

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.

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 purchaser, at 37c, 59c, 98c, \$1.50, \$2.25.

Burgess-Nash Co.—Fourth Floor

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.

\$5.00 pair

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



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

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.

Vanta Twistless Tape used for all Vanta Baby Garments, has made possible the pinless, buttonless dressing of baby. Every woman will be interested in Twistless Tape and its uses.

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.



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 6 1/2, at 35c pair.

Infants' silk and wool stockings, sizes from 4 to 6 1/2, 40c.

Infants' silk stockings, in sizes 4 to 6 1/2, 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

Infants' and Children's COATS AND BONNETS

Infants' white pique coats, for ages 6 months to 3 years, 98c to \$5.00.

Children's coats, of fine serge, full belt, large collar, 2 to 6 years, \$3.50.

Children's box coat of blue serge or checked material, pockets and velvet collar, 2 to 6 years, \$3.98.

Infants' white bonnets, close fitting for the small baby, also pretty styles for older babes, at 25c to \$4.50.

SACQUES, ETC.

Infants' crochet sacques, white with pink and blue edge, 69c to \$1.95.

Long cashmere kimonos, embroidered or ribbon finish, at \$1.50 to \$5.95.

Infants' hand embroidered Japanese silk quilts, \$2.98 to \$3.98.

Infants' blankets, white, pink and blue, at 75c to \$1.95.

Baby Yards, Jumpers, and Toys

Baby walkers, mahogany finish, at \$2.25.

Baby yards with canvas bottoms; prices, \$3.50 to \$5.00.

Baby tenders and jumpers; prices, \$2.00, \$3.50.

Folding go-carts; special, at \$3.50.

Celluloid floating toys for babes, to 25c.

Red and white rubber dolls and animals, at 25c.

Rattles, celluloid and rubber, 10c to 75c.

Large assortment of unbreakable dolls, 50c up.

Choo-choo cars for little tots, \$1.25 to \$2.50.

Burgess-Nash Co.—Second Floor

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.

BABY RIBBONS

A special display of rosettes and bows for bonnets, dresses, carriage robes, hair bands, etc. In satins and jacquards.

Also ribbon arm bands, go-cart straps, coat hangers, etc.

Burgess-Nash Co.—Second Floor

Infants' Long and Short PETTICOATS

Infants' flannel petticoats, Gertrude style or with waist, at 59c upward to \$3.95.

Infants' white lawn or nainsook petticoats, fine tucks with lace or embroidery trimming, at 59c upward to \$2.95.

Infants' long and short hand made imported petticoats, dainty simple edge to elaborate designs, at \$1.98 each upward to \$5.95.

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

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.

Skirtings, at 11 1/2c

Sport stripe sheeting in pink, blue, yellow and many others, 27-inch; special, Monday, 11 1/2c.

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, porous knit, 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.

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

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

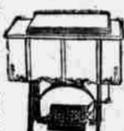
"Standard"

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



BURGESS-NASH COMPANY.

"EVERYBODY'S STORE"