

# Here's Interesting News From Burgess-Nash

## Next Monday Will be Sugar Plum Day

IT will be the beginning of our second annual "Sugar Plum Hospitality Week"—thousands of Omahans will pleasantly remember the occasion a year ago.

But to you who do not know about it we will say:

No, it does not mean that there will be a special sale of plums for that day, but it does mean—a new method, if you please, of making a visit to you to our store BOTH PLEASANT AND PROFITABLE.

There will be a wonderfully attractive "Sugar Plum" purchase for you.

Some timely, staple or otherwise HIGHLY DESIRABLE piece of merchandise, which will be sold for a song. We invite you to accept our HOSPITALITY, first—to renew your acquaintance with our store—to inspect our merchandise, and if you find it attractive and desirable, to make your needed purchases—just as you would anyhow, because they are RIGHT AND BEST—and then secure your "SUGAR PLUM."

Watch the papers for "SUGAR PLUM" news Sunday morning.



## November Victor Records Are Here

"I'm a Twelve O'clock Fellow," Harlan.

"Sweet Emalina, My Gal," Peerless Quartette.

"It's a Long Way Back to Mother's Knee," Sterling Trio.

"Sweet Cookie Mine," Peerless Quartette.

Popular song classic by Sophie Braslau, 64708, "The Sweetest Story Told."

Kreisler plays his own arrangement of Paderewski's Minuet, 64709.

Alma Gluck sings a sacred number, 64713, "The Prayer Perfect."

Conway's Band plays two new Sousa Marches.

Two delightful Hawaiian duets by Louise and Fera.

Lively numbers by six Brown Brothers and Van Eps Trio.

Other Popular Hits.

"We're Going Over," Peerless Quartette.

"Dark Town Strutters Ball," Six Brown Bros.

Burgess-Nash Co.—Fourth Floor.

## Our Soldiers' and Sailors' Shop

FOR the convenience of those who wish to send gifts to the boys in France or at the various encampments, we have set apart a special section on the main floor, which affords exceptional advantages for selection of gifts for soldiers, sailors and marines.

By choosing early the articles you desire to send to soldiers you allow sufficient time to enable their shipment to distant points.

The United States government has informed the country that all gifts for the soldiers in France must be shipped not later than November 15.

We are prepared to give you valuable assistance in the selection of gifts and clothing for soldiers—and will send the packages for you, under such regulations as the government has laid down.

Burgess-Nash Co.—Main Floor

## A Very Special Sale Saturday of Women's Pretty New

### Serge and Satin Dresses

AT \$16.50



## Won't You Take Me to the Doll Party At Burgess-Nash Saturday Afternoon?

THE little girls of Omaha are invited to come to Burgess-Nash Saturday afternoon for the party given in honor of them and their dolls.



This Party is entirely complimentary, but in order that we may make the necessary arrangements, we request you to obtain tickets in advance. These may be had free of charge upon application in the Toy Department, Fourth Floor.

In order to avoid confusion, we have arranged a time schedule. We will seat 200 at each period, beginning at 2:00 and at each thirty-minute interval thereafter.

The ticket you will obtain in the Toy Department calls for a specific time and you are requested to be on hand exactly at that time.

Each little guest will be seated with her doll at a table and refreshments served. A souvenir will be presented to each guest as she goes out.

Mothers may, of course, accompany the little folks, provision has been made for them, to see these children dressed in their charming frocks and wearing their best behavior. Only children will be served refreshments.

## Dainty BLOUSES of Georgette Saturday at \$5.95, \$6.50 to \$15

HAND embroidered, beaded and braided, in distinctive H models, roll collars and snug-fitting cuffs.

### Crepe de Chêne Blouses—

Plaited and plain models. Collars that can be worn high or low. Tailleur effects. Newest suit shades and flesh and white. Burgess-Nash Co.—Second Floor

## A Special Offering of Black Velvet Hats For Matrons, Saturday at \$5.00

THIS collection of hats, designed especially for matrons, is especially attractive, representing a splendid range of becoming shapes trimmed in a way that is most pleasing.

The material used is a very good quality black velvet transformed by the deft fingers of our millinery experts into lots of real attractive beauty.

The offering is representative of extreme value, no two hats alike, every one possessing that "differentness" which appeals so much to every woman.

We're certain you'll appreciate the unusualness of this offering.

Burgess-Nash Co.—Second Floor

## Women's Pure Silk Thread Hose, 'Burnasco' Quality, at \$1.50 Pair

BLACK, white and colors, pure thread silk, full fashioned, made with double garter top; the price, \$1.50 a pair.

### Women's Silk Lisle Hose, 50c

Full fashioned double garter top, black or white, "Burnasco" quality; also women's silk boot, lisle hose, black or colors, full fashioned and seamless, at 50c a pair.

### Women's Burson Hose, at 29c

Black or white, seamless fashioned leg, at 29c a pair.

### Children's Cashmere Hose, at 35c

Children's black cashmere hose, seamless, very special at 35c a pair.

Burgess-Nash Co.—Main Floor

## Saturday Will be Children's Day In Our Shoe Section

WHERE we feature dainty, pretty dress shoes for children, misses and growing girls.

