

Friday, April 21, 1916.

All the latest books are in the circulating library at 3c a day

BURGESS-NASH STORE NEWS FOR SATURDAY.

New Victor Records Now Ready—Come Hear Them.

Phone D. 137.

# LAST CALL to Get READY for EASTER

## NEW GLOVES Are Necessary to Complete Your EASTER OUTFIT

NEW styles are here for your choosing. Despite the scarcity of fine French kid gloves we are showing in our glove department a most wonderful collection of French gloves, a delayed shipment just received, we are prepared to meet every demand.



\$1.00, \$1.25 pair.

Kayser's two-clasp chamoiseite gloves, at 55c. Burgess-Nash Co.—Main Floor.

New styles and exquisite embroideries, we call special attention to a two-clasp pique, French kid glove, in black and white colors, with handsome embroidered backs and contrasting 1/2-inch welt. At the special price of \$1.75 pair. Other handsome styles and colors at \$2.00 and \$2.50 pair. Two-clasp overseam kid gloves in black and white with contrasting stitching, at \$1.50 pair. Two-clasp overseam lambakin gloves in black, white and colors, a splendid quality at \$1.25 pair. Kid gloves for children, boys and girls, at \$1.25 pair. Kayser silk gloves at 50c. 75c.

## New Blouses Must Not Be Forgotten in Choosing Easter Wardrobes

EVERY charming mode at its best, for women who seek the "unusual" in blouses.

A host of lovely new blouses, values exceptional, filmy of fabric, radiantly new of color, surely no blouses of a former Eastertide were as fascinating as these blouses of—

<i>Georgette Crepe</i>	<i>Fine Voile</i>	<i>Handkerchief Linen</i>
<i>Crepe de Chine</i>	<i>Soft Batiste</i>	<i>Chiffon</i>
<i>Net and Lace</i>	<i>Lustrous Silks</i>	<i>Pussy Willow</i>

Blouses in white and pale tints to don with the afternoon costume, and blouses suited to every day needs. They prove their importance in the Easter outfit by the additional attractiveness of their pricings.

**\$2.50, \$3.95, \$5.00, \$6.50 to \$10.00 and more.**

Burgess-Nash Co.—Second Floor.

## An Extraordinary Sale Saturday of Easter Trimmed Hats



Regularly \$7.50, \$10.00, \$12.50

**\$5.00**

WE have set for ourselves the task of offering for Easter the best \$5.00 hats in Omaha. Included in this event are hats which discriminating women of fashion select and wear for all occasions. To realize how smart looking these hats are you must personally see them.

these hats are you must personally see them.

the season's most fashionable shapes for every occasion; side roll Sailors, drooping Sailors, mushroom hats, close fitting hats and poke bonnets. Shown in every new coloring, white and black.

Burgess-Nash Co.—Second Floor

## Girls' NEW TUB Frocks

Combining Style with Moderate Pricing

OF LINEN, chambray, gingham or pique, empire guimpe dresses, quaint little Dutch frill frocks; coatee and Russian blouse styles. Pockets, belts and feather-stitching afford novel notes to delight the little tot. Prices—

**\$1.95, \$2.50, \$3.95 to \$12.50**

Children's Coats

**\$5.95, \$7.95, \$10, \$15 and Up**

Unique and noble styles—serges, gelines, novelty checks. Diagonal weaves and silks. Charming types, trimmed with sheer embroidered collars, fetching belts and contrasted colorings.

Burgess-Nash Co.—Second Floor.

## New Coats of Character

**\$15.00, \$19.50, \$25.00**



SMART and uncommon in cut are these long, loose coats, some without any belt whatever, others with side belts or belted all the way around. A few of the coats of black and white checked serge are trimmed with black taffeta bands.

White chinillas, chinillas in light grounds, beautiful covert cloths, black and navy coats of fine gabardines, serges, twills and silks. Sport coats in silk and wool jersey. Fine knit coats, lovely weight tweeds in simple models. All sizes for women and misses, also extra large sizes. Price range, \$12.50 to \$75.00.

