

Sunday, Dec. 27, 1914

BURGESS-NASH COMPANY

STORE NEWS FOR MONDAY

BURGESS-NASH COMPANY

Phone Douglas 137

Announcing for Tomorrow, Monday, What We Have Every Reason to Believe Will Be the Most Wonderful

# After-Christmas Sale of Women's Ready-to-Wear Apparel

## Ever Recorded in the History of Merchandising in Omaha



IT'S our first After-Christmas sale of ready-to-wear—carefully planned from every view point—the merchandise—the service—the values. A sale that is not only timely, but notable for its true helpfulness and will be recognized as the premier merchandising occasion of the year. For weeks past our buyers have been on the alert, sensing the trade conditions and had first choice from the lines of many foremost makers with the result that there is assembled here ready for you Monday a wonderful assortment of the most desirable winter apparel, including



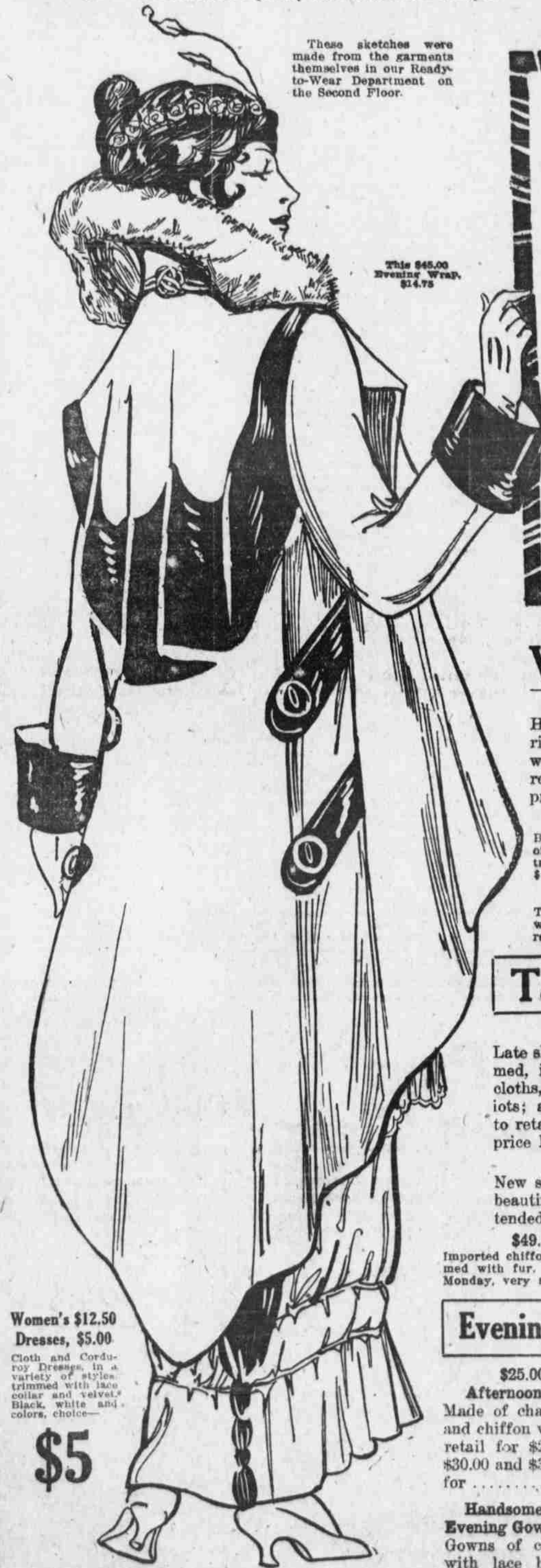
**Tailored Suits, Coats, Dresses, Costumes, Evening Wraps, Waists, Children's Wear, Etc.**

**TO BE DISPOSED OF AT BUT A FRACTIONAL PART OF THE REGULAR PRICES**

THE IMPORTANCE of this After-Christmas sale of correct apparel cannot be overestimated. Most every apparel need is embraced in the vast purchases and every garment offered measures fully up to the Burgess-Nash standard of quality and is authentic in style.

