

Friday, March 16, 1917.

New Victor Records for March are ready. Come hear them

BURGESS-NASH STORE NEWS FOR SATURDAY

Latest Fiction in the Circulating Library at 2c a day

Phone Douglas 137.

# Now! Let's See What's Going On at Burgess-Nash

## SH-H-H! There's Something "Hatching"

THERE'S an air of mystery throughout the store.

This morning as the writer walked in to the receiving room, a score or more big packing cases had just been received. Their contents were quickly removed to places of safekeeping without being revealed.

The same was true in the millinery designing room—everything guarded by lock and key.

The heads of our Fashion departments who have but recently returned from the style centers, as well as the display manager, declined to be interviewed.

But just this one guess. It's the eve of our Formal Spring Opening, and it is our intention that no one shall be favored over another, with respect to a first view of the original and exclusive fashions which will be revealed on this occasion.

*Burgess-Nash Co.*

Come Here Saturday and Choose From

## An Attractive Assemblage of Smart, New 1917 Blouses

IN which the newest styles are represented and the colors the latest and prettiest.

The forecast is blouses—they are destined to be very popular this season and we are prepared to meet the demand.

At \$1.95

Tub silk and pongee blouses in flesh, white, rose, Nile and maize. Tailored models with long sleeves and convertible collars.

At \$2.50 and \$3.50

Voile and batiste blouses in a wide variety of styles with dainty lace, hemstitching and tucks. All sizes in every style.

The Blouses at \$6.50 and Up

Radiantly lovely for spring wear are the blouses of georgette crepe. Nile, gold, maize, orchid, peach, flesh and white are the colors from which you may choose.

Some are trimmed in Venetian and filet laces, steel and colored beads, and hand embroidery, others made with frills, jabots and fichus. They are adorably styled with square necks, deep sailor collars and vestee effects. \$6.50, \$7.50, \$8.50, \$10.00, \$12.00, \$15.00 up.

Burgess-Nash Co.—Second Floor

## ST. Patrick's Day Matinee Luncheon

In the Cricket Room

Saturday Afternoon, 3 to 4:30

You'll want to come with your friends to this special luncheon arranged for 3 to 4:30 in the afternoon of St. Patrick's day. Special menu. Pleasing entertainment.

Burgess-Nash Co.—Main Floor

## BOYS--Your Bird House Must be in Place Saturday Morning, March 17th.

All Bird Houses entered in the contest must be in place in the display before 10 A. M., Saturday, March 17.

Prizes Awarded Saturday Afternoon. Burgess-Nash Co.—Fourth Floor

Saturday Has Been Set Aside on the Second Floor As

## A Day for the "Girl and Miss 6 to 20"

Featuring Splendidly Chosen Collections of the New Styles for the Trim Figures in

# Coats, Suits, Dresses, Skirts

A DISPLAY that will embrace many new and exclusive models, adaptations from the latest foreign creators just received, designed and specially prepared and typical of our exclusive collection. Portraying that which is correct—specializing in simple styles, excellently tailored, developed and youthful lines at moderate and consistent prices.



New Spring Day Time Dresses for Misses, \$16.50 to \$59.00

BRIGHT colors are endorsed for wool or silk day-time dresses, although the darker staple colors are equally fashionable, rich, colorful embroideries, beading, new shape collars, sleeves, cuffs and pockets are distinctive; sizes 14 to 20.

New Spring Coats for Misses, \$12.50 to \$65.00

COATS for every occasion, many new fabrics in light and darker colors. The Raglan effect sleeves are much favored in some of the smart coats; pockets have taken on oddly attractive shapes, and just as varied are the many styles in collars. Sizes 14 to 20.

New Spring Tailored Suits for Misses, \$14.75 to \$75.00

EMPHASIZING radical changes in strictly tailored sports or dressy suits, lengths of jackets come from hip to knee, bright colorings as well as the more subdued shades are favored for the dressy or tailored suit, while color combinations characterize those for sports wear. Sizes 14 to 20.

