

This sale is for cash only, and charge accounts have been temporarily suspended. On account of the exceptional values, there will be no exchanges, no approvals, no phone orders or returns. We also reserve the right to limit quantities.

# BURGESS-NASH COMPANY.

"EVERYBODY'S STORE"

Luncheon in our Tea Room or on our Mezzanine Floor offers an inviting respite from shopping. A delicious 65c luncheon, which includes a choice of tempting foods, may be had in the Tea Room, while on the Mezzanine, a 40c luncheon or a pleasing variety of sandwiches and salads comprise the menu.

## A Million Dollars Must Be Raised During Our

# Stock Reducing Sale

This has been a selling event the like of which has never been equaled in the history of Omaha's department stores. We appreciate the goodwill spirit shown by the people in helping to restore us to a sound financial basis. This goodwill has been established, we believe, because our customers recognize that none of our merchandise is old-style, shop-worn goods, but all of the finest quality—and that the prices are lower than they have ever seen them before.

\$100,000 Worth of New Winter Merchandise—Merchandise bought for our regular Christmas season and winter months has been included in this great sale. Although this is the third week of this super-value giving event, values are just as gigantic. Anticipate your future wants—buy your Christmas gifts now while savings are enormous.

### The Most Value-Giving Sale of Boys' OVERCOATS and 2-PANT SUITS

We Have Ever Held

\$11.95 SUITS  
**\$ 6.95** .....

Finely tailored suits in belted, yoke, norfolk and pinch back styles—suits that combine sturdiness with quality. Good looking little models that will please every little boy. In blue, brown, grey, overplaids, pencil stripes, and the new poudre blue. Sizes 6 to 16 years.

\$15.00 OVERCOATS **\$ 9.95** .....

Full belted coats with raglan or set-in sleeves and convertible collar. All are made with a heavy plaid lining that gives great warmth. In poudre blue, brown, tan, overplaids and herringbones. Sizes 6 to 16 years.

CHINCHILLA COATS, sizes 6 to 10, \$9.95  
\$1.50 Outing Flannel Sleepers, 99c  
\$1.25 Outing Flannel Sleepers, With Feet, 79c



**\$4.50 Juvenile Suits**  
Jersey, tweed and cashmere suits in Middie, Oliver Twist and Balkan styles. A good range of colors. Sizes 2 to 9.  
**\$2.98**

Boys' Union Suits, Sizes 2 to 16, 79c.

"Dwight Anchor" SHEETS  
each **\$1.69**  
81x99-in. sheets of a quality equal to 'Pequot.'  
Second Floor

22c Huck TOWELS  
each **15 1/2c**  
Large size bleached towels of fine quality.  
Second Floor

\$4.00 Plaid BLANKETS  
each **\$2.29**  
66x84-in. plaid blankets, very soft and warm.  
Second Floor

\$1.95 Crepe de Chine  
yard **\$1.29**  
40-inch fine quality, beautiful plain shades.  
Second Floor



### Women's and Children's Fine Knit Underwear

**Women's White Cotton Union Suits, \$1.50 and \$1.75 Values** 95c  
Suits of fine quality, lightly fleeced. In high neck, long sleeve, Dutch neck, elbow sleeve, and low neck, sleeveless styles. Ankle length. Sizes 34 to 44.

**Women's \$3.50 Union Suits**  
Silk and wool suits of the finest quality, medium weight. Low neck, sleeveless, ankle length **\$2.35**  
Sizes 40 to 44

**Children's \$1.25 Union Suits** 79c  
Medium weight, white cotton, lightly fleeced. High neck, long sleeve, or Dutch neck, elbow sleeves. Ankle length.  
Sizes 2 to 14 years.

**Children's Union Suits, \$2.50 to \$3.50 Values** \$1.95  
Of fine quality, medium weight silk and wool, with high neck and long sleeves, or Dutch neck and elbow sleeves. Knee and ankle length, drop seats. Size 2 to 14.

### Toilet Articles

50c Smooth Hair, to keep the hair soft and glossy . . . 24c  
35c Pond's Vanishing Cream . . . 24c  
50c Bourjois Java Face Powder . . . 37c  
35c Frostilla . . . 21c  
50c Lournay Monte Carlo Rouge . . . 26c  
Main Floor

**Baby's Bib Chains** 69c  
\$1.25 to \$1.50 Values  
Green and yellow gold-filled chains with soldered links and double fasteners. Plain, or with engraved designs. A few have enamel holders on sterling chains.  
Main Floor

**\$1.75 Sterling Bar Pins** 59c  
Pins with plain rhinestone settings or combinations of imitation emerald, ruby, sapphire and topaz with rhinestones.  
Main Floor

**Cowhide Brief Cases \$5.95** 7.50 Values  
10x15 and 11x16-inch brief cases of genuine cowhide, made with two, three or four pockets, a three-adjustment lock, all-around straps, and steel bars at the top. In tan or mahogany color with heavy grip handle.  
Main Floor



### Women's Service Weight Thread SILK HOSIERY, \$1.29

Full fashioned of medium weight silk, with fine mercerized garter tops and reinforced feet. In Black Pickaninny Stone Gray Racquet  
Regular \$2.00 quality.

**Children's \$1.00 Hose** 49c  
Richelieu ribbed hose of fiber and mercerized, in white, black, buck, deer, beaver and gray. Sizes 6 to 10.

## DRESSES

**\$18.75**

Smart styles for afternoon, street or general wear.

Values to **\$39.50**

Simple trimming touches emphasize the newness of these frocks—that prove by their smartness that low price does not exclude style-rightness.

Imported Flannels Loronellas  
Poiret Sheens Georgettes Flat Crepes  
Crape Satin

Colors are tan, gray, green, brown, cocoa, penny, navy and black

Women's and Misses' Sizes.  
Third Floor

## Fur Trimmed COATS

Striking coat values—originally Priced Up to **\$125.00**

**\$49.75**

Rich fabrics, such as suede de laine, doeskin, flamingo, marvella, moline cloth and montebello.

Penny Hemlock Green Snuff Rust  
Chestnut Brown Black

Furs, such as mole, muskrat, beaver, natural and dyed squirrel, northern seal and dyed fitch.  
Sizes 14 to 46.  
Third Floor



## Unequaled Reductions in Women's PUMPS -- STRAP SLIPPERS -- OXFORDS

Regularly Priced From \$10 to \$14.75

**\$7.88**

Sizes 3 to 8 AAA to D

Gore Pumps of gray suede. Buckled, and with military heels.

Satin Pump, Colonial style with cutouts and Spanish heels. The same in airdale suede.

One Straps, two-button style, in black satin with gun metal trimming, or all patent and all satin. Short vamp, French toe model.

Oxfords, cut-out styles, in tan calf, patent leather, gray suede, kid and brick color suede, alligator trimmed, with covered box military heel.

**Women's Felt Slippers** \$1.00  
Daintily ribboned-trimmed slippers in 16 different shades. Values to \$1.65.

**Children's Puss in Boots** 98c  
In red, or blue, astrachan trimmed. Sizes 5 to 8 and 8 1/2 to 2. Values to \$1.35.



## Washable Fabric Gloves \$1.39

\$2.00 and \$2.25 Values

16-button length "Kayser" and "Wear Wright"—imported fabric gloves with half P. K. fingers, spear point, and embroidered backs.

Covert Mode Gray Biscuit Sand



Men's \$2.50 and \$3 "Rialto" Shirts \$1.39  
Neckband and collar attached styles.