HUNDREDS of thriftpwise buyers will find here articles which they have been contemplating and will be among the throngs of shrewd shoppers who, realizing the import of this event, will be here early Monday to participate in the marvelous saving opportunities.

These sketches were made from the garments themselves in our Ready-to-Wear Department on the Second Floor.



This \$45.00 Evening Wrap, \$24.75



This \$45.50 Velvet Coat, \$24.75

This \$39.50 Cloth Coat, \$17.50

This \$75.00 Evening Dress, \$34.75

This \$155.00 Evening Gown, \$94.75

This \$55.00 Suit for \$34.75

This \$65.00 Suit for \$34.75

### Women's Smart Winter COATS at 1/2 Price and Less

**\$35.00 to \$45.00 Coats, \$17.50**

High class garments in a variety of fine materials, all lined with silk or satin, belted effects with large collars, intended to retail for \$35.00 to \$45.00; sale price **\$17.50**

**Women's \$15.00 Coats, \$7.75**

Beautiful ribelines, also mixtures in a splendid variety of desirable styles and colors. Belted effects, velvet trimmed and lined throughout. Intended to sell for \$15.00, for **\$7.75**

**\$19.50 Curlix Coats, \$9.50**

The season's most favored material, lined throughout with yarn dyed satin. Very latest models, intended to retail for \$19.50. Sale price **\$9.50**

**\$45.00 Coats at \$22.50**

Wonderful values. The very latest styles in plush, Persiana cloth, broadcloth and imported mixtures, fine silk and satin linings. Intended to sell for \$45.00, at **\$22.50**

**\$25.00 Ural Lamb Coats, \$12.50**

Best coat material, in a variety of the most favored models, satin lined throughout. Coats intended to retail for \$25.00. Sale price Monday **\$12.50**

**\$29.50 Arabian Lamb Coats, \$14.75**

Beautiful new creations in the Fox Trot model, lined with guaranteed satin lining. Intended to retail for \$29.50. Sale price Monday **\$14.75**

**Sealette Plush Coats, \$17.50**

Genuine Saltz, sealette plush coats. First quality. Jet black, guaranteed satin linings. Belted or flare styles. Extreme values, Monday, **\$17.50**

**Misses' \$20.00 to \$35.00 Coats, \$12.50**

All high-class garments in a variety of styles, materials and colors. Coats that were intended to retail at \$20, \$25, \$30 and \$35. Monday **\$12.50**

**Children's \$7.50 to \$10.00 Coats, \$4.50**

A big assortment of coats for children. Fine ribelines, mixtures and boucles; velvet trimmed, blue, brown, tan, green, etc. Intended to retail for \$7.50 to \$10. **\$4.50**

### Tailored Suits and Evening Wraps

**\$35.00 Tailored Suits, \$14.75**

Late short model suits, plain and fur trimmed, including such materials as broadcloths, gabardines and chevionts; all colors. Intended to retail up to \$35.00. Sale price Monday **\$14.75**

**\$55.00 Velvet Suits \$19.75**

New short models with new model skirts, beautifully trimmed with marten fur. Intended to sell for \$55.00. Monday **\$19.75**

**\$49.50 Broadcloth Suits, \$24.75**

Imported chiffon broadcloth suits, new short models, trimmed with fur. Intended to retail for \$49.50. Sale price Monday, very special, at **\$24.75**

**\$25.00 Evening Wraps, \$9.75**

Handsome chiffon broadcloth evening wraps in light shades of blue, pink, rose, etc. Silk lined throughout. Intended to retail for \$25.00. Sale price **\$9.75**

**\$30.00 to \$35.00 Evening Wraps, \$12.50**

Imported broadcloth in plain white, light blue, lavender, rose and maize, all silk lined, plain or with fur collar. \$30.00 to \$35.00 values for **\$12.50**

**\$40.00 to \$45.00 Evening Wraps, \$14.75**

Fine materials with large muffoon fur collar, all silk lined, light evening shades. Intended to retail for \$40.00 to \$45.00, for **\$14.75**

### Evening, Afternoon Gowns, Party and Street Dresses

**\$25.00 to \$35.00 Afternoon Gowns, \$14.75**

Made of charmeuse with lace and chiffon velvet, intended to retail for \$25.00, \$30.00 and \$35.00, for **\$14.75**

