

Sunday, June 17, 1917

BURGESS-NASH STORE NEWS FOR MONDAY

Phone Douglas 137

New Summer Business Hours, Beginning Monday; 8:30 A. M. to 5 P. M.



Truth!
In Retail
Advertising
Means the
Elimination
Of Comparative
Prices

The above was the consensus of opinion expressed at the Retail Departmental Meetings held by the Associated Advertising Clubs of the World at St. Louis during the week of June third.

"There can be no truth if comparative prices are indulged in," was the plain statement of one of the speakers, who is a member of the National Vigilance Committee. He even went farther and said, "Worth so much is not a fact, merely an opinion. The true value of merchandise depreciates from time to time and oftentimes retailers ask exorbitant original prices for the purpose of marking them down just to make a comparison look big."

You may be sure that it is extremely gratifying for this organization to know that such brilliant and capable men advocate and so heartily endorse the policy—the elimination of comparative prices—which we instituted several months ago.

Gratified that we took this great forward step in the mercantile field—a step which has been proven to be right by the splendid increase in our business of the past six months over the corresponding period of a year ago, even with such odds as the unreasonable weather and the general tendency, on the part of everyone, to conserve and economize.

Truth in advertising—the greatest service to the greatest number—the best possible values, are the foundation stones upon which this institution is being built—for your benefit.

Burgess-Nash Co.

We'll Develop Your Films FREE

WHEN an order is left for printing. Bring in the films you use Sunday. We guarantee our work and give 24-hour service.

This store has been Omaha representative for the Eastman Kodak for the past number of years.

KODAKS
\$1 to \$35

Burgess-Nash Co.—Main Floor

You'll Go a Long Way To Beat This Value in Silk Poplins, Monday, at \$1.19 Yard

BEAUTIFUL lustre, in a pretty line of favored shades for street wear, nice, heavy quality that will wear and look well made up in dresses and suits. 36 inches wide, Monday, special, at \$1.19 a yard.

Wash Silks for Men's Shirts and Women's Blouses, at 98c

White grounds with neat stripes, either wide or narrow, of blue, lavender or black; 32 inches wide, 98c yd.

Black Satin Specials, Monday

BLACK satins are very stylish for coats, suits and skirts. These special values:

- 36-inch black satin, at \$1.59 yard.
- 36-inch black satin, at \$2.25 yard.
- 36-inch black satin, at \$2.50 yard.
- 40-inch black satin charmeuse, at \$1.95 yard.
- 40-inch black chiffon taffeta, at \$1.79 yard.

Burgess-Nash Co.—Main Floor

New Feather Hats Have Their First Showing Here Monday

GAIN Burgess-Nash show their style supremacy. Paris has sanctioned Feather Hats and immediately our New York representative has sent them on to us. Exquisite colorings as well as black and white. No two alike, very moderately priced.

Cushioned Brim Italian Milans, \$2.45

Our assortment of banded hats is extremely large, including the small close-fitting turban styles, as well as the large "Gage" sailor, so much in favor. A special assortment for Monday, in about ten different styles, at \$2.45.

Burgess-Nash Co.—Second Floor

These Pretty Voiles for Summer Dresses Are Extreme Values at 25c

NEW floral effects, including stripes, dots, figures and plain shades, over one hundred different styles, 25c.

Wash Skirtings, at 49c and 59c

Including basket weaves and gabardines in pretty black and white stripes, checks and plaids, also figured and striped effects in sport colors so desirable for sport skirts, 36 inches wide, 49c and 59c a yard.

Imported Dress Gingham, at 50c

The correct wash fabric for the summer dress season, wide selection of plaids, checks and stripes in pretty color combinations, 32 inches wide, 50c a yard.

Flowered Silk Mull, 59c and 79c

Pretty light ground with all the dainty colors, 36 inches wide, special, at 59c and 79c a yard.

Burgess-Nash Co.—Main Floor

Your Porch Beckons to You Make It a Summer Time, Out-of-Door Living Room

FRESH air is now known to be a real panacea for all ills; when the element of beauty, restfulness and quiet comfort is added to the out-of-doors, life in the ozone becomes one grand, sweet song.

Your porch may be as beautifully equipped as any room in the house. Fit it up for the summer and later you will say that you never before knew the rest and pleasure in having a home, until you furnished up your porch and got the full value of it.

We've every requirement necessary to make life on your porch worth while and might suggest:

A small table, several rockers or arm chairs, reading lamp, swing couch, grass or fiber rugs and the proper screening and your porch will be a paradise for at least four months out of the year. These specials for Monday:

Porch Rugs Reduced

Extra heavy, herringbone weaves in greens and browns—

- 3x6 feet, \$1.85.
- 4x6-7-6 feet, \$4.75.
- 8x10 feet, \$8.50.
- 9x12 feet, \$10.50.

Cocoa Fiber Porch Rugs

- 3x6 feet, \$2.65.
- 4x7 feet, \$7.00.
- 6x12 feet, \$11.50.

Zylonin Rugs

Water-proof fibre, plain green and brown—

- 30x60 inches, 75c.
- 36x72 inches, \$1.00.
- 4x7 feet, \$1.50.

Alpha Grass Rugs

Plain or fancy borders, round or square—

- 24x36 inches, \$1.00.
- 36x36 inches, \$1.50.
- 30x60 inches, \$2.00.
- 36x72 inches, \$2.50.

Screen Doors, \$1.25

Any stock size, painted black, covered with best quality wire cloth, special, \$1.25

Electric Fans, \$4.95

Polar Cub electric fans, will operate on direct or alternating current, fully guaranteed, with control switch, \$4.95.

Jardinieres, at 49c

Matt green jardinieres, assorted sizes, at 49c.

