

Friday, May 11, 1917

Come, Hear John McCormack Sing "Star Spangled Banner" on the Victrola—Fourth Floor, 75c for 10-inch record.

BURGESS-NASH STORE NEWS FOR SATURDAY

There's many a good book to read in the Circulating Library at 2c a day.

Telephone Douglas 137.

# May Sale of Blouses Continues Saturday at Burgess-Nash

**Goodby to the Old— Welcome the New**

With this parting salutation we bid farewell to the old Schlitz building across the street at Sixteenth and Harney and at the same time extend a hand of welcome to the new Wolf-Hiller building, which is to be erected upon that site.

Monday morning workmen began wrecking the building, which has stood for years as a landmark in this part of the city, and it is expected that within a very short time a new, modern constructed building of several stories will be standing in its place.

It's just another demonstration of how rapidly the business heart of Omaha is centering around Sixteenth and Harney streets.

*Burgess-Nash Co.*

## Next Sunday Is Mothers' Day

NEXT Sunday, May 13th, will be Mothers' Day—the thought of which originated with Miss Anna Jarvis of Philadelphia, and has spread throughout the land.

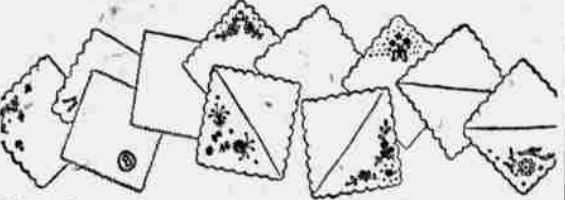
Millions will wear a flower in remembrance of the Mothers of this Nation, while those whose mothers live at a distance will send a letter or a dainty postcard.

Our florist is exceptionally well prepared to take care of your wants for this day. Simply telephone him, Douglas 137.

Remember your mother if only with a blossom for your coat lapel.

## It's Been a Long, Long Time Since You Saw Better Handkerchief Values Than These Saturday at 15c

IT'S our annual May Sale and the values are the best we've offered in a long time.



Women's pure linen hand-embroidered handkerchiefs ..... Choice  
 Women's colored edge handkerchiefs ..... 15c  
 Women's hand-embroidered initial handkerchiefs .....  
 Women's fine linen lawn handkerchiefs .....  
 Women's sheer embroidered corner design handkerchiefs .....  
 Women's handkerchiefs, colored embroidered corners .....  
 Women's French glove handkerchiefs, etc. ....

Burgess-Nash Co.—Main Floor.

## STERLING Silver Dorine Boxes, \$1

The best values it's been our good fortune to offer, hand engraved or engine turned top, medium size with mirror in lid, sterling silver chain and finger ring, limited one to a customer, at \$1.00

**Dorine Boxes, \$1.50**  
 Sterling silver, regular size, hand engraved or engine turned top, also miniature size, beautifully enameled in blue, green, gold, etc., all have mirror in lid, sterling chain and finger ring, at \$1.50.

**Dorine Boxes, \$1.95**  
 Regular size sterling silver with beautiful enameled top, with sterling chain and finger ring, has mirror in lid, blue, green, yellow, etc., limit of one to a customer, at \$1.95

Burgess-Nash Co.—Main Floor.

## Sporting Goods

Featuring complete lines for golf, tennis and base ball, fishing tackle, bicycles, etc., in fact, everything for out-of-door sports.

**Roller Skates, \$1.95**  
 Union hardware make, ball bearing.

**Ball Bats, \$1.00**  
 Louisville slugger ball bats, reduced to \$1.00.

Burgess-Nash Co.—Fourth Floor.

## Extra Special! A Sale of Men's Shirts At \$1.00

Presenting by Great Odds The Biggest and Best Values Offered Anywhere—We Solicit Comparison

MEN! Here's the best news in this paper. It tells of an opportunity to save generously on your season's supply of shirts.

Samples from a large maker of standard grade shirts who sold them to us at a sacrifice, with the understanding that we remove the labels, as they are one of the best advertised brands in the country, and he did not want the sale at such a reduction in price to affect his national advertising.



The offering includes such materials as madras, percales, penangs, soisettes and a big variety of materials desirable for shirts.

Over fifty styles are included; neckband, French cuff; neckband and stiff cuff; military or low collar attached with soft cuff; sport shirts in a good assortment of colors and patterns.

The values are really most extraordinary and when you see them you'll want to buy a season's supply. A real shirt buying opportunity, at \$1.00.

**Men's Summer Weight Union Suits, 79c and \$1.15**  
 Athletic and knitted, ecru and white, broken lines from regular stock and samples.

**Men's Hosiery, at 25c**  
 Fibre and fine lisle thread, several colors, all sizes, double toe and sole.

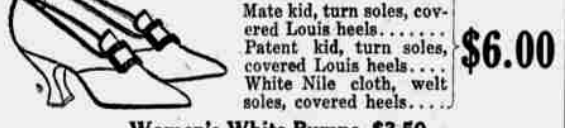
**Pajamas, at \$1.29 and \$1.98**  
 All sizes, good colors and patterns, two groups; reduced for quick selling.

