

Sunday, April 29, 1917.

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

STORE NEWS FOR MONDAY

The Latest Books Worth Reading Are in the Circulating Library at 2c a Day

Phone Douglas 137.

# His Majesty The "Baby" Is King Here This Week

## Keep the Factory Fires Burning

SOON after England joined forces in the great world war a popular song writer wrote—  
"Keep the Home Fires Burning."

The beautiful sentiment expressed with the catchy melody gripped the heart cords of all the allied countries, citizen and soldier alike.

Since our United States has joined with the allies no better slogan could be adopted by every American man, woman and child than that of "Keep the Factory Fires Burning."

In other words do everything in our power to keep this great and wonderful nation prosperous.

Keep business going. Keep making money that we may have money to keep in circulation. Keep employment for everybody. Keep wages good.

There is absolutely no reason for the agitation of discriminating economy. None whatever—with the wonderful resources this country enjoys—the assurance of abundant crops—with factories running full time and in many instances overtime, the nation, as a whole, should go along with the even tenor of its way.

President Wilson, in his proclamation, sounded the keynote in this sentence: "It is evident to every thinking man that our industries, on the farms, in shipyards, in mines, in the factories, must be made more prolific and efficient."

Our institutions and our industries may dominate the world if only we have the vision to see, the faith to believe what we see and the courage to do what is needed to be done.

"Keep the Factory Fires Burning."

*Burgess-Nash Co.*

## Women's Pretty New Pumps for Summer Wear

PLAIN, rich, dignified; no substitutes used in making these shoes.

White Nile cloth, new colonial pattern. Patent kid, perforated, short tongue effect. Patent kid, spat pattern. Dull kid colonial. Dull kid, spat pattern. French bronze kid plain pump. Patent kid, baby Louis XV heels.

And the Most Wonderful Showing of Novelty Pumps  
Gray kid, brown kid, colored kid with vogue quarters, in all over fifty new models.  
Clearaway of Women's Pumps, at \$3.95  
Special—A clearaway of all short lines and broken sizes, styles that we will not duplicate.  
Nine different kinds at a fraction of their real values, at \$3.95.  
Burgess-Nash Co.—Second Floor

## The Extremely Popular "Rookie" Sport Silks, Monday, at \$2.25

WE do not remember when any particular weave of silk was in such demand as the "Rookie" sport silks, 36 to 40 inches wide, in a splendid assortment of colors; also large ring designs in faille, the very newest weave for sport wear, at \$2.25 a yard.

36-inch Silk Poplins, 98c  
Shown in practically all the wanted shades, such as gold, charrreuse, old rose, copen, blues, etc., 98c yard.  
SPECIAL!  
34-Inch natural color pongee, 98c yard.  
36-Inch black taffeta silks, at \$1.35 yard.  
36-Inch black satin, special, at \$1.45 yard.  
36-Inch Jap silks, at 88c yard.  
36-Inch tub silks, very special, 88c yard.  
48-Inch suiting, pongee, special, at \$1.59 yard.  
Burgess-Nash Co.—Main Floor

## This Is "Nemo" Week

YOUR feelings affect your style. That is why the "Nemo" back-resting corset by banishing backache gives you better style.

The back-resting device also tends to flatten the back and thus give ultra-modish lines.

The new "Nemo" health and fashion service may be enjoyed by all women, from the slim young girl to her grandmother.

A Properly Fitted "Nemo" gives you the glowing beauty that results from:  
Deep breathing,  
Good circulation,  
Correct poise and  
A healthy body, properly supported and protected.

If you are stout and desire more slender lines, don't ruin your figure, your health and your disposition by wearing a tight uncomfortable corset. Get a "Nemo Self-Reducing."

Burgess-Nash Co.—Second Floor

*Burgess-Nash Co.*

# Baby Week Starts Here on Monday

WE'VE planned this big event with care and enthusiasm because we want it to advertise Burgess-Nash as the foremost and leading Children's Store of the Middle West and we want it to give an impetus to the great movement for Better Babies, that has developed throughout our nation.

## Special Features Planned for Baby Week

**Trained Nurses in Charge**  
**FREE ADVICE to Mothers**  
about everything pertaining to babies—from foods to playthings and apparel. Come and LEARN.  
**FREE Pattern**  
and full directions for making the VANTA Pinless DIAPER  
One of these excellent patterns will be given FREE to every mother who visits our Infants' Department, during Baby week.

**TWO Live Babies in the Window**  
Our big corner window has been transformed into a veritable baby nursery for this week and two beautiful babies will take the place of the dolls in the nursery  
**Monday, 10 A. M. to 12 M. and 2 to 4 P. M.**  
The mother of one of the babies will act as governess or nurse. You'll want to see them for they are certainly cute.

**Free Helps to Mothers**  
Come and see how the little new, up-to-date baby is dressed without a pin or button and without, even once turning him over. Only those who daily have one or more wee ones to dress can realize what a saving of time and strength this new method means to mother—only those who see the Vanta Way can understand what this means in comfort, happiness and health to baby.