**WOMEN'S EASTER SUITS—INDIVIDUALIZED TYPES \$20.50, \$35, \$45, \$40**

Suits that bear the stamp of originality, short braided bound flare coats, long line effects, strap or neck belts, blouse, waist-coat and strictly tailored styles of taffeta, gros de l'indes and chiffon taffeta, silks, exquisite novelty silk textures, men's wear serges, pastel checks, sardines, Pique twills, velour checks and combinations of cloth-and-silk, Khova in navy, black and the fashionable colorings.

ORIGINAL HICKSON SUITS HERE ONLY IN OMAHA Burgess-Nash Company—Second Floor.

## Pretty Earrings at \$1.00

NOVELTY earrings, pearl button, pearl and jet buttons, pearl drop effects in many odd and pretty combinations, colored stone effects, etc.; you'll surely want a pair for Easter, \$1.00. 27-inch graduated wax filled pearl beads, have a beautiful oriental lustre. The proper length and size, a string, \$1.50. Burgess-Nash Co.—Main Floor.

## Burnasco Quality Pure Silk BOOT HOSE at 50 Cents

WOMEN'S pure thread silk boot hose, black or white, full fashioned, regular made foot, mercerized garter tops, 50c pair.

WOMEN'S HOSE, 35c. Fine cotton, black or white, full fashioned, full regular made, double garter tops, 35c pair.

PURE SILK HOSE, 69c. The mill calls them seconds, black only, very special, 69c pair.

Burgess-Nash Co.—Main Floor.

## Imitation White Fox Scarfs \$5.00 to \$7.00

VERY much the vogue as a summer neck dressing. These new styles.

New Neck-wear Hand embroidered georgette and net collars, with jabots effects; also georgette crepe (flachus and pleatings), 50c to \$3.50

Tea Veils in black and colors, to match your costumes, 50c to \$1.00.

Burgess-Nash Co.—Main Floor.

Burgess-Nash Co.—Main Floor.

## COMMUNITY SILVERWARE in Patrician and Sheraton Patterns

GLANCE at the leading periodicals will convince you why Community Silver plate is the vogue of all table silverware and why you should have it on your table. The most complete stock in Omaha. Teaspoon, set of six, \$2.15. Salad Forks, set, \$2.15. Table Spoons, set of three, \$2.15. Oyster Forks, \$2.75. Dessert Spoons, set of six, \$4.00. Pie Forks, \$4.00. After Dinner Coffee Spoons, set of six, \$2.15. Flat handle, medium, Knife and Fork, \$2.15. Hollow handle Dessert Knife and Fork, \$2.15. Cream Ladle, each, \$1.25. Gravy Ladle, each, \$1.50. Herry Spoon, each, \$1.75. Salad Spoon, each, \$1.75. Cold Meat Forks, each, \$1.25.

Burgess-Nash Co.—Main Floor.

## Marked Individuality in Women's and Children's Easter Footwear

IT IS wonderful what grace of line well made and reliable footwear can have. That is what characterizes the Burgess-Nash Easter selection. Our special pumps, colonials and oxfords, perfect fitting and made especially to our order, soft dull kid, black Russia calf, patent kid and white nilcloth, thirty styles; prices \$3.50 and \$4.00.

Children's Low Shoes Novelty Pumps Roman Sandals English Ankle Ties Instep Strap Pumps Two Strap Pumps One Strap Pumps

**\$1.00 to \$3.50** Burgess-Nash Co.—Second Floor.

# Your New EASTER SUIT is Here at Burgess-Nash READY to PUT ON

AND we assure you it possesses every requirement you can demand. The clothes ideals of several of the country's foremost designers are here ready for you to slip on, to see their distinctiveness, to feel their comfort, and to give them the enthusiastic approval, which is their due.

The showing, which is remarkably complete, represents the skill and genius of the highest class tailor shops, revealing the very newest ideas in men's clothes. Every garment is strictly "hand-tailored" throughout, made to conform with our specifications, the

## BURGESS-NASH STANDARD

which means the best at any price. In fact, we feature strictly "hand tailored" suits for men and young men at a price range of

**\$13.65 to \$40.00**

Smart models for young men, more mature models for elderly men, and a wide range of models for careful dressers of any age. In every garment there is quality of fabric and standard of workmanship that we stand back of.

