

Sunday, Dec. 13, 1914

BURGESS-NASH COMPANY

STORE NEWS FOR MONDAY

BURGESS-NASH COMPANY

Phone Doug. 137

# I AM GOING TO BURGESS-NASH FOR MY CHRISTMAS GIFTS

THE CHRISTMAS STORE WITH "EVERYTHING FOR EVERYBODY"—big generous assortments of expertly chosen Holiday merchandise, conveniently arranged for viewing and countless special service features are established for most comfortable buying. A thoroughly drilled sales force, fully re-

cruted to care for the Holiday throng, assures intelligent and prompt service. Start early in the morning to complete your shopping list—but 10 SHOPPING DAYS BEFORE CHRISTMAS.



PEN AND INK SKETCH OF OUR NEW DISPLAY WINDOW AT THE CORNER OF SIXTEENTH AND HARNEY—OPENED TO VIEW FOR THE FIRST TIME—SATURDAY

## BEAUTIFUL WINDOWS That Tell of GREATER BEAUTIES Within

IF THE EYES are the windows of the soul, it might be said that the character of a store is revealed through its display windows. The store buildings appear gray and sombre to one standing at a distance of a City Block, but on nearer approach the store's bright eyes—the DISPLAY WINDOWS—give one a special microscopic vision of the more extensive show of beautiful things within.

Just now our window displays of Holiday gift suggestions are even more attractive than usual—one of the sights of the City and worthy of a special visit for their own beauty alone. In beauty of styles, in effective and artistic arrangement, and in the splendid values shown, they have no equal in Omaha.

Whenever you are down town make it a point to visit our Sixteenth and Harney street display. It will repay you.

BURGESS-NASH COMPANY.

## SPECIAL NOTICE

Our Store Will Be Open But Four Evenings Before Christmas—Beginning Mon., Dec. 21.

## To Lighten Your Christmas Labors

WE take pleasure in informing customers purchasing Christmas and New Year's gifts that we will be glad to hold the packages and forward them at any stipulated time.

**PARCELS AND WRAPS CHECKED FREE**  
At the new Parcel Checking Desk, rear Main Floor. This desk is designed especially for the convenience of our patrons.

## MERCHANDISE AND GLOVE CERTIFICATES

ARE more popular than ever this season with people whose shopping time is limited, or with those who cannot determine what gift to send. These certificates are exchangeable at any time for merchandise, and issued for any amount.

## CONCERNING OUR DELIVERY SERVICE

ADDITIONAL equipment makes it possible for the prompt delivery of all parcels purchased even during this season of Holiday shopping.

## RED CROSS STAMPS FOR SALE

COST 10c each and every one purchased swells the Omaha Branch of the Red Cross Anti-Tuberculosis fund. On sale at section just inside Main Entrance.

## GIFT CANDY

WE are prepared to offer special inducements to churches, schools and organizations who have planned to distribute candy at Christmas.

## Women's Bathrobes at \$3.50 to \$11.75

AN appropriate and acceptable gift at Christmas time. Made in a great variety of pretty styles of Terry cloth, blanket and quilted materials, finished with cords and frogs and packed in neat Holiday boxes if desired.

## FANCY BATH ROBES AND BED BLANKETS for Christmas Gifts

PRACTICAL, useful, acceptable gifts. These special values in the Economy Basement Monday.

\$2.50 Cotton Bed Blankets, \$1.50 Wool finished cotton, full size, white and fancy plaids; good, warm blankets; \$2.50 values, pair, \$1.50

## HANDKERCHIEFS FOR EVERYBODY

ONE can never go wrong giving handkerchiefs—and as for assortments which allow most satisfactory gift selections they will certainly be found here. Of special price interest:

- Children's Handkerchiefs, 3 in Box, 15c
- Women's Handkerchiefs, 3 in Box, 25c
- Women's Handkerchiefs, 6 in Box, 60c
- Women's Initial Handkerchiefs, 6 in Box for 45c
- Women's Emb'd Handkerchiefs, 6 in Box for \$2.00.
- Men's Linen Handkerchiefs, in Fancy Box, 25c

## Let Your Gift to Her at Christmas Be GLOVES

THERE is probably nothing that will be more acceptable and we are certain that gloves selected from our splendidly chosen stock will give thorough satisfaction.

## Fine Imported Fancy SILKS FOR GIFTS

\$6.00 to \$8.50 All-Silk Velours, \$3.95

Peau de Zebra, all silk, in a wide selection of colors; Peluche Velours, 32 inches wide, all colors and all silks; Chiffon Velvet, 12 inches wide, new street shades.