Tray Sets, at \$1.39

Consisting of glass-covered tray, decorated cups and saucers, sandwich plate and fruit saucer, the set, \$1.39.

Burgess-Nash Co.—Fourth Floor

Around the Store

Little suggestions that greet one on a stroll through the store:

"Millions for defense" sounds smallish nowadays; it must be billions whether against files or larger enemies. Fly traps and screens are in (Down Stairs Store).

The month of June is as good a time as any in which to select a new civilian suit (Men's Clothing Section, Fourth Floor).

People thinking about porch screens will find them all ready in the Housefurnishing Section (Down Stairs Store).

The wave of vegetarianism has made a call for casseroles which brown them so deliciously (Down Stairs Store).

Patriotic dinner favors for the table which don't have to be saved up for any month (Stationery Section, Main Floor).

There are enough poses in prospect for all the privates and corporals to necessitate a kodak for about every other family (Main Floor).

Specially Priced White Goods

AND the very materials that are in greatest demand for summer wear.

White Organdie, 25c

39-inch fine, sheer, crisp organdie, snow white, for waists and dresses. Very special at 25c a yard.

Gabardine, 25c

26-inch white gabardine, good weight, nice fine material for skirts and suits. Monday at 25c a yard.

Novelty White Goods, 25c

Sheer, dainty white goods in stripes, checks and fancy weaves. An almost endless array of choice styles. Very special value at 25c a yard.

Jap Nainsook, \$2.75 Bolt

39-inch soft, sheer nainsook for undergarments, gowns and infants' wear, neatly boxed in 10-yard lengths, for \$2.75 a bolt.

Burgess-Nash Co.—Main Floor

Hartmann Wardrobe Trunks Specially Priced Monday at \$25.00 to \$90.00

THE Hartmann wardrobe trunk is recognized as the best on the market in the way of comfort trunks for travel, cushion trays with full set of hangers, laundry bag, removable shoe box, patent form for women's hats, full depth, large and roomy drawers. Very best construction throughout, specially priced, \$25.00 to \$90.00.

Cowhide Traveling Bags, \$5.00

Lether lined, sizes 16 to 18 inches. Auto lunch kits, \$7.50, \$10.00, \$12.50 and \$15.00. Week-end cases and auto trunks, at \$7.50 to \$25.00.

Burgess-Nash Co.—Fourth Floor

Standard Rotary Sewing Machines

\$35.00 to \$70.00

WHICH, by the way, can be secured at Burgess-Nash only in Omaha. They are the easiest and fastest running sewing machines and are practically noiseless.

They will sew with either one thread or with two and are guaranteed for a lifetime.

By a visit to the Sewing Machine Department you will find a display of Sewing Machines and as large an assortment of styles and prices as there is in the state. We can suit every taste and there is a price to suit every purse.

SPECIAL MONDAY

While they last—

Auto lift "Standard" (no better vibrator made), \$30.00.

Auto lift, Paragon, 6-drawer stand, \$27.50.

Hand lift, Home Cabinet (new), \$29.50.

Hand lift, Singer (almost new), \$39.00.

Standard (used), \$37.50.

EASY WEEKLY PAYMENTS

Repairs for all machines.

Burgess-Nash Co.—Fourth Floor

An uncommon offering of

Women's, Misses' and Girls' Charming Summer Apparel And Very Attractively Priced for Monday

OUR big ready-to-wear sections

on the Second Floor, are splendidly prepared to meet the demands and desires of those who need and want summer clothes—for any occasion.

Women's and Misses' Tailored Suits
\$19.50, \$22.50 and \$25.00

STRICELY mannish models of linens and gabardines, many attractive styles and specially priced.

Dress and Sports Ponjee Coats
\$18.50, \$22.50 to \$42.50

TWELVE styles just received, the result of a very special purchase, everyone specially priced.

New Silk Taffeta Dress Coats
\$19.50, \$22.50 and \$32.50

NAVY and black, every one a late model, a score or more styles ready for your choosing.

Women's and Misses' Foulard Dresses
At \$16.50

COMBINATION dresses, C sizes 16 to 44, navy and black with white spots, white and black with navy spots, rare values.

Women's Summer Separate Tub Skirts, Specially Priced at \$3.00, \$3.50 and \$4.50

A SKIRT offering that has been specially prepared and the prices are exceptionally low. The materials are gabardines and piques, made up in dress and sport models, superior workmanship and quality of materials. We consider the offering very unusual at the prices.

Burgess-Nash Co.—Second Floor



Don Your Bathing Suit and Come On In, The Water's Fine

THE rippling waters whisper, get your bathing suit ready for the promenade, beach, surf or swim.

Our suits are designed essentially for the swim, although on beach promenade they are quite the correct thing and just as smart as can be. Head the call—hie yourself to Burgess-Nash, where the prettiest assortments await your choosing, in silks, satins, mohairs and knitted weaves—made to defy the weather and wild waves. All sizes for women, misses and girls. Prices range \$3.50 to \$42.50.

The Annette Kellerman Models for women, misses and girls, knitted, \$4.98 to \$16.50.

Burgess-Nash Co.—Second Floor



MONDAY—DOWN STAIRS STORE

"A STRAW indicates the way the wind blows"—these specials picked at random from the Down Stairs Store, are just indicators of the splendid saving possibilities here in store for you.

Mercerized Poplins, 14 1/4c
27-inch mercerized poplins, light blue, pink, lavender, also dark colors, at 14 1/4c a yard.

Batistes, at 11 1/2c
40-inch batistes, in figured and striped patterns, good range of colors, lengths 5 to 20 yards, at 11 1/2c a yard.

Union Suits, 55c
Children's sample union suits of white cotton, assorted styles, nearly all sizes in the lot, at 55c each.