

Friday, January 12, 1917.

All the late fiction in the Circulating Library at 2c a day

BURGESS-NASH STORE NEWS FOR SATURDAY.

New Victor Records for January now ready

Phone Doug. 137.

Burgess-Nash Announce For Saturday a Number of Sales That Are of the Most Unusual Importance to Everybody

We Will Be Three Years Old Next Monday

MONDAY, January 15th, we will enter upon another year's business—the fourth year of our service to YOU—the buying public, by whose LIBERAL patronage and APPRECIATION of our modern methods of merchandising we have attained such splendid success. To show our appreciation in return we will celebrate

Our Third Anniversary

with a bargain festival to which we invite all Omaha and vicinity. It will be our Third celebration—an occasion which we take to impress upon a larger public the advantages of shopping at this store—to test the stability of our rapid growth and the efficiency of our organization.

See Our Display Windows and the Sunday Papers for Particulars.



We've planned this sale of dainty new

LINGERIE BLOUSES Especially for Your Personal Benefit



EVERY one a new, 1917, Spring model, in such favored materials as voiles, batistes, organdy, etc., all daintily trimmed with val., venice, shadow and filet lace, hand embroidery and drawn work.

Blouses of Batiste and Voile, \$2
Trimmings of val. and venice lace, pretty collar and cuff effects, long sleeves; sizes 36 to 46.

Embroidered Blouses, at \$2.50
Also prettily tucked and hemstitched, and trimmed with dainty laces. Many styles and every blouse a splendid value. Sizes 34 to 46 and a few in 48 to 52.

Dainty New Blouses, at \$3.50
In all the coming summer styles, filet, venice and val. lace trimmed—hand embroidered—dainty tucks and hemstitching; sizes 34 to 46.

Exquisite New Blouses, at \$5.00
Prettily embroidered, tucked and lace trimmed, materials are soft batistes and fine voiles, every new collar and cuff effect; sizes 34 to 44.

Burgess-Nash Co.—Second Floor

Women's White Venetian Silk Union Suits Were \$3.50 Now \$1.95

INTERESTING news to women who wear silk undergarments. White Venetian silk union suits, with crocheted top, and reinforced throughout; were \$3.50, for \$1.95.

Women's Union Suits, at 85c

White cotton, fleece lined, ankle length, with low neck or Dutch neck, elbow sleeves, extra sizes, 85c.

Burgess-Nash Co.—Main Floor.

Fresh California Violets 15c

California violets, 50 in a bunch, on special sale, at the cut flower section, Saturday, at 15c a bunch.

Burgess-Nash Co.—Main Floor.

Clearaway of Gloves

Several groups specially reduced for Saturday.

Chamoisette Gloves, 59c
Women's 2-clasp chamoisette gloves, reduced to 59c a pair.

Leatherette Gloves, 79c
Women's 2-clasp leatherette gloves, chamois color, at 79c a pair.

Silk Gloves, 85c
Women's 2-clasp double silk gloves, reduced to 85c a pair.

Child's Gloves, 59c
Fleece lined gauntlets or wool skating gloves, at 59c a pair.

Child's Mittens, 25c
Double wool mittens, special, at 25c a pair.

Burgess-Nash Co.—Main Floor.

New Spring Millinery

You'll appreciate this showing of new spring millinery we have arranged for Saturday.

New Satin or Satin and Straw Hats at \$5.00

Pretty Puritan effects, also the new chin chin shapes, with slightly rolled brims, all daintily trimmed with flowers, Chinese ornaments, etc.

The colors are chartreuse, purple, green and Copenhagen blue; also black.