\$10.00 and \$15.00 Novelty Velours, \$4.95

Voile velours, pretty light and dark shades, 42 inches wide; velvet nouveauté, new light and dark shades, 42 inches wide; voile velours, light shades, 42 inches wide; velour raye, black and brown, 40 inches wide; embroidered French crepe, 2 inches, blue, taupe and mustard; taffeta broche, 27 inches wide, black and navy.

\$18.00 to \$25.00 Fancy Silks at \$8.75

A gorgeous array of filmy loveliness, iridescent nouveauté, Lalon velours, Loven silver, Neu Vetau Printemps stripe, print and hand painted broche, Marine Moretine, Lafayette broche, Gallet, time border, Collet novette, etc., 40 to 42 inches wide, light evening shades.

## TOILET SETS, SHAVING SETS, MANICURE SETS, Etc., In Great Variety--That Make Acceptable Christmas Gifts

EVERYONE who has visited this section of our store has found many desirable gift suggestions, and everyone has expressed their satisfaction at the very low prices quoted throughout the entire display.



- Shaving Stands, \$1.00 Nickel plated shaving stand with plate mirror, white cup and good brush, very special for Monday, at \$1.00
- Shaving Stands, \$2.50 Fancy silver plated base shaving stand with adjustable mirror, cup, brush, splendid value at \$2.50
- Shaving Sets, \$1.00 Shaving cup and brush, silver plated holder for white cup, excellent brush, special, at \$1.00
- Shaving Stands, \$4.95 Empire art silver shaving stand with adjustable mirror, two cups and brush, splendid value, \$4.95
- Smoking Sets, \$2.19 to \$10.50 Consisting of quadruple plate silver trays, cigar holders, match holder and ash tray; special, at \$2.19 to \$10.50
- \$5.00 Toilet Sets, \$3.95 Empire art comb, brush and mirror set, daisy, wild rose, etc., pattern. Regular \$5 values, at \$3.95
- Shaving Stands, \$5.95 Fine pierced silver plated base with glass bottom, soap mug, brush and adjustable mirror; special, at \$5.95
- Many other odd but practical shaving stands from \$7.50 to \$15.00
- Shaving Stands, \$3.50 Empire art silver shaving stand with fancy base, 5-inch adjustable French plate mirror, porcelain cup and good brush, splendid values, at \$3.50
- Manicure sets, \$1.95 10-piece manicure set, German silver, nicely put up in fancy box at \$1.95
- Other manicure sets; special, from 49c to \$7.25
- Toilet Sets at \$7.50 Sterling finish and pattern comb, brush and mirror set, at \$7.50
- Military Brush Sets, \$4.95 Military brush sets, a good variety to choose from, at \$4.95
- Others, at \$7.50

## Now If You Have Decided to Give BOOKS

A visit to our stock will prove interesting and beneficial. Generous selections of humor, poetry, travel, fiction—books of all kinds for boys, girls or the grown-ups.

## Specializing in Mark Cross London Made Leather Goods

WE call attention to our display of attractive and unique novelties that suggest pleasing Christmas gifts.

## FOR WOMEN

Sewing baskets, hand bags, motor bags, party cases, jewel boxes, writing cases, emergency kits, toilet cases, scissors sets, desk sets, bridge sets, memo books, etc. Above novelties in purple, blue or red crushed morocco leathers.

## FOR MEN

Card cases and wallets, poker chip cases, toilet cases, military brush sets, flasks, auto tool cases, match box cases, coin purses, emergency cases, manicure sets, etc., etc.

## RICH NEW FURS UNDERPRICED

The surplus stock of a prominent furrier, affording unusual opportunities to make selections for yourself or gifts at splendid Saving Advantages.

BEAUTIFUL new styles of the finest quality and most favored sort. Every piece is sold with the usual Burgess-Nash guarantee of thorough satisfaction.

## BEAUTIFUL FUR COATS

Rich new styles, beautifully matched and finished with fine quality silk or satin lining.

Russian Pony Coats, \$85.00 to \$65.00  
Brook Mink Coats, \$65.00 to \$95.00  
Hudson Seal Coats, \$95.00 to \$150.00  
Near Seal Coats, \$55.00 to \$65.00

## SMART NEW FUR SETS

Including muff and scarfs, in an extremely large assortment of styles and kinds.

