

### Welcome Visiting Merchants

WE ARE glad of the opportunity to welcome you to Omaha and to Burgess-Nash, especially this week, when there is so much to directly interest you. For, with Spring Opening Week, lovely new merchandise is on display in every section of the store.

We cordially invite you to see the opening exhibits—a visit creates no obligation to buy.

Every accommodation has been arranged for your convenience.

### Footwear

THE vogue for spring footwear combines ease with beauty and there are many interesting variations of the pump and oxford. Models of gray or airtide suede are smartly trimmed with simple bands of contrasting kid leathers. Moderately heeled for street wear, and with high heels for evening wear.

\$10.50 to \$16.50

### Hose

FASCINATING in color are these sheer chiffon hose for spring: blush, sunset, banana, dawn, beige, flesh, nude, French nude, peach, sahara, grissette, light fawn, sable, oriental pearl, and cherub.

\$2.50 to \$4.50

Main Floor

### Gloves

THEY must have the short cuff for spring, says Fashion, and the smart new "Chateau" gauntlets corroborate this statement with a triumph of style and lovely color combinations. Prices range from

\$4.50 to \$6.50

Main Floor

### Blouses

EXQUISITE French voiles and batistes, silks and mannish broadcloths fashion the blouses voiced for spring. Bright trimmings, frills and attractive collar and cuff styles offset the severity of the mannish modes. Prices range from

\$5.95 to \$35.00

Third Floor

### Sweaters

DAPPER sweater styles which use braid and embroidery for trimming have embodied somewhat more decorative and formal characteristics. The Mandarin coats, Bobbie slippers, box coats, two-in-one sweaters and shawl collar styles take the lead in spring favorites. Priced at

\$4.95 to \$65.00

Third Floor

### For the Junior

THE spirit of youth is depicted in the jaunty frocks, sweaters and suits for the juniors. There's even a touch of daring in some of the modes, for youth is ever willing to try the chic, the vivacious.

Dresses that may seem erratic whimsies are developed of novelty crepes. Top coats with a swaggerish air flaunt novelty sleeves and collars. Suits with the boyish lines are most becoming, and sweaters are in Mandarin or Campus styles. Coats, \$19.50 to \$85.00. Dresses, \$25.00 to \$39.75.

Third Floor

### Underwear and Negligees

SPRING offers the loveliest of lingerie and negligees for milady. The tube silhouette sponsored in frocks is also carried out in the film-like lingerie. Exquisitely shaded materials, sheer laces and soft ribbons fashion these fine underthings. For the boudoir, lovely ostrich trimmed negligees. Charming are the spring shades—pigtail, powder blue, copperas, cocoa, lanvin green, steel.

Underwear, \$4.95 to \$25.00. Negligees, \$10.95 to \$49.50.

Second Floor

### Spring Modes in Corsets

WITH the slender mode in such pronounced favor, the selection of the corset and brassiere is of utmost importance, for it must ingeniously adapt itself to the individual figure and to the prevailing fashions. The spring models in non-lacing corsets are priced at

\$3.50 to \$27.50

Second Floor

# Spring Opening

SPRINGTIME is filling our store with merchandise messages. They say that "Coming events cast their shadows before," and so perhaps you have received an inkling of the spring vogue, but our Spring Exposition assures you of all that is authentic in the realm of fashion.

THESE days are wonderful for seeing new things first; news that should send you hurry-scurrying to Burgess-Nash to see them. Our buyers have filled this great store with merchandise—every necessity of the season, every fad and fancy—all of a quality in keeping with the Burgess-Nash standard, and at a satisfying low range of prices.

## Attractive Dresses

Afford Wide Choice of Designs and Fabrics

SECURE in its smart straight lines, the new frock may be of cashmure, Molly O crepe, chinchilla satin or novelty woollens. This straight line is broken only by a narrow girdle, a flounce or two, or a panel. A note of contrast is often struck either by the use of two colors or two fabrics. Every model combines excellent lines with real becomingness. Among the newer shades on fashion's color card:

Pine Dew Green Poudre Blue Rose Du Barry Chinese Red Blood Orange

Prices Range From \$25.00 to \$295.00

Third Floor

## Coats

Trim and Practical

THE new coats cling to slimmness and straightness, but often show rippling fullness in the sleeves, or novel collars. Sport models are of course on the preferred list, but dress models have an elaboration of detail that is very distinctive. Priced

\$19.75 to \$139.50

Third Floor

## Suits

Correctly Tailored

SMARTLY styled tailored suits follow the masculine trend, and, with jaunty wrap skirts, they differ entirely from last year's mode. The boyish suits, smart and clever, are becoming to both the younger girl and the woman. Fashioned of imported cloths, twills or checked velours, they are appropriate for every occasion wear.

\$25.00 to \$139.50

Third Floor

## Both Large and Small Hats Express the Mode

TRULY inspirations—are the gay, pretty little hats that are ready for review. The selection of materials and colors, placing of flowers and ornaments, and correct proportioning mark these as individual models. Although black is far too chic to be entirely deserted, it is splashed with a bit of vivid color. For street, dress, country, dinner, theater, tea and sports wear. Prices from \$5.00 to \$50.00

Third Floor

## Smart Modes for the Larger Women

FROCKS, suits and coats for the women who require the larger sizes, stress the slenderizing notes of the newer modes. Exquisite workmanship mark these garments as distinctly ultra-smart. Prices range from \$39.50 to \$125.00.

Third Floor

### Last But Not Least Are the Thoughts of Spring Accessories

#### Brilliant Bracelets

WITH a sleeveless sports frock, several are worn together, and to offset the severity of the tailored suit, a single bracelet shines beneath the shirt cuff. Of stone-set ivory and crystal.

\$1.25 to \$7.50

Main Floor

#### The Chinese Scarf

FOR a touch of color add a large square of rich, heavy silk in a variety of gay hand-block designs, looped to resemble a man's cravat. \$4.95.

Main Floor

#### Circular Veils

VERY chic is the coquettish circular veil that trims milady's chapeaux. In the new spring shades and a variety of patterns. 89c to \$2.50

Main Floor

#### Smart Bags

CLEVER bags of Pekin stripe silks, moires and brocades in modish costume shades are among the niceties of dress which distinguish the woman of unerring good taste. Priced at \$2.95 to \$5.95

Main Floor

#### New Neckwear

VESTS—For the smart new mannish suit. Double-breasted with one or two buttons. In silk and linen.

JABOTS—Of daintily pleated colored voiles, trimmed with lace. Some with matching cuffs that add much to its charm. \$1.25 to \$10.00.

Main Floor

#### Handkerchiefs

ACCOMPANYING the brilliant silk scarf is the pocket handkerchief in lighter materials to match in nets or dainty colored squares with edges of fluting. 59c to \$1.25

Main Floor

#### The Gardenia

AS a last touch of smartness, the Gardenia must appear on the coat lapel, either a white flower, pink or maize. Priced at 50c to \$1.00

Ribbon Dept.—Main Floor

Alluring Perfumes OF subtle fragrance which immediately characterizes the wearer as a connoisseur of the finer things. Soft and appealing is Lubin's Amaryllis Extract at—

\$5.25

Daring and exotic, Ciro's Masque Extract at—

\$5.00

Coty's Emeraude, delightfully youthful.

\$7.25

Main Floor

# BURGESS-NASH COMPANY.

"EVERYBODY'S STORE"