Burgess-Nash Co.—Second Floor

Drug and Toilet Goods Specials

- Large rubber sponges, 10c.
- Pond's vanishing cream, 25c size for 15c.
- Dandierine, 50c size, 34c.
- Canthrox, 50c size, 34c.
- Almond lotion, 25c.
- Pebecco tooth paste, 29c.
- 1-pt. witch hazel, 29c.
- Massatta talcum, 13c.
- 7 cakes coconut oil soap, 25c.
- 1-lb. talcum powder, 19c.
- Locust blossom extract, the ounce, 29c.
- Kleinert's rubber sheeting, 1 yard square, 39c.
- Sal Hepatica, 50c size, 34c.
- Listerine, 50c size, 34c.
- Castoria, 22c.
- Jad salts, 75c size, 49c.
- Philips' milk of magnesia, 39c.
- Swamp root, 50c size, 37c.
- Kodol dyspepsia remedy, 50c size, 37c.
- Syrup of figs, 50c size, 35c.
- 2-qt. guaranteed hot water bottle, special, 79c.
- 2-qt. combination syringe and hot water bottle, high grade, for \$2.50.
- Liquid veneer, 50c size, 34c.

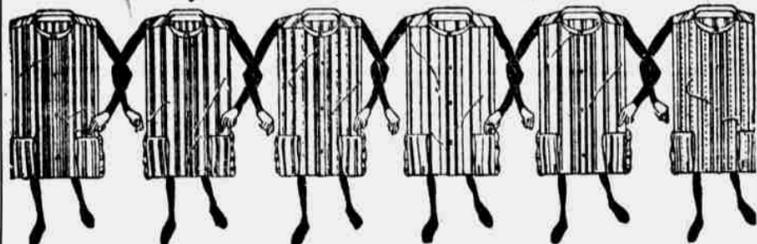
Burgess-Nash Co.—Main Floor.

Men! You've Seldom Shared in Greater Values Than These in

"Black's" Stock of Shirts

Together With the Surplus From a Big Shirt Manufacturer, at

65c, 89c and \$1.29



COME in, all you men—stout men, medium men and small men—men with radical tastes—men with conservative wishes—every imaginable shirt need will be filled to your satisfaction. A shirt sale—yes, and such a sale as it will be—

At Big Reductions From the Regular Price

A dazzling variety of light and dark effects, plain or plaited bosoms, hand laundered, coat styles, cuffs attached—everything that anyone might wish for. Shirts of most attractive shirtings—of imported and American-made madras—silk and cotton novelties, mercerized fabrics, in an almost endless variety of patterns—all sizes, 14 to 17-inch neckbands.

In spite of the fact that the variety is great, there are many styles and patterns that will be snapped up quickly; be here Saturday for the shirt treat of the year; your choice of table after table of fine shirts, at 65c, 89c and \$1.29.

Any Suit of Underwear from the "Black" Stock at . . . \$1.48

AFORDING you choice of such well known makes as "Sterling," "Superior," "Made-well," "Rocking Chair," "Duofold" and other high grade garments, including the heaviest winter weights to the lightest summer weights. Wool or cotton, in all the good colors; come Saturday and secure for yourself a season's supply at the wonder price saving advantage.

Burgess-Nash Co.—Main Floor.

Sweater Coats from Black's Stock at . . . \$3.98

ALL wool and part wool, all the good colors, all sizes, splendid fitting and well made garments at a fraction of their regular price. Rope and jumbo stitch, rough neck and cape collars; sweaters which you will want at a price you will not believe possible; your unrestricted choice, regardless of former price, \$3.98.

Burgess-Nash Co.—Main Floor.

Your Choice of Any Soft or Stiff Hat From the "Black" Stock Saturday at . . \$1.49



THE offering includes every favored style in soft hats, such as narrow, medium and wide brims with pencil curl, bound or raw edge, flat, roll or turn-down brims, in cloth, velour or scratch-ups, etc. Black, green, gray, brown, etc.

The stiff hats are the latest blocks, in brown and black—all at, choice for \$1.49.

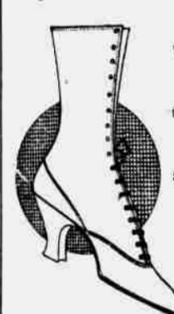
Any Cap From "Black" Stock at 49c

Including blue serges, homespun and novelties with velvet lined inside ear bands or leather sweats, silk or tulle lined, large or small shapes.

Burgess-Nash Co.—Fourth Floor.