With "Beat The Day" Idea in Mind We've Arranged

## A Most Unusual Sale of Trimmed Hats For Saturday at the Very Low Price of \$5.00



LAST Saturday surpassed all sales records for any individual day in our millinery section—assuring us that our millinery, and our prices, were right.

Not to be outdone we've planned for an occasion that we are certain will set a new high water mark for this splendid section of our store.

Our corps of expert millinery workers have been busy creating the new and attractive with a result that we offer for Saturday the most pleasing display of smart new millinery creations it's ever been our pleasure to present, at \$5.00. There will be:

Large Hats  
Close Fitting Hats  
Lisere Straus  
Hats for Women

Medium Size Hats  
Banded Sailors  
Milan Hemps  
Hats for Matrons

Stylish Turbans  
Dress Hats  
Milan Straus  
Hats for Misses

Every hat bears the Burgess-Nash stamp of approval because it deserves it.

Burgess-Nash Co.—Second Floor

## These Black Silk Hose Are Extremely Special at 75c

THE sort of hosiery Burgess-Nash can recommend, full fashioned, regular made foot, double garter top; an exceptional value.

Women's Silk Lisle Hose, 59c

Extra fine quality, all black, full regular made, double garter tops, regular and extra sizes.

Boys' and Girls' Cotton Hose, 29c

Medium or heavy weight, black cotton hose, full seamless, all sizes.

Burgess-Nash Co.—Main Floor

## CANDY For St. Patrick's Day

Pure that's sure. Green shamrock cream patties, 40c lb. Assorted green candies, 35c to 60c lb. Special cream chocolates, 29c per lb. Nut caramels, chocolate or vanilla, 29c lb. Fancy green candy boxes, 5c and 10c.

Burgess-Nash Co.—Main Floor

## THE Neck Fixings 50c to \$7.50

The newest creations receive their first showing here Saturday, including plain and embroidered pique, embroidered linen, colored georgette crepe, fancy sport effects, collars for dresses, tailored suits and the like, you'll be pleased with the display.

Veilings, 50c to \$2.00

Plain and fancy meshes, new scroll design, circular and square drape veils.

Burgess-Nash Co.—Main Floor

Here's something New Under the Sun

## Paisley Bags, Latest Novelties

REAL leather hand bags, reproduced in the beautiful Paisley shawl colors, this new novelty is taking the country by storm and is being shown in flat back strap or hand bag style, all are beautifully lined with silk and fitted with mirror and extra coin purse. Price range \$1.00 to \$12.50.

Sport Silk Bags, at \$1.00

New sport silk hand bags, covered frame, fitted with coin purse and mirror, specially priced, \$1.00.

Children's Belts, Special at 25c

Children's patent leather finished belts, sizes up to 40, specially priced at 25c.

Burgess-Nash Co.—Main Floor

## Six Splendid Styles of Women's High Shoes for Dress and Street Wear, at \$4.00 the Pair

ARE featured Saturday in our splendidly arranged shoe section on the Second Floor.

- Dull calf button boot, plain toe, stage last.
- Dull calf button boot with tip; Cuban heels.
- Fine black kid lace boot, no tip, new opera heels.
- Patent colt lace dress boot with kid top.
- Patent colt button boot with kid top.
- Patent colt button boot with cloth top.

\$4.00

When the prices quoted us by the best shoe manufacturers are taken into consideration, our selling price is about what we would have to pay wholesale today.

In the Children's Section

Dugan and Hudson iron clad and our own kindercraft shoes for children are the best wearing shoes made—just the sort of shoe for growing feet.

Burgess-Nash Co.—Second Floor

## DRUGS and Toilet Articles

Wayne Moth Proof Bags. No. 2, wardrobe, 75c. No. 3, wardrobe, 85c. No. 5, wardrobe, \$1.00.

