

BIG DAKOTA FIRM MOVES TO OMAHA

Bricton Manufacturing Company Makes Tires for U. S. and European Markets.

EDWIN SWOBE IS AGENT

The Bricton Manufacturing company of Brookings, S. D., manufacturer of automobile tire treads and tires, is to move its plant to Omaha.

This is announced by the industrial committee of the Commercial club, which committee has been in touch with the company for some time regarding the move. The company has been manufacturing these products for eight years. The site has not been determined upon.

The Bricton tire tread is a metal studded tread with a 10,000-mile guarantee that has proven a big success and has developed the Bricton plant from small beginnings into one of the foremost manufacturing plants in South Dakota. The Bricton product has been sold in every state in the union and in many foreign countries. Prior to this time the business has been conducted almost exclusively by mail.

Choose Omaha.
The industrial committee of the Commercial club heard of the success of this company and extended an invitation to it, even sending Industrial Secretary Gillan to Brookings to investigate it. The Bricton company selected Omaha as its new location because of its superior railroad facilities and the rich territory it serves. The date of the moving of the plant has not been decided.

On the board of directors of this company are: George W. Cobel, cashier of the First National bank of Brookings; H. F. Haroldson, cashier of the Farmers' National bank, Brookings; G. J. Flittie, cashier of the Bank of Brookings; W. L. Montgomery, president of the Iowa State Savings bank of Sioux City, Ia., and O. A. Bricton, president and general manager of the company. To the above named directors will be added two Omaha men at an early date.

In addition to manufacturing the Bricton guaranteed 10,000-mile tire and the Bricton two-piece tire, both covered by basic patents, the company will manufacture standard tires, both in non-skid and plain-tread, as well as high grade inner tubes.

Edwin T. Swobe has just been appointed fiscal agent for the company.

Sunday, February 18, 1917

STORE NEWS FOR MONDAY

Phone Douglas 137

Burgess-Nash Announce Their Annual February Exposition and Sale of New SPRING SILKS

Involving Several Thousand Yards of Glorious New Height-of-Fashion Weaves at Prices Under the Prevailing Market Quotations

Nothing But the Truth

—A popular play in New York—a successful performance here.

The merchant who tries to succeed in business by deceiving his public is living in the past, and his business is doomed to an early death.

This is the age of confidence and satisfaction, and the capable merchant, whose goods are well bought, intelligently selected and moderately priced, has no need to overstate their quality or to exaggerate their value.

Burgess-Nash has only one claim to make upon your patronage—service.

Our merchandise must be the best. It must always be exactly right and just what you want. It must be in good variety, and it must be fairly priced.

So long as we excel in supplying your requirements in the best possible manner, we may justly expect to win our deserved reward.

In the meantime we shall tell you the truth in our advertisements and over our counters. We trust that we shall never have to show merchandise so lacking in merit as to require that more than the truth be told to make it seem attractive to our customers.

"Good wine needs no bush," and right merchandising needs nothing but the truth to recommend it.



The New Ideas in Sports Silks

THE brilliant colors, the soft materials, all speak eloquently of the appeal of the sports garments, and as to be truly sports-like they must above all be simple; this should be good news to the home dressmaker.

"KHAKEE KOOL" "YO-SAN" "SAMARA" "HINDOO" "SPORTS TUSSAH" ETC., ETC.
Price range, \$1.95 to \$3.50 yard.

Fancy Silks Much Underpriced Colored Silks at Lowered Prices

Novelty taffetas, stripes and plaids, 36-inch \$1.49 yard
Novelty taffetas, in sports stripes, 36-inch \$1.49 yard
Novelty taffetas, for skirts, suits, 36-inch \$2.50 yard
Novelty pussy willow, pretty colors, 40-inch \$2.95 yard
Striped tub silks, 25 patterns, 36-inch \$1.25 yard
Sports stripe pongee, big selection, 27-inch 69c yard
Imported pongee, sports figures 32-inch \$1.49 yard
Silk faille, huge sports patterns, 40-inch \$3.50 yard
Silk Purette voile, pretty patterns, 40-inch \$2.75 yard
Gros de Londre, changeable coloring, 36-inch \$2.50 yard

