 Roll. Size 72x90 pure white wool batts, cheese cloth covered, \$3.25 is the present market value price. Monday, for entire comforter, \$2.69

\$9.50 All Wool Batts, at \$1.80 Roll. Size 72x90, all wool Southdown batts, \$2.50 is the present market value; sale price Monday, for entire comforter, roll \$1.89

\$3.00 Wool Batts, \$1.00. Size 70x90 Royal fleece wool batts, \$3.00 is the present market value, sale price Monday, for entire comforter, roll \$1.69

\$1.75 Wool Batts, \$1.25. Size 72x90 Batavia wool batts, \$1.75 is the present market value; sale price, Monday, for entire comforter, roll \$1.25

Extra! Four-pound, size 72x90 hand rolled snow white cotton batts for making extra thick, warm comforters, \$1.25 is the present market value, sale price, Monday for entire comforter, roll \$1.25

85c White Cotton Batts, 50c. Size 72x90, full three-pound hand rolled snow white cotton batts, 85c is the present market value, sale price, Monday, for entire comforter, roll \$1.00

Extra! \$1.00 Beacon Blankets. Fancy plaid Beacon blankets, size 66x80, have never before been offered at such a low price by any store. An unusual special lot to select from. Included with the Beacon plaid blankets are extra heavy wool finished size 72x80 gray and tan blankets. Here is a bargain that will be long remembered. Blanket department, Monday, at \$1.98

Striped Wool \$3.00 Beacon Blankets Monday at \$1.98 Pair

French Flannel 59c Quality 25c

Striped wool French flannel that is worth and sold in every city at 59c per yard, sale price, from the bolt \$25c

Monday at, yd... \$25c

Burgess-Nash Co.—Basement.



Our Personal Shopping Service

is a department of expert shoppers selected by us to be of assistance to our customers. No charge is made and our shoppers render every service possible.

BURGESS-NASH COMPANY

"EVERYBODY'S STORE"

Send Us Your Mail Orders

Your mail orders sent here will receive the same prompt and courteous attention as if you made a personal visit. Write for November Shopping Guide now ready.