

Sunday, April 15, 1917

Come in and Hear the New Victor Records for April—Fourth Floor

BURGESS-NASH STORE NEWS FOR MONDAY

All the New Books Worth Reading in Circulating Library at 2c a Day

Phone Douglas 137

# These Are Clean-up Days in the City—Be Spick and Span and With No Thought to Capitalizing Cleanliness—Remember Any Item Needed Is at Burgess-Nash

## The Advertising of Our Store

We like to look upon it as the mirror of the store.

We feel, whatever else it may be, that it is for us as a never-ending stream, here laughing and sparkling over the rocks, there deeper in a quiet pool, but always the same happy, beautiful, good-natured stream, reflecting this store's business life.

Indeed, we try always to make our advertising a straight, frank, unequivocal written presentation of the spirit and ideals of our business.

As it came into being with our store itself, it is an integral part of our store-policy, and from its very inception it was addressed to the common-sense and self-respect of every person in Omaha and vicinity.

Its purpose is to appeal to discrimination, that those who think will, through reason, rely upon our published word as they would upon the word of any other friend, and others will rely upon it, because they have faith that this store would not, under any circumstances, take advantage of any person's lack of shopping experience.

Our advertising is written remembering, that intelligent men and women know that an organization of this kind must have a scientific, highly efficient merchandising machinery, constantly in operation—and that, therefore, when the phrase "unusual value" is written it can and does represent a concrete and dependable statement of fact to the purchaser.



## OUR DECORATING Department

Well organized, will competently, artistically work out your problems in the decorating and furnishing of a single room or of an entire house. This service is gratis—it does not obligate prospective buyers. Let us talk it over with you.

Burgess-Nash Co.—Third Floor

## THE Black and White Room

To those women who regard good grooming as one of the absolute necessities—to whom fresh loveliness and perfect cleanliness appeal—we suggest the Black and White Room, where shampooing, hair-dressing, scalp and facial massage, manicuring, chiropody, etc., is done by expert, pleasing attendants.

Burgess-Nash Co.—Second Floor

## Wish We Could Show You These Women's Street Pumps, at \$4.95

WE know what the result would be—one or more pair would be added to your wardrobe. The pumps are constructed of durable fine quality leathers, with medium and lightweight soles, in a varied collection of lasts and patterns. Including:—



- Brown kid.....
  - Bronze kid.....
  - Mate kid.....
  - Glaze kid.....
  - Patent colt.....
- \$4.95 The Pair**

Burgess-Nash Co.—Second Floor

## Hemstitched Damask Lunch Cloths Specially Underpriced for Monday

PURE linen and of good weight, satin finished, in assorted patterns.

Cloths 36x36-inch, at.....\$1.75

Cloths 45x45-inch, at.....\$2.50

Cloths 54x54-inch, at.....\$3.25

Bleached Linen Napkins, \$2.75 Dozen

Damask napkins, pure linen, assorted patterns, good weight, 20-inch size, a rare value.

Lace Scarfs with Linen Centers

Fine wide lace, filet-pattern, with pure linen centers. Three sizes to match.

Scarfs, size 18x36, for.....\$1.25

Scarfs, size 18x45, for.....\$1.50

Scarfs, size 18x54, for.....\$1.75

White Goods, at 25c Yard

Almost endless variety of white goods for summer wear, including plaid and stripe voiles, organdie, lace cloths, tub fancies, Russian cords, flaxons and 36-inch plisse crepes.

White Goods, at 50c Yard

Fancy stripe and plaid voiles, dotted and novelty effects, newest style ideas.

Burgess-Nash Co.—Main Floor

## Here's a Sale of Cedar Chests That's Most Important to You

IMPORTANT because of its real benefit in the protection of clothing, furs, etc., as well as the very low prices at which they are offered.

Cedar Chests, at \$9.45

Size 18x42, made of selected red cedar, absolutely dust and moth proof, splendidly constructed.

Cedar Chests, at \$10.95

Cedar chests, size 20x42, well constructed of selected red cedar, extra well finished.

Cedar Chests at \$11.25

Extra length cedar chests, size 18x48, made with interlocking corners, an exceptionally practical chest.

Cedar Chests, at \$14.45

Full rounded corners, dowel pin construction, highly polished, size 20x40, very special.

Cedar Chests, at \$12.45

Skirt length, one of the best patterns, copper trimmed, well constructed, size 20x42, at \$12.45.

