

Charge Purchases made Thursday will appear on January statements payable February 10th.

BURGESS-NASH COMPANY.

"EVERYBODY'S STORE"

AFTER ALL, dollars count in estimating a community's preference for its stores. That the dollars paid for merchandise bought at the Burgess-Nash Store have so greatly increased in a year, means only that Omaha, and people who buy in Omaha, have found the highest return for their dollars to be had from purchases made here.

Annual Holiday Week of Apparel Sales

Continuing Thursday With Exceptional Values

Our Entire Stock of **Coats** At Greatly Reduced Prices

Values to \$45.00 **\$21⁷⁵** Values to \$69.50 **\$37⁵⁰** Values to \$85.00 **\$48⁵⁰**

Short coats in pretty plaids and golfinas are in straight and wrappy models. Many have deep collars of red fox. Lined in satin crepe; the sizes are 16 to 44. Values up to \$45.00.

Individual and exclusive garments in the new shades are shown in this group. Made of deep pile fabrics, they were formerly priced to \$69.50. Sizes 16 to 44.

In this group we are showing dress and sport coats suitable for all occasions. Misses' sizes 14 to 18, and women's sizes 36 to 44. Values to \$85.00.

3 Groups of **Silk and Wool Dresses**

Values to \$59.50 **\$24⁰⁰** Values to \$49.50 **\$28⁵⁰** Values to \$45.00 **\$17⁷⁵**

A wonderful group of beautiful new styles made of the finest quality satin crepe, georgette laces, satin cantons, crepe Elizabeth, flat crepe in a wonderful range of medium and light spring shades; also in navy, black, brown and cocoa. Sizes for misses, 14 to 18. Sizes for women, 36 to 44.

In smart coat models or in tubular lines are made of beautiful quality Charmeen, Poiret Twill, Loronella in brown, cocoa, rosewood and navy. The desired checks and plaids so popular for midwinter and early spring wear are in the lot. Sizes 14 to 44.

Afternoon and party dresses for young girls as well as matrons. In lovely canton crepe, satin, velvet, flat crepe, georgette and satin canton in all colors. Long or short sleeves. Also a remarkable collection of party dresses in soft chiffons, metal clothes or crisp taffetas. Colors, coral, peach, blue, green, tangerine, flame and orchid. Sizes 14 to 44.

Our Entire Stock of Beautiful **Fur Trimmed Coats Reduced**

Coats made of richest fabrics and elaborately trimmed with the finest furs, will all be included in this sale. Exclusive high grade models, only one of a kind, will be priced for a quick clearance at these prices.

\$79.50 to \$235.00

Fur Coats All Prices Reduced

A large and well selected stock of reliable and fine quality fur coats are included in this great sale. Radical reductions on the price of every fur coat in the house. Nothing reserved. Prices range from—

\$95.00 to \$1,675.00

Fur Scarfs and Chokers

Every fur scarf and choker in stock will be offered during this sale at real price reductions. Nothing reserved. Prices range from—

\$7.50 to \$150.00

Our Entire Stock of High Grade **Wool Dresses Reduced**

Original Creations for afternoon wear flaunt rich silk embroidery, beading and lovely combinations; also smartly tailored coat models. Reduced to

\$33.75 to \$97.50

Suits Greatly Reduced

All women's and misses' suits in stock will be offered during this sale at great price reductions. These are high grade fur-trimmed suits, also splendid assortment of strictly tailored styles of twills, charmeen and novelty fabrics.

One Group of Suits

One lot of first quality suits, odds and ends and broken lines.

\$21⁵⁰

Mostly novelty and fancy styles, will be closed out at this remarkably low-price of \$21.50.

Women's Hose Pair \$1.89

Women's fancy lace and embroidered clocked stockings, all full fashioned of medium weight silk, reinforced feet. Black, beige, fawn, brown and gray. Regular \$2.50 value. Specially priced \$1.89 pair.

Vestee Sets \$2.95

Attractive vestees for wear with suits and sweaters are of fine imported net, daintily trimmed with narrow val lace. Values to \$5.00.

Main Floor



Reduction Sale of **Women's Shoes**

Dress Slippers **\$5** Pumps Oxfords

Values to \$12.00

Sale of women's fine dress slippers, pumps and oxfords, every pair taken from our regular stock to make room for our early spring arrivals. Values up to \$12.00, priced for this clearance sale at \$5.00 a pair.

Main Floor

Gloves Pair \$2.35

Two clasp Chateau French kid with over seam and P. K. fingers, and heavily embroidered backs. Regular \$3.25 value, priced specially at \$2.35.

Main Floor

Sweaters and Scarfs

1/4 OFF Regular Price

Every sweater and scarf in stock will be included in this group, all marked at 1/4 off the regular price. Golf coats, chappie coats and slip-on sweaters in all the wanted plain colors or combinations. Some with jacquard fronts, other are plain. Scarfs are in misty weaves in a variety of widths and color combinations.

Third Floor



A Few Styles Included

Black satin headed, one strap, Louis heel.
Black satin, cut-out center strap, Junior Louis heel.
Black satin hand turned, suede trim, cut-out strap, Spanish heel.
Black satin opera pump French heel.
Black satin one-strap covered Cuban heel.
Black suede patent 2 straps, low walking heel.
Mandaly brown suede, Havana brown kid, one strap, covered Cuban heel.
Tan kid, beige suede, sport, one strap, low heel.
Patent cut-out gore pumps.
Black and tan kid or calf oxfords, Cuban and low heels.

Main Floor

Our Entire Stock of **BLOUSES**

Reduced 20%

Beaded, embroidered and novelty blouses will be placed in one great group, marked at 20% off the regular prices.

All colors are here in canton crepes and crepe de chimes in sizes 36 to 50.

Every woman who has a suit or a separate skirt will be interested in this selling event.

Third Floor



Beginning Thursday Our After-Christmas Sale of **Mina Taylor Dresses and Aprons**

At **\$1⁰⁰** At **\$1²⁵** At **\$1⁹⁵** At **\$2⁹⁵**

Light and dark percale aprons in either slipover or back-closing models. Made with sashes and collars and finished with braid or binding of contrasting colors. Sizes small, medium and large.

Amoskeag gingham and good quality percale apron dresses with round or square neck, dainty collars and finishings of contrasting materials. Sizes 16 to 52. Regular values to \$2.45.

Attractive dresses of French gingham and English prints in a variety of styles, colors and trimmings. All are smart straightline styles that are easy to launder. Models with or without sleeves. Sizes 16 to 46. Regularly \$2.98 and \$3.98.

Pretty house frocks to don during the day. Charming styled of crepe gingham, Kalburnie and French gingham with dainty cuffs, collars and vestees. Light, medium and dark colors, checks and plaids. Sizes 16 to 46 and 48 to 52. Regularly \$4.98 to \$6.98.



All Sizes for Women and Misses

Second Floor



Mail Orders Filled While Quantities Last

One of America's Great Stores