A Radical Clearaway of Women's Boots at Great Reductions, Saturday, Second Floor

WE must make way for the new Spring lines that are being received. To do this we have taken all the novelty lines made for this season and clipped the price unmercifully.



Women's Boots, Were \$8.00 to \$9.00, at \$4.85

Made of colored kid and two tone effect, high cut boot, lace or button styles; were our \$8.00 and \$9.00 styles, Saturday reduced to \$4.85 a pair.

Women's Boots, Were to \$12.00, at \$6.95

Women's colored kid and dull calf vamps, high shoes with colored buck skin tops, were to \$12.00; reduced for Saturday to \$6.95 the pair.

Women's Boots, Were \$6.50 to \$7.00, at \$4.65

Patent colt button boots with dull kid and cloth top, were \$6.50 and \$7.00, for \$4.65 the pair.

Women's Boots, Were \$5.00, for \$3.95

Women's patent kid high cut boots, our best \$5.00 lines, for \$3.95 the pair.

Women's \$4.00 Patent Boots, at \$3.25

Women's special Burgess-Nash \$4.00 boots in patent colt, button and lace, reduced to \$3.25.

Burgess-Nash Co.—Second Floor

Clearaway of Children's Coats at Less Than Half Price

MOTHERS with little tots, ages 2 to 6 years, will appreciate this offering for Saturday. The coats represent a wide range of style selection, in the most favored materials and colorings.

Child's Coats, Were to \$3.75, \$1.75
Child's Coats, Were to \$5.98, \$2.50
Child's Coats, Were to \$9.50, \$4.00

Burgess-Nash Co.—Second Floor

Clearaway of Child's Bonnets at \$1.00

A determined effort to clear out every child's plush velvet or corduroy bonnet, regardless of what the former price may have been, the range of selection is very good and the values are most unusual at \$1.00.

Burgess-Nash Co.—Second Floor

We Bid "Goodbye" to Our Stock of Women's Winter Suits The Reductions Are Most Extreme

THE styles are the very latest, fall and winter models, made of such splendid materials as serges, poplins, gabardines, mixtures, checks, etc., in a good range of color selection. Four groups:



SUITS that were to \$29.50 reduced now to \$9.75
SUITS that were to \$45.00 reduced now to \$14.75
SUITS that were to \$59.50 reduced now to \$19.50
SUITS that were to \$69.50 reduced now to \$24.75

None sent on approval, no exchanges, none sent C. O. D.
Burgess-Nash Co.—Second Floor

In the Down Stairs Store

Women's Serge Dresses at \$5.95

French serge, nicely made and trimmed with beads, tinsel and buttons; brown, navy, green burgundy and black, special at \$5.95.

House Dresses at \$1.50

Percale and voile, trimmed with embroidery, have large collars, were to \$2.50, reduced to \$1.50.

Child's Coats \$3.00 and \$5.95

Embracing a wide range of styles in mixtures, checks, plaids, chevots, chinchillas, plushes and fancy plush, made loose flare or belted effects, trimmed with buttons, plush collar and pockets, were to \$10.00; in two groups at \$3.00 and \$5.95.

Burgess-Nash Co.—Down Stairs Store.

A Remarkable Clearaway of Men's Clothing Scheduled Here for Saturday

A GREAT price lowering on certain lines of men's high grade and hand tailored suits and overcoats that will appeal to the man who is particular about his dress. Four groups like this:

Men's Suits and Overcoats

That Were \$13.65 Now at

\$9.75

Men's Suits and Overcoats

That Were to \$20.00 Now at

\$14.75

Men's Suits and Overcoats

That Were to \$27.50 Now at

\$18.75

Men's Suits and Overcoats

That Were to \$40.00 Now at

\$24.75

The Suits

Are represented by a large assortment of patterns and models, including the very latest ideas as well as the more conservative styles.

The Overcoats

Include fancy weaves, vicunas, chevots, double back twill, Irish frieze, English covert and domestic homespun, form-fitting, line tracing, single and double breasted, with convertible, self or velvet collars.

Burgess-Nash Co.—Fourth Floor.



BURGESS-NASH COMPANY.

"EVERYBODY'S STORE"