Burgess-Nash Co.—Main Floor.

## Women's New Pumps For Summer Have The Call

DAINTY, pretty fashions—and dame fashion says pumps and low shoes are to be the correct style this season. More than ever before.

### Six Pretty Models at \$5.00



**Also Three Models**  
 Mate kid, turn soles, covered Louis heels ..... \$6.00  
 Patent kid, turn soles, covered Louis heels .....  
 White Nile cloth, welt soles, covered heels .....

**Women's White Pumps, \$3.50**  
 White, Eve Cloth Pumps, four new models, \$3.50.

**In the Children's Section**  
 The best wearing shoes, made by Dugan and Hudson, iron-clad pumps and shoes, and the famous "Kinderkraft," none better made; pumps, oxfords and shoes, \$1.25 to \$4.00.

Burgess-Nash Co.—Down Stairs Store.

## Continuing for Saturday— Choice of Any Untrimmed Hat and Banded Gage Sport Hat in Second Floor Millinery Section At \$1.00

The offering includes—  
 Milans, Liseres and Milan-Hemps

in a wide variety of shapes and every favored shade, as well as white or black. There's a shape or style to suit the fancy of every woman, no matter how critical she may be of her head dress, and we earnestly believe the values are the most remarkable of the entire season. It's our entire stock of untrimmed hats, together with a special purchase of Gage banded sport hats, all \$1.00 each.

**No Exchanges—No Approvals**

Burgess-Nash Co.—Second Floor.

## To the Man Who Pays \$35 to \$50 for Custom Clothes—Just Consider This

FIVE years ago you were right. It was necessary then for some men to pay these fancy prices for the fit, style, material and workmanship which their tastes demanded in clothes.

But the designing and tailoring of men's clothing for immediate wear has now reached so high an efficiency standard that the buying of so-called higher priced "custom clothes" has become merely what the name implies: "Custom," another word for "Habit."



All that you could ask for you will find in a

### Burgess-Nash Standard Suit at \$25.00

Every garment is strictly HAND-TAILORED throughout, made expressly for us according to our own rigid specifications, which means the best possible at the price.

In the matter of style, your Burgess-Nash clothes are master designed by men who command salaries which are equal to the total income of many good-sized stores.

The creations of these ingenious tailors are usually "copied" by your average clothes maker.

If you haven't kept in touch with the remarkable development of the ready-to-put-on clothes industry the past few years, there is a very happy surprise in store for you. WE MEAN IN "THIS STORE."

**Other hand-tailored suits for young men and men who are always young— \$15.00 to \$40.00**

## Women's Pure Thread Silk Boot Hose, Slightly Imperfect, 45c Pair

THE manufacturer says they're imperfect, but we assure you the imperfection is so slight it will not effect the wearing qualities. Pure thread silk boot, full fashioned, full regular made foot, black or white, 45c pair.

**Women's Fibre Silk Hose, 59c**  
 Black or white, also colors, with double garter top of lisle thread; seamless.

**Baby Sox, Fancy Colored Tops, 25c Pair**

Burgess-Nash Co.—Main Floor.

## WOMEN'S Pure Silk Gloves, 65c

Two-clasp, guaranteed double tip fingers, white, black, pongee and gold, with black embroidered backs; all sizes.

**Gloves, 60c to \$1.50**  
 Silk gloves, double tip fingers, Burgess-Nash special and Kayser's makes, in black, white and colors.

Burgess-Nash Co.—Main Floor.

## LEATHER Back Strap Purses, 69c

Real leather, long grain seal pressing, silk lining and overlapping inside frame purse, 69c.

**Purses, at \$1.00**  
 Cobra seal or long grain seal pressing, moleskin with military pressing, back strap handles, silk or leather lined, some have fittings— at \$1.00.

**Bracelet Bags, \$2.50**  
 Long grain seal pressing set in bottom, silk lined, fitted with coin purse and mirror, enamel catch and chain and bracelet handle.

Burgess-Nash Co.—Main Floor.

## These Are Really Wonderful Values in TAILORED SUITS

For Women and Misses, at **\$24.75**

THEY'RE suits that have been taken from our regular stock and reduced to this price for the sale Saturday. Suits that were made especially for us and measure up to the Burgess-Nash standard of quality in every respect. The materials are fancies, also solid navy and black; serges, gaberdines and poiret twills. We consider them really extreme values at this price.

### Mina Taylor Dresses, \$2.25

Desirable for house or porch wear, made of fine striped percale, plain waist buttoned to one side, skirt with panel front, finished with buttons, pointed collar with tab.

**Mina Taylor Dresses, at \$2.50**

Fine Chambray, pink, blue and lavender, full skirt, plain waist with elastic belt line, organdy collar cuffs and revers, belt and button trimmed. All sizes, at \$2.50.