**Balloons Free**  
To every little boy or girl under the age of 6 years, accompanied by the mother, will be given a large toy balloon with the compliments of Burgess-Nash, Infants' Wear Department.

**Novelties**  
Rattles, brush and comb sets, hot water bottles, armlets, record books, teething rings, coat hangers, carriage straps, etc., 25c to \$2.95.

**Infants' Novelty ROBES, QUILTS, ETC.**  
Long flannelette kimono, button hole finish; special, 25c.  
Infants' knit toques at 35c to 75c.  
Infants' wool sweaters, \$1.25 to \$1.98.  
Flannelette barricoats, extra quality, 25c.  
Infants' pique carriage covers, at 75c.  
Pillow slips to match, at 50c.  
Infants' hand embroidered pique Afghans, at \$2.95 to \$7.95.  
Infants' toilet sets, pretty decorations, 50c to \$3.98.

**Free to Mothers**  
A BOOKLET, entitled "Save the Babies," treating on the proper care of the babies, edited by L. Emmett Holt, M. D., professor of diseases of children in the College of Physicians and Surgeons, Columbia university, (New York), attending physician to the Babies' hospital, and Henry L. K. Shaw, M. D., clinical professor of diseases of children in Albany Medical college, Albany, N. Y., and others. Published by American Medical association.

**Infants' Wool and Cotton SHIRTS AND BANDS**  
Infants' shirts, buttoned front, at 25c.  
Infants' merino shirts, No. 2, 50c; rise 5c on each larger size.  
Infants' silk and wool shirts, No. 2, \$1.00; 10c rise on each larger size.  
Infants' merino Rubens shirts, No. 2, 50c; rise 5c each size.  
Infants' 2-3 wool Vanta shirts, 50c. No buttons or pins.  
Infants' silk and wool Vanta shirts, \$1.00.  
Infants' wool Vanta binders, 35c.  
All wool silk edge binders, at 35c each.  
Abdominal bands, cotton and wool, all sizes; special, each 25c and 50c.  
Silk and wool bands, all sizes, at 50c.  
Burgess-Nash Co.—Second Floor

**Infants' Silk and Wool STOCKINGS**  
Infants' cashmere stockings, sizes 4 to 6½, at 35c pair.  
Infants' silk and wool stockings, sizes from 4 to 6½, 40c.  
Infants' silk stockings, in sizes 4 to 6½, at 50c pair.

**Infants' Long and Short DRESSES**  
Infants' long and short dresses, of fine nainsook, lace edge, 59c.  
Infants' long and short dresses, daintily trimmed, 98c to \$1.98.  
Infants' long christening dresses, elaborately trimmed, \$1.50 up to \$5.90.  
Hand-made long and short dresses (imported), exquisitely made, \$1.98 to \$13.98.  
Burgess-Nash Co.—Second Floor

**Baby Carriages and Carts**  
Reed baby carriages, Pullmans, gondolas and park carts, finished in white enamel, gray enamel, ivory and shellac. Most of them have turntable gear, corduroy upholstery, corduroy windshields. Prices range from \$10 to \$35.  
**Maternity Corsets**  
SPECIAL attention of expectant mothers is directed to our splendidly selected line of maternity corsets, including such well known lines as "La Fro," "Bertha May" and "H.W." Price range, \$1.50 to \$5.50.  
Burgess-Nash Co.—Second Floor



**BIBLES Reduced Greatly in Price**  
This offering affords a splendid opportunity to secure a Bible for your own use, at a small cost.  
Large Bibles for family use, prayer books and Edward the VII, beautifully bound; Teachers' and reference Bibles, on India paper; small Bibles, testaments and prayer books.  
They are all a little shelf worn, but at prices quoted they should find a ready purchase, at 37c, 59c, 98c, \$1.50, \$2.25.  
Burgess-Nash Co.—Fourth Floor

**36-Inch White or Colored Creaseless Dress Linen, 85c**  
DRESS linens in a big range of the most wanted colors, oyster and white. This linen is thoroughly shrunk by a special process which renders it practically creaseless; full 36 inches wide, and in great demand, at 85c yard.  
Sheer White Organdie, at 25c Yard  
39-inch fine sheer white organdie for waists and dresses, also much used for the new style colors.  
New White Flaxons, at 25c Yard  
Fine sheer dainty white flaxons, good line of checks, stripes or plain white.  
Egyptian Suiting, at 20c Yard  
34-inch white cotton suiting, round thread, very practical for skirts, middies, rompers, etc.  
A Long Cloth Special  
36-inch chamois finish, long cloth, made of staple cotton for undergarments, gowns, nightshirts, etc.  
(A) quality, 10-yard bolts, \$1.25  
(B) quality, 10-yard bolts, \$1.50  
(C) quality, 10-yard bolts, \$1.85  
Burgess-Nash Co.—Main Floor