The fabrics—new in weave, in color, in texture. And each is guaranteed unqualifiedly as to fastness and wear (important just now, you know).

We feature for Saturday—

### Men's New Suits at \$25.00

THESE everything about them—the material—the fit—the style—the patterns—that means satisfaction to you, and which means genuine service when you buy and money back cheerfully if you're not pleased.

New double-breasted, 3-button, soft roll collar, high waist line. New Pinch back, half-belted waist lines, plain or slide pockets. Very distinctive—our own creation.

New 1, 2 and 3-button sacks, form tracing, well defined lines, semi-box back or long vent.

### Men's Spring Suits at \$16.50

TWO or three-button sack, regular or narrow lapel, with or without notch or peak. Patch or muff pockets, form tracing and pinch back or field model for the young men, and the more conservative models for the older man. Longs, stouts, regulars and slim, to fit any shape. Exceptional values at \$16.50.

Burgess-Nash Co.—Fourth Floor.



## Two Special Hand Bag Values

A long grain leather back strap envelope purse, with assorted colored clasps, leather lined and inside frame purse, \$1.25.

Hand Bags, \$4.95.

An Easter Special—A real Morocco hand bag, two styles, both gathered effects with a pretty narrow chased German silver frame (are exact copy of a sterling frame). Bags are silk lined, fitted with mirror and have inside frame purses, white kid lined. An unusually good, snappy and serviceable bag and an extreme value, at \$4.95.

Burgess-Nash Co.—Main Floor.

## Your New Easter HAT

BETTER come here Saturday and pick it out. We'll assure you there's no better place. A style to suit every type of face.

Hats at \$2.00. Burnasco Special hats, soft or stiff.

Hats at \$3.00. Burgess-Nash feature hats, soft or stiff.

Stetson Hats. You know the worth of a Stetson, many new styles as well as the old favorites, \$3.50 to \$10.00.

Burgess-Nash Co.—Fourth Floor.

## Drugs and Toilets

Dj-er-Khas Face Powder, 48c. Mennen's Talcum Powder, 11c. Hind's Honey and Almond Cream, 29c. Pebeco Tooth Paste, 29c. Jap Rose Soap, cake, 5c. Ed Pinard's Lilia Vegetal, 59c. Listerine, 50c size, 29c. Canthrox, 50c size, 29c. Sal Hepatica, 25c size, 16c. Sani-Flush, 25c size, 17c. Ivory Soap, 10 cakes, 35c.

Burgess-Nash Co.—Main Floor.

## Potted EASTER LILIES at 10c

LARGE healthy plants, with 3, 4, 5 or more buds and blooms, special Saturday, at 10c per bud or flower.

Burgess-Nash Co.—Basement.

## BURGESS-NASH Basement Salesroom

### "Wirthmor" Waists, \$1.00

IF you do not already know, it will be a delight to learn how thoroughly dependable and in good taste are the Wirthmor waists at \$1.00, and if you have never worn a "Wirthmor" you do not know how good a waist \$1.00 will buy. Four new models on sale Saturday, at \$1.00. Wirthmor waists are sold at just one store in every city. In this city they are sold here exclusively, as always, \$1.00, as always worth more.

Burgess-Nash Co.—Basement.

### Charming Easter Hats, Usual \$5.00 Values at \$1.98

SATURDAY will be the greatest day of the season for purchasing new millinery and we are ready with a trimmed hat special of extraordinary importance. A collection of hats taken from regular stock and reduced for Saturday's selling.

**\$1.98**

Any Child's Hat, 69c

Your unrestricted choice of any child's hat in the Basement section, including values to \$2.50. Saturday, at 69c.

Burgess-Nash Co.—Basement.