**\$45.00 to \$75.00 Afternoon Gowns, \$25.00**

Exquisite silks in the new designs. Intended to retail for \$45.00 to \$75.00. Special sale price Monday **\$25.00**

**Beautiful \$95.00 Evening Gowns, \$34.75**

Rich flowered gold silk, with bodice of chiffon and panne velvet, rose and green. Intended to retail for \$95, for **\$34.75**

**Handsome \$65.00 Evening Gowns, \$32.50**

Gowns of charmeuse, with lace bodice, in shades of light blue, maize, rose and pink. Intended to retail at \$65.00, for **\$32.50**

**Charming \$50.00 Spangled Robes, \$24.75**

Spangled robes in plain black with jet and crystal trimmings. Intended to retail for \$50.00. Monday **\$24.75**

**Women's \$29.50 Party Dresses, \$14.75**

Dainty creations of chiffon, charmeuse and lace, in pink, light blue, maize, light green and white, \$14.75

**\$15.00 to \$25.00 Dresses, \$9.95**

Velvet, serge and corduroy dresses in combination with silks and charmeuse. Intended to retail for \$15 to \$25. Monday **\$9.95**

**Women's \$12.50 Dresses, \$5.00**

Cloth and Corduroy Dresses, in a variety of styles, trimmed with lace collar and velvet. Black, white and colors, choice

**\$5**

**\$7.50 to \$12.50 SKIRTS for \$5.00**  
Skirts of broadcloth, chuda and men's wear serge. A great variety of new styles in one great lot Monday. Intended to retail for \$7.50, \$10 and \$12.50. Choice **\$5.00**

**\$5.00 to \$7.98 WAISTS for \$2.48**  
High-class silk waists of Georgette crepe, crepe de chine and charmeuse. Wide variety of models. \$5, \$6.50 to \$7.98 values **\$2.48**

# BURGESS-NASH COMPANY.

"EVERYBODY'S STORE"

### Wonderful Values in Fur Coats

- \$30.00 Caracul fur coats in the sale Monday for **\$10.00**
- \$40.00 Russian pony fur coats, choice Monday for **\$19.50**
- \$65.00 Squirrel lined cloth coats with fur collar for **\$29.50**
- \$90.00 Marmot fur coats in the sale Monday for **\$39.50**
- \$98.00 Tiger cat auto coats in the sale Monday for **\$49.50**
- \$100.00 Brook mink fur coats in the sale Monday at **\$59.50**
- \$115.00 Nearseal coats in the sale Monday at **\$69.50**
- \$195.00 Hudson seal coats in the sale Monday for **\$97.50**
- \$250.00 Hudson seal coats in the sale Monday for **\$125.00**
- \$300.00 Hudson seal coats in the sale Monday for **\$150.00**

### ECONOMY BASEMENT

**Women's \$15 to \$25 Winter Coats, \$4.98**

A MOST remarkable collection, all late models, plain or belted back styles, most of them lined throughout. Plush, Curlix, heavy weight eponge, Arabian lamb, double faced English robe materials, etc. Intended to retail for \$15, \$20 and \$25, choice **\$4.98**

**Women's Winter Coats, \$1.98**

Warm, serviceable coats of persiana cloth, mixtures and plain heavy winter weight materials. Odd styles and sizes from lines that sold at \$12.50. Sale price Monday **\$1.98**

**Women's \$15.00 Chinchilla Coats, \$3.98**

Fine chinchilla coats, belted effects in black, navy blue and gray. Coats intended to retail for \$15.00. Sale price Monday in the basement, only **\$3.98**

**\$15.00 to \$25.00 Party Dresses, \$4.98**

Chiffon party dresses and spangled robes in shades of maize, light blue, pink and white. Intended to retail for \$15.00 to \$25.00, for **\$4.98**

**Children's \$6.50 Coats, \$2.98**

Made of fine quality ribeline and boucles in blue, tan and green. Sizes 5 to 14 years. Intended to retail at \$6.50. **\$2.98**

**Children's \$1.98 Coats, 95c**

Children's curly bear coats, for ages 2 to 5 years. In tan, blue, gray, red, white, etc. Regular **95c**

Burgess-Nash Co.—Basement.