

The Burgess-Nash Store Will Startle Omaha With Its Department Managers' August Selling Event



B. B. PETERSEN, Advertising Manager



H. L. OBEART, Photographs—Fifth Floor



ERNEST S. BATES, Manager, Downstairs Store



N. F. EBY, Men's Shop—Main Floor



R. KAMMERER, Hosiery, Neckwear, Lace—Main Floor



M. VAN LITHOVEN, Hosiery—Main Floor



GEO. R. WATSON, Ready-to-Wear—Third Floor



A. C. REEVES, Millinery—Third Floor

IN the department store management, executive control is, of course, necessary. Sometimes our department heads feel that limitations placed upon them by the management are rather severe, and that better results for both the store and the buying public could be obtained if they were given a freer hand in the conduct of selling events.

Desirous of making progress in economical merchandising, and willing to experiment to that end, the executives will turn the Burgess-Nash store over to the management of its department heads for two weeks beginning tomorrow.

During this period no general executive of the store will have anything to do with the selling end of the business.

The success of these two weeks from the standpoint of both the store management and the buying public, is squarely up to as efficient a staff of department heads as can be found in any store in the country.

We ask you, the people of our trade territory, to join with us in putting these department managers to the test. We confidently believe that they will succeed.

THE BURGESS-NASH COMPANY. President.



F. STEPHANI, Tea Room—Seventh Floor



M. SEITENBACH, Downstairs Ready-to-Wear



MRS. B. THOMAS, Ribbons—Main Floor



K. SWARTZLANDER, Books—Main Floor



WM. ERICKSON, Shoes—Main Floor



E. J. BERG, Manager Store Display



JOHN F. BANNAN, Lingerie, Corsets, Boddings—Second Floor



H. F. GALE, Lingerie, Corsets, Tailor Dresses—Second Floor

As an Opening Feature of this Event We Launch Our ANNUAL AUGUST SALE OF BLANKETS

St. Mary's Wool Blankets
100 pairs of the well-known St. Mary's blankets, soft and fluffy and all pure wool. They are woven in beautiful block plaids; the edges are bound with silk ribbon in matching color. 70x80-inch size for full-sized beds.
Priced for This Event—Pair, **\$11.39**

Cotton Blankets \$1.95	All-Wool Blankets \$6.95
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These may be had in white or tan with fancy woven border. For full-sized beds. Full size, 2x2 1/4 yards. Block design in lovely soft shades; edges ribbon bound.

1,000 Children's Blankets
White blankets with pink or blue border, stitching to match the border. Limit of six to a customer.
Very Special at 17c

Children's Comfort Blankets \$1.39
Light in weight, but very warm. Pink and blue baby designs. 36x59-inch.

Blankets bought in this sale may be stored in our Cold Storage Vaults free of charge until you are ready to use them.

Cotton Filled Mattresses
Four of our best quality, full sized, cotton-filled mattresses, covered with excellent quality tickings, now
\$8.50, \$9.50, \$11.50, \$14.50

Why You Will Profit by Purchasing Now---

Our complete stock of beautiful blankets is marked considerably lower than blankets bought at today's market prices. Our blanket prices will be much higher before September first.

And if we may quote John Bannan, manager and buyer: "The savings will be considerable, for I placed my orders months ago before raw cotton and wool had advanced to today's prices. Many blankets in this sale are priced only slightly over today's mill cost. From these lowest prices, based on my purchase cost, I offer further reduction during this great August sale."

This is the eighth blanket sale in as many years—an event of importance not alone to our individual patrons awaiting this opportunity to replenish blanket needs at lower costs, but to hotel men and others who buy in large quantities.

50 Silk and Satin Comforts
\$13.75 to \$27.50

This low pricing because they are discontinued patterns of which there are only one or two of a kind. The silken covers are beautifully designed in colors to harmonize with bedroom furnishings; the filling is fine quality "lamb's wool." In some cases the covers are slightly soiled, but all are wonderful values at these August prices.