Burgess-Nash Co.—Second Floor.

## Women's Sport and Dress Coats Specially Reduced to \$9.75

MADE of mannish velours, in plaids, checks and covers, also striped fancy sport velours, big range of selections, Saturday, at \$9.75.

### Taffeta Silk Petticoats, \$5.00

MADE with deep double flounce, finished with narrow pleating; also extra size petticoats with 10-inch flounce; all the favored new shades for the season.

Burgess-Nash Co.—Second Floor.

## WOMEN'S Silk Union Suits \$2.25

White Venetian silk, crocheted tops, re-inforced, very specially reduced to \$2.25.

**Boys' Union Suits, 50c**  
 Poros knit, white and ecru, high neck, short sleeves, knee length, 50c.

Burgess-Nash Co.—Main Floor.

## Drugs and Toilets

Febeco tooth paste, 29c.  
 Sanyman's soap, cake, 7c.  
 Peroxide, bottle, 10c.  
 Aubrey beautifier, 21c.  
 Pond's vanishing cream, 16c.  
 Burgess-Nash cold cream, 16c.  
 Burgess-Nash vanishing cream, 16c.  
 Chappadine, 25c.  
 Germaine face powder, 50c.  
 Dr. Graves' tooth powder, 14c.  
 Listerine, medium size, 34c.  
 Sal Hepatica, medium size, 34c.  
 Castoria, bottle, 19c.  
 1-lb. hospital cotton, 35c.  
 Liquid veneer, 16c.  
 1-qt. household ammonia, 12c.  
 Sloan's Liniment, 16c.  
 Colorite, for making the old straw hat new, 22c.  
 1 lot assorted odors, talcum powder, 8c.  
 Bathing time will soon be here; select your cap while we have a big assortment.  
 Pure rubber cap, special lot, 12c.  
 Pure rubber cap, special lot, 15c.  
 Other caps, 25c to \$2.89.

Protect your clothing with a Wayne wardrobe.  
 No. 2 wardrobe, 75c.  
 No. 3 wardrobe, 85c.  
 No. 5 wardrobe, \$1.00.  
 No. 17 wardrobe, \$1.50.  
 No. 18 wardrobe, \$2.89.

Burgess-Nash Co.—Main Floor.

## SATURDAY --- Down Stairs Store

### Tomato Plants, 10c Box

Good size, healthy tomato plants, 12 to 16 in a box, ready to set out, special, at 10c a box.

Burgess-Nash Co.—Down Stairs Store.

### Union Suits, 65c

FOR men, specially reduced in price, lisle thread, 3/4 sleeves, 3/4 inseam; only ecru; closed croch, special, 65c.

Burgess-Nash Co.—Down Stairs Store.

### Refrigerator Sale

AUTOMATIC refrigerators, three-door side-icing style, retinned adjustable shelves, solid bronze hardware, eight walls of ice saving insulation, white enameled food chamber, 100-lb. capacity, \$34.00.

100-lb. ice capacity, with water cooler, \$37.50.

Apartment house type refrigerator, front door top-icing type, white enamel food chamber, ice capacity 90 lbs., special, \$16.50.

Illinois top-icing type refrigerator, made of ash, white enamel food chamber, 75-lb. ice capacity, for \$13.95.

Illinois three-door, side-icing type refrigerator, solid bronze hardware, white enamel food chamber with three retinned wire shelves, 75-lb. ice capacity, special, \$19.50.

Burgess-Nash Co.—Down Stairs Store.

### Manufacturer's Sample Line of New Silk Dresses, at \$14.50

THE sample line of a certain manufacturer. The styles are empire, plaited, tailored and sport effects, all smartly tailored and trimmed with georgette collar and sleeves, fancy pockets, some embroidered with gold.

The materials are crepe de chine, poplin, satin and taffeta silk, in the newest shades of gold, rose, tan, brown and navy; also black.

### Surplus Stock of Women's and Misses' Spring Coats, Sacrificed Saturday At \$3.95 and \$4.95

Two groups, in a big variety of styles, including belted, high waisted and straight line effects, large collars, fancy pockets; coats that will please anyone, the materials are sport velours, checks, plaids and chevrons, in rose, gold, green, etc. Very specially underpriced, \$3.95, \$4.95.

Burgess-Nash Co.—Down Stairs Store.

### Odd Pairs Men's Shoes \$2.95

Odd pairs of men's black calfskin button and lace. Odd pairs of men's black kid skin bluchershoes.

Odd pairs of men's patent colt shoes. No trouble in finding your size in some. One lot for Saturday, at \$2.95.

Boys' Shoes and Oxfords, at \$1.95

Odd lots of boys' black calf skin school shoes. Odd lots of boys' black and tan Russia calf, oxfords, \$1.95.

Burgess-Nash Co.—Down Stairs Store.

# BURGESS-NASH COMPANY.

"EVERYBODY'S STORE"