Other chests, with price range to \$22.50. Burgess-Nash Co.—Third Floor



## PLACE Your Furs in Our Storage Vaults

In vaults that are fire-proof, burglar-proof and moth-proof.

Your furs will here be preserved, protected—even revived in an atmosphere made identical with that where fur-bearing animals thrive best.

Telephone Douglas 137—our automobile will call for your furs and any other article you wish stored away for safe keeping.

Burgess-Nash Co.—Second Floor

## The Spring Silhouette Wonderfully Youthful

THE "barreled" and puffed, flared and ruffled skirts—yes, and those with the straight narrower lines that have just come in for style attention, tend to accent particularly the figure. We suggest

## Warner's Corsets

For the shaping of the silhouette that harmonizes with these varied fashions, and Warner's corsets are ideally the background for these modes.

The Directoire, the First Empire, and even the Chemise Basque, with their straight back and front lines, clearly reveal the straight line of the figure so beautifully delineated with Warner's corsets.

Prices \$1.00 to \$8.00

Burgess-Nash Co.—Second Floor

## FREE LESSONS in Crochet

Also knitting and lamp-shade making, special exhibition of new models in yarns, including the new shirt sweater, now in vogue in the East.

Indo Twist, 10c

For making bed spreads, curtains, etc. White, cream, linen and ecru.

Crafters' Aprons, 39c

Stamped designs on cream art-cloth, finished model on exhibition.

Stamped Gowns, 75c

Fine quality nainsook, stamped for solid or eyelet embroidery or crochet yokes. Very special.

Burgess-Nash Co.—Third Floor

## Books You Need

Now that the birds are here and the flowers soon will be, you will want such books as—

Bird Guide, leather, \$1.25

Flower Guide, leather, \$1.25

Birds Every Child Should Know.....

Trees Every Child Should Know.....

Flowers Every Child Should Know.....

60c

Burgess-Nash Co.—Fourth Floor

## Pretty New Silk Petticoats, \$5.00

EXCELLENT quality of silk, made with deep flounce, scalloped with narrow pleated edge, all of the most favored shades.

Taffeta Silk Petticoats, at \$5.98

Fine quality, with deep flounce, finished with three rows of cording, pretty selection of new shades.

Petticoats of Taffeta, at \$8.98

Extra size, made with deep flounce, finished with ruffle and underlay. This season's best shades are represented.

Other Petticoats With Price Range to \$25.00

Burgess-Nash Co.—Second Floor

# Tailored Suits and Coats

For Women, Large and Small, and Misses

A MOST unusual and specially arranged display and sale Monday. The new suits and coats that have just been received we know will appeal strongly to all who desire to purchase a coat or suit now. They are out of the ordinary and moderately priced.

The Suit Illustrated, \$32.50

A SPORT made model, coat fancy silk lined, with belt made in mannish velours in different shadings.

The Coat Illustrated, \$49.50

A N adaptation of an imported model, fancy silk lined throughout, most voluminous in sweep, made in fine velours; your choice of many different shadings.

Distinctive Coats

\$14.75, \$16.50, \$19.75

\$32.50 and up

FOR dress, sports wear or service and motor; models that have no equals, in every new shade and black. Made in the full lengths, voluminous deep cape collars, newest ideas in cuffs and pockets. Made in tweeds, covert, velours, serges, poplins, Burellas and silk-taffetas.

Tailored Suits

at \$19.75, \$22.50, \$25.00

\$47.50 and up

A SALE of the latest and most favored models, made for Burgess-Nash company, in the choicest shadings and newest and most sought wool and silk materials. See them. They have that individuality that makes our tailored suits so different and acceptable.

## Tailored and Semi-Tailored Skirts for Dress and Sports Wear

THE charm of our skirts, admitted by all who visit our skirt section. The unusual variety of models, the out-of-the-ordinary selection in materials, both wool and silk weaves. Constantly new daily additions to our always complete showing is what makes our skirt department one of the best in the country. See our showing, at \$5.00, \$6.50, \$10.00, \$12.50, \$15.00, \$18.50 and up.

Burgess-Nash Co.—Second Floor

## Remarkable Underprice Movement Monday of NEW SILKS

EMBRACING a wide selection of the season's newest and most favored weaves in the best colors and designs. Too much stress cannot be laid upon the real importance of this uncommon offering.