Chiffon taffetas, light or dark, 36-inch \$1.69 yard
Satin taffeta soiree, special, 36-inch \$1.95 yard
Satin charmeuse, range of colors, 40-inch \$2.25 yard
Crepe de chine, all silk, 40-inch \$1.49 yard
Satin Francaise, newest shades, 36-inch \$2.95 yard
Heavy silk poplins, for suits, 40-inch \$2.50 yard
Silk poplins, for dresses, 36-inch 98c yard
Crepe meteor, newest colors, 40-inch \$2.25 yard
Satin phalanx, a new weave, 36-inch \$2.25 yard
Tussah silks, new plain shades, 40-inch \$2.50 yard

New Black Silks Specially Underpriced

Chiffon taffetas, 40-inch \$1.69 yard
Chiffon taffetas, 32-inch \$1.10 yard
Crepe de chine, 40-inch \$1.35 yard
Satin duchess, 36-inch \$1.59 yard
Silk faille, 36-inch \$2.25 yard
Silk poplin, 36-inch 98c yard
Crepe meteor, 40-inch \$2.50 yard
Satin messaline, 36-inch \$1.19 yard
All-silk pongee, 36-inch \$1.75 yard
Washable satin, 36-inch \$1.95 yard



21-Inch Pongee, Yard 98c

A selection of rough pongee, full 21 inches wide, in rose, pink, blue and natural.

Help Wanted!

We require at once several bright, capable young men and women who are anxious to enter the field of business. Positions a wait salespeople, packers, inspectors, cashiers, cash boys and cash girls in our various departments.

Are you interested or have you a son or daughter, brother or sister, relative or friend whom you are interested in starting upon a successful business career?

We shall be pleased to painstakingly interview these people any morning after 10 o'clock in the Superintendent's office, Balcony, Main Floor.

Here are a few of the advantages which working in the Burgess-Nash Store affords:

- GOOD SALARIES
- COMMISSIONS
- SHORT HOURS
- PLEASANT ENVIRONMENT
- GOOD VENTILATION
- EDUCATIONAL FACILITIES

In addition—through our Welfare Association, free medical attention is provided.

And, again, there are abundant opportunities for advancement, depending entirely upon the capabilities and ambition of the individual.



Standard Sewing Machines



THE standard of the world, long shuttle, ball bearing and guaranteed for a lifetime.

Sold on easy terms as low as

\$1.00 a Week.

For Monday we feature five Standard made machines at \$18.00.

The "Wizard" sewing machine at \$15.50.

Free sewing lessons.

Fourth Floor

BURGESS-NASH COMPANY.

Our Annual February Sale of Furniture

Embracing our entire stock with reductions of

10% to 50%

Continues for Monday with greater impetus. Furniture for every purpose and every room in the home offered at big savings.

Burgess-Nash Co.—Third Floor

We'll Cut, Fit and Pin Your New Dress Free of Charge

As a special feature of our piece goods sections we have secured for a limited time the services of

Mrs. Moulton and Staff

of the Keister Dressmaking School, who will cut, fit and pin any material you may buy at 98c a yard or over without charge.

Mrs. Moulton and staff are masters in women's garment construction. They have knowledge of styles, of fabrics and trimmings in the widest sense.

Mrs. Moulton and staff will be in the Silk Department Monday. Please accept this service with our compliments.

Ask them for style information to your heart's content. You'll find their suggestions most helpful, instructive and make the producing of your garments much easier.

BURGESS-NASH COMPANY.

There's a Certain Style-Distinction in These Tailleur Suits For Spring at \$29.50



that always distinguishes Burgess-Nash ready-to-wear.

Suits that show Spring in every line. This means their style, individuality and distinctiveness, are such as will appeal to the woman who gives a thought for the new.

The style trend is a decided change from the past season—some are strictly tailored, with smart, close collar, snug shoulders and straight silhouette, that so many discriminating women prefer.

The coats are box pleated from the belt down, odd shaped pockets, silk collar that can be detached, knife pleated skirts, that are slightly longer than last season.