Belgian Coney Sets, \$10 to \$25  
French Marten sets, \$12.95 to \$25  
Marmot fur sets, \$16.95 to \$25  
Kit Coney sets, \$15 to \$20  
Blue Wolf sets, \$25 to \$45  
Pointed Fox sets, \$35 to \$75

## SEPARATE FUR PIECES, SCARFS AND MUFFS

Great variety of styles and kinds, specially priced.

Belgian Coney scarfs, \$5.00 to \$10.00  
French Marten scarfs, \$7.50 to \$15.00  
Red Fox scarfs, at \$7.50 to \$15.00  
Near Seal scarfs, \$10.00 to \$25.00  
Natural Wolf scarfs, \$10.00 to \$18.50  
Black Fox scarfs, \$10.00 to \$40.00

Belgian Coney muffs, \$5.00 to \$10.00  
Marmot fur muffs, \$7.98 to \$10.00  
Black Fox muffs, \$25.00 to \$65.00  
Eastern Mink muffs, \$40.00 to \$150.00  
Hudson Seal muffs, \$35.00 to \$75.00

## House Coats and Bath Robes Acceptable Gifts for Men

House Coats, \$3.98 to \$15.00  
Bath Robes, \$2.98 to \$26.50.  
AN exceptionally big range of selection, very specially priced for Monday.

Men's Holiday Suspenders at 39c, 50c, 75c, \$1.00 and \$1.50  
A fortunate purchase late in the season of Crown make suspenders makes it possible to sell them at about one-half the regular price.

Men's Fancy Silk Four-in-Hand Neckwear at 55c  
Another shipment of the specially made line of neckwear which we specialize at 55c. If it is possible, they are larger and better than any line we have shown in the past.

Other lines, 35c, 3 for \$1.00; 50c, \$1.00, \$1.50 to \$3.98.  
Pretty Silk Pajamas, Special at \$3 and \$3.50  
A beautiful line for selection—pajamas are very desirable and acceptable for presents.

Men's Hosiery, 2, 3 and 4 Pairs in Box, for \$1.00  
Silk, lisle and fine cotton, in pretty holiday boxes. A remarkable line for selection.

## Men's Initial HANDKERCHIEFS 3 to 6 in Box, at 69c, 75c to \$1.50

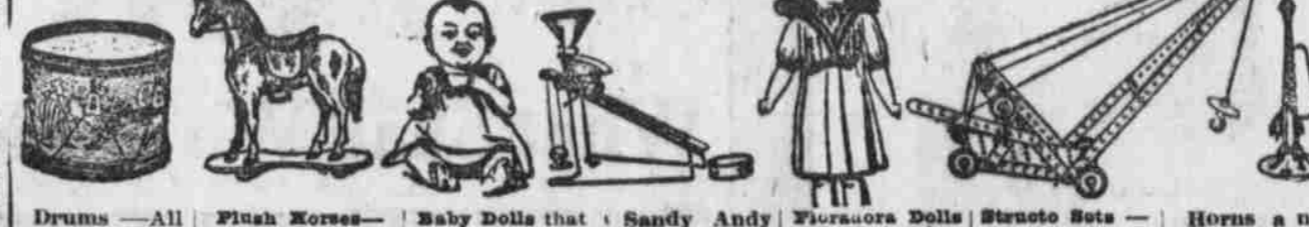
## Wicker Lamps Particularly Attractive and Practical Gifts at \$10.00

THEY add appreciably to the lazy comfort of the well-appointed sun parlor; six different styles from which to select, complete with silk cord, shades lined with old gold, green or red silk. Very special at \$10.00.

Small Round Lamps, \$3.95 to \$24.00  
Many styles, including art glass and Tiffany shades.  
Metal Lamps, \$15.00 to \$40.00  
A splendid display of this famous line of lamps, including inlaid designs in glass shades.