### Women's EASTER SUITS Values to \$19.50 at \$12.95

THE price does not in any way indicate the character of the garments and the materials, workmanship and finish are far in advance of anything yet offered at such a moderate price. Several styles, new flare back coat models, neatly trimmed, all wool serges, poplins and checks in navy, copes-haven and black, all silk linings. Suits that were formerly priced at \$13.95, \$17.75 and \$18.50, special for Saturday, at \$12.95.

Burgess-Nash Co.—Basement.

### Women's New Silk Petticoats, \$4 Values, \$2.39

UNUSUAL values are these new silk petticoats in rich shades in harmonious with the new spring suits. Made of excellent quality taffeta with deep corded flounces. Fifteen new shades, also the much wanted changeable effects.

They are exceptionally good values at \$4.00, but for Saturday only, choice for \$2.39.

Burgess-Nash Co.—Basement.

## Bring the Boy Here Saturday for His New EASTER SUIT

THE assortments are as new as the suits are fine. Practically every day this week brought in new shipments and Saturday the variety is full to completion. Every good, all-wool fabric, every color, every pattern that any woman can want to see on her boy or that any boy can have a fancy for, will be found in this collection.

Boys' Suits, \$3.95 to \$18.00—Hats and Caps, 50c to \$4.50.

We feature for Saturday—

### Boys' Norfolk Suits With Two Pair of Pants Saturday for \$4.95

Good, sturdy fabrics, in new patterns and colorings, splendidly tailored and finished. The coats are single and double-breasted Norfolk styles, with two pairs of knickerbocker pants, lined throughout. Sizes for ages 5 to 17 years. You'll appreciate the remarkable values, Saturday, at \$4.95.

### FREE—Boys' Pocket Savings Bank.

With every purchase in the Boys' Clothing or Furnishing Departments Saturday we will give a unique nickel-plated pocket saving bank.

Burgess-Nash Co.—Fourth Floor.

## Men! Saturday Before Easter TUB SILK SHIRTS at \$3.45

A REMARKABLE sale of satin striped tub silk shirts, well made, perfect fitting, French cuffs, coat style. Splendid assortment of patterns; at the price we will offer them they will certainly go fast. We would advise being at the store when it opens. The price will average about 1/2 reduction, special, at \$3.45.

### Silk Front Shirts 95c

Shirts with silk front bosoms and cuffs made of silk same as our \$5.00 shirts; body made to match of madras cloth. Coat style, French cuffs, neck band. A limited number of these shirts, all good sizes, plenty of small sizes. Sale price \$3.95, \$4.95, \$5.95.

### Men's Easter Neckwear, 45c, 65c and \$1.00

Neckwear purchased very advantageously from one of America's foremost manufacturers of high grade scarfs and newest Spring 4-in-hand. In this group are stripes, plaids, checks, figures and spots in color combinations of more than ordinary attractiveness, also embroidered figured effects and new patterns of famous imported-English make.

### Men's Easter Gloves

Horrisan's Reindeer fabric and Kayser's silk gloves in the 1916 Spring shades at \$1.00 and \$1.50, also fawns and H. & P. gloves at special Easter prices.

## We've Enlarged Our Men's Shoe Section---Fourth Floor

THE new Spring lines are complete, and we claim the best showing of men's good shoes to be found anywhere. James A. Hanister fine boots and oxfords to be had here, only in Omaha. Imported tan and black Russia calf oxfords, the new Astor and Envoys lasts for young men, \$7.00 pair.

### Boys' Shoes on Fourth Floor

NOTE—The Boys' Shoes are now located on the fourth floor—An experienced fitter in charge.

## Sporting Goods—Fourth Floor

OUR sporting goods lines are very complete—Boys' Catcher's Mitt, Fielder's Glove or Bat, regular price 50c, Saturday, each, 39c. Boys' Fielder's Glove, regularly 25c, Saturday, 15c. GOLF BAGS—A complete line at \$3.00 to \$14.00. ROLLER SKATES—Ball bearing kind, adjustable, special at \$1.50 pair.

Burgess-Nash Co.—Fourth Floor.

# BURGESS-NASH COMPANY

"EVERYBODY'S STORE"