The materials are Poret twills, poplins, gaberdines, burella cloth, English tweeds, in apple green, gold, mustard, gray, copen, tan, navy, as well as black.

This Suit, \$29.50.

Burgess-Nash Co.—Second Floor

Women's Sports Shirts Made To Your Special Measure

FOR three days (Monday, Tuesday and Wednesday), we will take special orders (to your measure), for your spring and summer supply of sports shirts—for golf, tennis, horseback riding, boating, traveling and tailleur suit wear.

These shirts will be strictly man-tailored by a New York shirt maker—different from the ordinary shirts, in that each one will be made by an individual with particular attention to workmanship and detail.

Select your model from several we will have on display.

The materials from which you may select are men's wear crepe, Habutai, crepe de chene, handkerchief or dress linen, madras or batiste.

Price range, \$3.50 to \$8.95 each.

Orders taken now will require three to four weeks for delivery.

Burgess-Nash Co.—Waist Section, Second Floor



NEW Wool Jerseys \$2.50

The latest material for spring in all the newest shades, such as shadow lawn green, jap tea rose, silver gray, gold and other good shades; 52 inches wide.

Gaberdines, \$2.50

All-wool gaberdines in a good assortment of colors, tan, plum, green, burgundy, navy, copenhagen blue; 50 inches wide.

Black and White Checks, 49c to \$2.50

Black and white checks are always good; also black and white checks with a little coloring; 25 different size checks; 36 to 56-inch widths.

Burgess-Nash Co.—Main Floor

NEW Spring Wash Goods

There is no end to the selection of lovely designs.

Fancy Voiles, 35c

White ground with floral effects, also plaids, blue and gold combinations, 40 inches wide.

Novelty Suitings, 59c

Rich sports color stripes, including gaberdine weaves, basket weaves, plain weaves, also plain weaves to match newest fabrics.

Sports Tussah, 79c

36 inches wide, mercerized tussah silks; latest shades, including shadow lawn green, tea rose, pink and other pretty shades, silk finish.

Burgess-Nash Co.—Main Floor

Monday in the Down Stairs Store

Crash Towels, 3c

Cotton crash towels, size 16x16, bleached, with red borders, twilled, 3c each.

Brown Crash, 12½c

18-inch heavy brown crash, with blue border, very absorbent, and excellent wearing quality.

Table Damask, 89c

70-inch bleached mercerized damask, linen finish, excellent weight.

Men's Shirts, 44c

"Odds and ends" of shirts accumulated, in one big lot at an enormous cut in price, even below what any shirt, no matter how inferior the quality might be, can be bought at wholesale; sale price, at 44c.

Child's Dresses, 39c

Children's wash dresses and middies, made of fine ginghams and percales. Middies made of good materials, collars and cuffs of fancy colors, 39c.

Men's Pants, \$2.95

An assortment of cassimere and worsted pants, good neat stripe effects; all size waist measures, 32 to 44; specially priced, at \$2.95.

House Dresses, \$1.00

Big lot of women's house dresses, made of percale and ginghams, light and dark colors and wide selection of patterns; very specially priced, at \$1.00.

Underwear, 23c

White cotton, mostly samples, including vests, pants and union suits; the garment, 23c.

Women's Ready-to-Wear Hats at \$1.50

ALL fresh, new spring creations and, although the price is small, correctness of style has not been sacrificed; you will be surprised at the real style beauty of this collection of ready-to-wear hats, which embraces the newest in satin and straw combinations.



Burgess-Nash Co.—Down Stairs Store

Silk Dresses, \$9.95

Straight, pleated models, belted, pleated jacket and shirred skirt effects in crepe de chene, taffeta and silk poplin; nicely trimmed in shades of gray, navy, black, rose, and belgian blue, compose the group at \$9.95.

Percale Remnants, 10c

Short lengths, 2 to 10 yards, of standard percales, 36 inches wide, light shades, 10c yard.

Mercerized Poplins, 15½c

27-inch mercerized poplins, light or dark shades, also white, 15½c yard.

BURGESS-NASH COMPANY.

"EVERYBODY'S STORE"