**A VICTROLA in Your Home Free 30 Days**  
COME in Monday and choose a number of the latest records, then choose a Victrola on the Burgess-Nash No-Money-Down-Plan  
You simply pay for the records you may select, and any Victrola, in proportion to number of records purchased, will be sent to your home without further payment for 30 days. Then you may pay for it in small, convenient monthly payments.  
Burgess-Nash Co.—Fourth Floor

Again for Monday We Direct Your Attention to These  
**NEW TAILORED SUITS That Have Been Reduced to \$24.50**  
WE REALIZE we are enthusiastic about them, but if we could show them to you in your home today, just to give you an idea of the real value importance of this announcement we know what the result would be—you'd be here when the doors open tomorrow morning, eager to share in the uncommon saving possibility.  
Suits—the handiwork of several of the best suit builders in this country, offered to you at—  
**A Big Reduction From Original Price**  
Suits that were made especially for Burgess-Nash—just the sort that will appeal to the woman who enjoys wearing clothes that are different. Suits that embrace quality, distinctiveness and individuality; sizes 14 to 48.  
The materials include—  
Poiret Twills, French Serges, Tricotines Gaberdines Men's Tweeds Black and White Check Woolens, Etc.  
The colorings include—  
Tan, French Grays, Copen, Navy Light or Dark Mixtures, also Black  
There's a wide range of selection and we are certain you will find just the suit, in style, material and coloring that you have in mind and at a big reduction from the original price.  
Burgess-Nash Co.—Second Floor

**RED, White and Blue Flowers**  
The latest fad in New York is the wearing of red, white and blue artificial flowers as button hole or corsage bouquets.  
Beautifully arranged in a variety of red, white and blue ribbons; price range, 5c to 98c.  
Burgess-Nash Co.—Third Floor

**YOUR Old Machine For a New One**  
Monday and throughout the week we will accept your old sewing machine as a liberal payment on a new "Standard"  
You can choose from a big line at a price range of \$39.00 to \$65.00. The Standard Rotary is the world's finest sewing machine with lock and chain stitch device and guaranteed for a lifetime.  
The balance may be paid, if so desired, in weekly installments as low as \$1.00.  
Burgess-Nash Co.—Fourth Floor

## Monday in the DOWN STAIRS STORE

Special values in wanted, trustworthy merchandise, selected at random throughout the sections of this big economy store, that point the way to cut down the high cost of living.

**Organdie Waists, 49c**  
In white with collars and cuffs; pretty new styles for selection—very special, at 49c.  
**Silk Gloves, 25c**  
Women's 2-clasp, double tip black silk gloves, mill seconds; very special, 25c.  
**Wool Suits, \$12.95**  
Choice of any wool tailored suit, including poplins, velours, and shepherd checks; very special, \$12.95.  
**Silk Dresses, \$5.95**  
Including poplins and satins. One-piece with belt, white collars; special, \$5.95.  
**Separate Skirts, \$2.95**  
Plaid sport skirts of velours and serges; very special, Monday, at \$2.95.  
**Voile Waists, 89c**  
Voile and organdie waists, some sport models, others lace and embroidery trimmed, 89c.

**Women's Shoes, \$2.45**  
In sample sizes, of patent, kid skin, tan, russias; at a fraction of real value, \$2.45.  
**Women's Pumps, \$1.19**  
Taken from discontinued lines and odd pairs left from season's selling; very spe., Monday, \$1.19.  
**Soap, 30 Bars, \$1.00**  
Cudahy's Pearl White borax soap, 30 bars, \$1.00.  
**Tumblers, 3 for 10c**  
Colonial glass table tumblers, ground bottoms; 3 for 10c.  
**Lawn Mowers, \$2.75**  
Philadelphia make, "New" brand lawn mower, 8-inch wheel, 3 best quality steel cutting blades, 14-inch size; special, \$2.75.  
**Wonder Polish, 5c**  
Big wonder cedar oil polish for furniture mops, 5c.  
**Wash Goods, 9c**  
Lawns, dimities and voiles, in assorted colors, plain figured or striped; very special, 9c yard.

**Skirtings, at 11¼c**  
Sport stripe sheeting in pink, blue, yellow and many others, 27-inch; special, Monday, 11¼c.  
**Poplin, at 19c**  
Fine quality, mercerized, for skirts, suits or nurses' uniforms; white only, yard wide; special, 19c.  
**Druggist Sundries**  
Household sponges, extra large size, 59c.  
Talcum powder, in assorted scents; special, can, 7c.  
Pond's vanishing cream; special, Monday, 13c.  
**Women's Hose, 15c**  
Women's black cotton hose, plain or ribbed top and seamless; one of biggest values of the season, at, pair 15c.  
**Union Suits, 39c**  
In boys', white or cream color, porousknit, short sleeves, knee lengths seconds; very special, at 39c.  
**Union Suits, 25c**  
Women's white cotton union suits, low neck and sleeveless, lace trimmed; Monday, at 25c.

# BURGESS-NASH COMPANY. "EVERYBODY'S STORE"