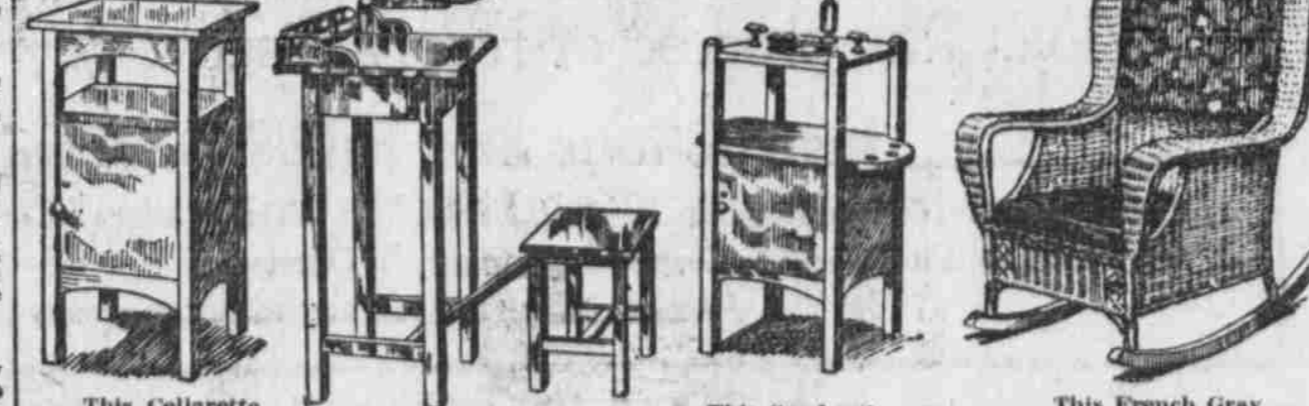
## TOYS Are What the CHILDREN WANT and Santa Claus Wants to See and Greet the Children

SO bring them with you to Toy Town—let them slip into dear old Santa's ear what they want him to bring them for Christmas. And when it comes to toys—my, such a variety—everything you can imagine to make the little hearts glad on the happiest day of them all—Christmas. Here are a few suggestions:



- Drums—All sizes, special, at 25c to \$0.50
- Toy soldier sets, all nations, spec. 35c
- Zumpy Dumpty Circus, 50c to \$1.00
- Clown, ladder, chair and barrel, \$1.00
- Flash Horses—On wheels, saddle and bridle, special, at 25c to \$0.50
- Baby Dolls that cry, open and close their eyes, full jointed body, bobbed hair, 16 lights, \$1.25
- Sandy Andy sand toy, special, at 40c to \$1.00
- Flourish Dolls—Kid body, jointed, wig, stockings, special slippers, special at \$1.00 to \$2.00
- Stunco Sets—All sizes, very interesting, per \$1.00 to \$2.00
- Horns a n d Bugles of all kinds, from 10c up to 40c
- Up and square styles, .50 to \$1.50
- Mechanical Trains—With track, all sizes, at .50 to \$35.00

## USEFUL AND PRACTICAL XMAS GIFT SUGGESTIONS in Odd Pieces of FURNITURE for the Home



- This Cellarette Stand, \$9.25  
Exactly as illustrated, constructed of solid oak, in fumed finish, very neat and attractive, and a practical gift for the home.
- This Telephone Stand and Stool, \$9.25  
Either mahogany or fumed oak finish with phone holder and book rack, very substantially built.
- This Smokers' Outfit, \$4.50  
Like illustration, with glass ash receiver, cigar holder, patent lighter, 1 small drawer and pipe holder, either fumed or mahogany finish.
- This French Gray Rattan Rocker, \$18.25  
Exactly like illustration. French gray rattan rocker with heavy tapestry back and cushion, also in fumed and old ivory finish, a very comfortable and practical gift.

# BURGESS-NASH COMPANY.

The Christmas Store for Everybody

## REAL HEROES OF OUR DAY

Persons Who Go Riding in Buggies Exemplify Moral and Physical Courage.

age to want to go, financial courage to attempt it, and both moral and physical courage actually to get started. The neighbors make remarks about you as you start away, or at least you feel that they are making them, and everybody you meet looks at you as though they suspected that you were just doing it to be smart. Of course, the automobiles are

ridng every Sunday, and who appreciate the sweetness of the quiet rail-fenced crossroads. You are mistaken. There are no country boys and girls in narrow buggies. You passed them all at the howling amusement park a while ago. You have the quiet road and the tall woods and the sun and the shadows and the silent joy of the fields all to your-

self until a huge, big-headed machine rips up the road all about you and lunges past. The joke is on you. The driver thinks that you are the country sweetheart, and turns to grin at you. You have the unfrequented roads all to yourself until you are discovered by the mosquitoes and the horse flies. How these creatures thrive so well with so few horses and people to eat might be an interesting scientific study, but neither you nor your horse care to be experimented on. And the fly net will not stay on. You tie it here and there and it comes off again and again. The horse stops to kick off the flies and more flies get on. It is a question of being chased by automobiles or being de-

voured by insects, and, of course, you resign yourself to the automobiles and trot home amidst the dust of the ordinary sensible people who ride in automobiles and whose only ambition seems to be to cover as much road in as short a time as possible.—Indianapolis News.