

Fashion's Hour-Glass



THE sands of time but recount the coming again of hours that have passed—and Dame Fashion in her gay cycle of adventure once more steps to the martial air. So the

FALL EXPOSITION OF 1917

Which Occurs Monday
September the Seventeenth

And to Which You Are
Most Cordially Invited

is the hour-glass of fashion whose sands reflect modes which, though delightfully novel and new, lend, as of old, cheerful distraction to the more sombre colors of the soldiery.

The themes are legion, which fashion borrows, but none is there that does not seek to express the cheerful optimism of existence.

And so in this, our first presentation of modes for the Fall and Winter of the year, let it be known, it is Fashion on her brightest side, lending herself to the discovery that the world, after all, is a good place in which to live—especially if that place be Omaha.

And that it is part of the code of winning to live normally, dress cheerfully and in the newest raiment of the fashion, if by doing so it helps, in any way, to make one happy and gives those about a reason, be it ever so small, to look more brightly upon the day for finding a cheery radiance in their midst.

BURGESS-NASH COMPANY.
"EVERYBODY'S STORE"