Mentholatum, special, at 15c. Palmolive soap, cake, 6c. Large automobile chamois \$1.49. Large cake pure castile soap, 9c. 1-qt. ammonia for 12c. Colorite for straw hats, 22c. 1-pt. witch hazel, bottle, 29c. 1-qt. witch hazel, bottle, 49c. 1-pt. Thermos bottle, \$1.29. Large powder puffs, for 10c. Ivory buffers, special, 79c. Le Trefle powder, box, 98c. Heavy ivory combs, each, 49c. Azueria powder, box, 98c. E. & G. rice powder, box, 35c. Germaine powder, box, 39c.

Free—Two cakes Palmolive soap with 25c jar vanishing or cold cream, 25c.

Melbaline powder, for 19c. Sal Hepatica, medium size, 34c. Listerine, medium size, 34c. Danderine medium size, 34c. Castoria, bottle for 19c.

Burgess-Nash Co.—Main Floor

## FLOWERS For St. Patrick's Day

Wear a Shamrock or green carnation on St. Patrick's day, and don't fail to send a token to someone dear. Potted shamrocks special, 5c pot. Violets, California grown, special, 15c bunch.

Burgess-Nash Co.—Main Floor

## SATIN Taffeta Ribbons at 25c

6 1/2-Inch taffeta ribbons, extra heavy quality, wide range of shades, polka dot designs; specially priced for Saturday; at, 25c the yard.

Burgess-Nash Co.—Main Floor

## THE Corset Is The Foundation

of every dress and the selection should receive particular attention. We offer for Saturday—Warner's Corsets, \$1.50. Rust proof, very special value, made of fancy batiste, low bust elastic gore in skirt, 2 pair strong hose supporters, sizes 19 to 30.

Nemo Corsets, \$2.00

For the average figure made of coutil; long skirt, medium low bust, elastic gore in back of skirt; sizes 19 to 30, special, \$2.00.

Brassieres, 75c

A varied assortment of lace and embroidery trimmed; also all over lace, brassieres, open front; sizes 34 to 48, at 75c.

Burgess-Nash Co.—Second Floor

Saturday in the

# DOWN STAIRS STORE

## Men's Pajamas 50c

A cleanup of mismatched, broken lines and soiled garments; greatly reduced in price to close at once.

## Men's Sox 5c

All black, but slightly imperfect, double heels and toes, extra spliced soles; limit of 1/2 dozen to a customer. No phone or mail orders accepted.

## Men's Underwear, 29c

Men's halbriggan underwear, shirts and drawers, small sizes only.

## "Wirthmor" and "Welworth" Waists

THERE will be no advance in the price of the new spring and summer "Wirthmor" and "Welworth" waists and the quality will be fully maintained.

Waltham and Wirthmor Waists Are Sold by Us Exclusively in Omaha.

"Wirthmor" Waists at \$1.00

In style, fit, materials and workmanship excels all others, at the same and sometimes higher prices.

Charming new models are here for your choosing Saturday.

"Welworth" Waists, \$2.00

The "Welworth" is in every respect a much finer waist than the moderate price at which it is sold would indicate. New models on sale Saturday, prettier than ever.



## Roller Skates

All ball bearing with the exception of group 1, which are plain bearing, and all are adjustable. Here's the way they go, Saturday:

- Group 1 35c
- Group 2 65c
- Group 3 85c
- Group 4 \$1.00

Burgess-Nash Co.—Down Stairs Store

## An Exceptional Sale of New Trimmed Hats at \$3.98

All are copies of hats that are usually priced much higher; large sailors faced with crepe and trimmed with

Chinese ornaments, in black and all colors; exceptional values, at \$3.98.

New Hats for Children at Extraordinary Saving, \$1.00, \$1.50 and \$2.00

Milans, hemps, etc., trimmed with dainty flowers in pink, white and copenhagen blue; see these here Saturday in a profusion of new styles.

Burgess-Nash Co.—Down Stairs Store

# BURGESS-NASH COMPANY.

"EVERYBODY'S STORE"