The Silks at \$1.35

Include—

- 40-inch silk crepe de chine, all shades.
- 36-inch sport stripe taffetas for skirts and dresses.
- 32-inch imported pongee, with sport dot and stripes.
- 36-inch chiffon taffetas in plain colors.
- 36-inch stripe messaline in pretty colors.
- 36-inch black chiffon taffeta.
- 36-inch black satin Duchess.
- 36-inch Princess messaline.
- 40-inch black poplin for suits and dresses.

\$1.35 Yard

## Two Big Groups of Sport Silks Specially Reduced to \$1.95 and \$2.69 Yard

36-inch yo-san silks, in the season's newest patterns, pretty dark grounds with bright-colored stripes, \$1.95 yard.

36-inch golf ball dot pongee, in all the favored colors, very good for skirts and dresses, \$1.95 yard.

36-inch stripe sport silks. The new Rookie rough weave, with pretty self-tone stripes, all the newest shades, 36 inches wide, \$2.69 yard.

40-inch sport faille, a beautiful combination of colors, with large ring design; the very latest for outdoor occasions, \$2.69 yard.

36-inch tussah silk, white ground with smart sport figures in pretty colors, very special, \$2.69 yard.

## All-Silk Jersey, at \$2.29 Yard

Kayser's all-silk jersey for summer skirts, dresses and coats, in all the pretty new shades so favored for the coming season, \$2.29 yard.

## Pussy Willow Silks, at \$2.79 Yard

Pussy willow silks in the new large scroll designs, also pretty small figures with stripe combination, 40 inches wide, \$2.79 yard.

## New Stripe Tub Silks, at 89c

White grounds with pretty colored stripes, very popular for waists and men's shirts. We consider the values most extreme.

## Black Silk Specials Monday

40-inch black silk taffeta, soft finish, \$1.45 yard.

36-inch black chiffon taffeta, sale price, \$1.10 yard.

36-inch black messaline, sale price, \$1.10 yard.

36-inch black satin Duchess for suits, \$1.89 yard.

36-inch black moire for skirts and coats, \$1.59 yard.

36-inch black silk faille for suits, \$1.89 yard.

Burgess-Nash Co.—Main Floor



# The Garden That Will Work for You

HERE'S just a suggestion of what may be accomplished if you do your part to help reduce the high cost of living by utilizing your back yard. Foodstuffs of all kinds are steadily advancing in price, and there is every indication that they will continue to do so. Why not use that little plot of back yard and plant it with garden truck?

## Illustration to Right Will Give You an Idea

Of what can be done with a small amount of ground when scientifically or systematically planned and worked out. You'll be surprised how much it will reduce your cost of living.

## Garden and Flower Seeds

"Pakro" seed tape makes better gardens; 30 kinds of vegetable seed, 18 kinds of flower seed; easy to plant; you do not have to be an expert; per package, 10c.

D. M. Ferry's fresh seeds, flower or vegetable, package, 5c.

Blue grass or Trans-Mississippi seed, pound, 20c.

White clover seed, pound, 65c.



## Apple Trees, 10c

Including Jonathans, Winesaps, Ben Davis, Gano Wealthy and Yellow Transparent; size ½ to ¾

Jum trees, size ¾ to 1

heray trees, size 1 to 1 ½

ear trees, Bartlett standard, ¾ and up

All healthy, hardy trees, special, at 10c each.

## Berry Bushes, 5c

Including—

Currant bushes.....

Gooseberry bushes.....

Black raspberry bushes.....

Rhubarb plants.....

All hardy bushes, ready to set out, at 5c.

Burgess-Nash Co.—Down Stairs Store

## Garden and Lawn Tools Specially Priced

Wheel barrows, made of hardwood, patent stay tray, 16-inch steel wheel, special, \$2.50.

Poultry netting, 2-inch mesh galvanized wire, roll of 150 feet, 1 to 8 feet high, by the roll, 1c a square foot.

14-prong steel bow rakes, best quality steel handle, 65c.

Garden hose, Elm 5-ply garden hose, guaranteed for the season, 50-ft. lengths:

¾-inch size, length, \$3.95

½-inch size, length, \$4.45

Molded garden hose, best for long service, does not kink:

½-inch size, per ft., 10c

¾-inch size, per ft., 12c

Steel hose reels, with galvanized iron drum, special, \$2.50.

Wood window boxes, painted green:

30-inch size, 45c

36-inch size, 65c

24-tooth wire lawn rakes, heavily retinned, special, 49c.

Burgess-Nash Co.—Down Stairs Store

# BURGESS-NASH COMPANY.

"EVERYBODY'S STORE"