Burgess-Nash Blanket Shop—Second Floor

Celebrated "Beacon" Blankets
A large, fluffy blanket of great warmth in handsome check designs, ribbon bound for full-sized beds.
Priced for This Event—Pair, **\$4.75**

Famous "Esmond" Blankets
These large size comfortables serve many purposes—may be used for bedroom, den, porch or auto.
Priced, each, **\$3.49**

Two-In-One Blankets Each \$4.95	Wool Finish Blankets Pair \$3.95
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This popular blanket is really two blankets woven as one. Attractive colors. These serviceable blankets are in plaid and in block designs, 66x80-inch size.

Cotton Plaid Blankets Pair \$2.75	Wool Blankets Pair \$6.75
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Heavyweight blankets in pretty plaid designs with neat top-stitched edge. With just enough cotton to prevent shrinkage. Beautiful plaid blankets.

Comforts That Are Sale Priced

Cotton Filled Comforts Covered with silkolene. Made for full-sized beds. Each, \$2.85	Silk Mull Comforts Filled with staple pure white cotton. 72x80-in. size. Each, \$5.50
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Lamb's Wool Filled Comforts, \$7.50
These are covered with a splendid quality sateen with 9-inch border in plain color. 72x84-inch size. Sale price, \$7.50.

Straight from New York Markets I Have Brought the Most Remarkable Lot of

Gowns, Vests, Bloomers Envelope Chemise

In Three Notable Price Groupings
50c 75c 95c

"Several months ago I planned to make the Lingerie offering for the Department Managers' Sale the best that I have ever offered. These are not ordinary garments, for all are made from the finest fabrics in dainty pastel colorings. I planned every price group to be exceptional, and I believe that when you see the garments you will agree with me, that they are the best that I have ever offered."

H. F. GALE, Manager of the Lingerie Department.

Burgess-Nash Lingerie Shop—Second Floor

I Have Secured 40-Watt Tungsten Globes To Offer at, Each, 25c

And it is certainly a rare opportunity to fill every empty light socket in the house at least expense. These are Edison base, 40-Watt Tungsten globes, the customary size for home use. GEORGE B. BROWN, Manager of the Housefurnishings Dept.

Burgess-Nash Housefurnishings Section—Fourth Floor

RED ARROW BOOTH

Monday's Special Tussah Pongee Yard, 49c

While the "Red Arrow Booth" is always the place of preferred bargains, John Durkan, manager of the downstairs yard goods department, has gone even farther than usual and offers 35-inch Tussah Pongee at only 49c a yard. Women have found this material unusually successful for window draperies and lingerie.

White	Pink	Orchid	Jade	Flame
Turquoise	Quaker	Old Rose	Apricot	
Delf			Tan	

Burgess-Nash "Red Arrow Booth"—Downstairs Store

I Am Going to Head the Silk News With My Monday Challenge Item

36-inch Kimono Silk Yard, 89c

It is printed in beautiful hold designs on soft tinted grounds. My Sale Event price—yard, 89c.

Burgess-Nash Silk Shop—Second Floor

Crepes, Yard, \$1.95 **Satins, Yard, \$1.25**
Knitted crepes in plain patterns, and pebbled crepes richly bordered. 36-in., heavy quality, plain and brocaded satins for sports skirts and linings.

Velours : Wool Jerseys : Plaids
Monday, Yard, **\$1.50**

These are 54-inch width all-wool fabrics that I offer Monday. There are plain materials, plaids, stripes and novelty skirtings—all at \$1.50 a yard.

It's been a long time since I've had merchandising news to equal this. These items are my headline features for the Opening Day of the Department Managers' Sale and I promise that other days' offerings will be proportionately low priced.

L. A. NORTH, Manager of the Yard Goods Department.

Burgess-Nash Silk Shop—Second Floor



LOUISE CHRISTIAN, Infants' Wear, Blouses—Third Floor



F. A. LA VOY, Candy—Mezzanine Floor



J. STEIN, Manager Men's Shop—Downstairs Store



E. C. GRIMES, Draperies—Fourth Floor



W. C. COLLING, Draperies—Fourth Floor

BURGESS-NASH COMPANY. "EVERYBODY'S STORE"



GEO. B. BROWN, House Furnishings—Fourth Floor



H. C. YARWOOD, Toys, Rugs—Sixth Floor



JOHN DURKAN, Yard Goods—Downstairs Store



MRS. L. GILLAN, Sewing Machines—Fourth Floor



L. A. NORTH, Silks—Second Floor