They come in button, with patent colt vamps, ivory and whipcord cloth tops.

Sizes from 5 to 8, \$2.50.

Sizes from 8 1/2 to 11, \$2.85.

Sizes from 11 1/2 to 2, \$3.50 and \$4.50.

### Big Girls' Dressy Shoes

Black kid vamps, white top, button.

Patent kid vamps, with ivory, gray and white top.

New medium, round toe last, lace style.

### Educator Shoes for Children

Let the child's feet grow as they should. The only store in Omaha where the new Educator shoes can be found.

Burgess-Nash Co.—Second Floor



## Liberty Bonds Accepted in Payment of Charge Accounts and for Merchandise.

FOR those who care to do so, we have made arrangements for and will accept Liberty bonds in payment of charge accounts and for merchandise.

## FOOT BALL

Creighton vs. Wesleyan SATURDAY, 3 P. M.

Creighton Field, Admission 50c

## Is Your Sweet Tooth Bothering You?

THEN maybe these candy specialties will prove a cure. Penochi, vanilla and maple flavor, at 33c lb.

Assorted hard candies in pound boxes for the boys in camp, at 29c lb.

Burgess-Nash Co.—Main Floor

## Special Sale of Chrysanthemums



10c

IT'S a gorgeous display that will greet you here in our cut flower section Saturday, where we offer several thousand "Mums" in yellow, pink and white, at 10c each.

You'll want to see the display whether you want to buy or not.

Burgess-Nash Co.—Main Floor

## These "CB" Corsets Are Really Extraordinary Values, at \$2.50

AND we could show them to you, for we know you would appreciate the very unusual values offered.

Made of fine broche, batiste and coutil, in pink or white. Models to suit every figure, low or medium bust, with elastic top.

An opportunity to buy a handsome corset at a price way below usual.

Burgess-Nash Co.—Second Floor

## Women's Gloves From the Best French and Domestic Makers

FRENCH kid gloves in the new dark brown and taupe shades, with contrasting embroidered backs.

Wash leather gloves for street wear.

Motor gloves, lined and unlined. Gray mocha gloves, silk lined and unlined.

Silk Gloves, \$1.50

Kayser double silk gloves, black, white and colors, \$1.50 a pair.

Chamoisette Gloves, \$1.00

Kayser chamoisette gloves, at \$1.00.

Chamoisette Gloves, 75c

Extra good fitting, new colors, 75c.

Children's Gloves

Large variety to select from, 29c to \$1.00.

Burgess-Nash Co.—Main Floor

## Women's Union Suits, \$1.00

FINE quality white cotton, low neck and sleeves, or Dutch neck, elbow sleeves, ankle length; regular sizes, at \$1.00 each.

Union Suits, 75c

For boys or girls, cotton fleece lined, open or drop seat; sizes 2 to 12 years, at 75c each.

Union Suits, \$1.75

Women's white, part wool, high neck, long sleeves; low neck and sleeves; Dutch neck, elbow sleeves, ankle length; regular sizes, at \$1.75.

Burgess-Nash Co.—Main Floor

## Drugs and Toilet Specials

Babcock's corylopsis talcum powder, 12c.

Johnson & Johnson's talcum powder, at 17c.

Soul kiss cream (cold or greoselin), at 29c.

Pebeco tooth paste, at 39c.

Colgate's tooth paste, at 10c.

Bocobellis' castile soap, imported, cake, 12c.

Locust blossom perfume, ounce, 49c.

Palmolive shampoo, 39c.

Palmolive talcum powder, 18c.

Chappedine for rough hands, 19c.

4 ounces glycerine or bay rum, for 19c.

Powder puffs, special, each, 10c.

Palmolive cream, for 39c.

H. L. Hughes waterproof Ideal hair brush, 89c.

2-quart guaranteed hot water bottle, at 89c.

Rubber gloves, extra heavy, 49c.

Large automobile sponges, 79c.

Sloan's liniment, bottle, 17c.

Bath sponges, special value, 65c.

Burgess-Nash Co.—Main Floor

## THE LABEL IN A MAN'S SUIT OR OVERCOAT

is often the standard by which its quality is measured. Many a man often spends a great deal more for an ordinary suit merely because of a certain label that it bears.

The Burgess-Nash label in a suit or overcoat means "Excellence" in every possible sense of the word. There's the excellence of the materials of which the garment is made, then the linings of a quality that leaves nothing to be desired.

As to style and smartness of lines, Burgess-Nash clothing is up-to-the-minute, without going to extremes; you will find it in the best company, worn by men who are known to dress well.

Particularly attractive are these—

## Men's and Young Men's Suits at \$15.00 to \$40.00

Every garment is strictly hand-tailored throughout. The range of selection is so large that you will have no trouble in choosing a suit that will please and satisfy you.

The materials are the best of wool fabrics, in both domestic and imported weaves, homespun, worsteds, flannels and chevots, made up in plain models, semi-fitted pinch back or with belt; double or single-breasted, two or three-button, soft roll lapel, \$15.00 to \$40.00.

## Men's Warm Overcoats

Splendid showing, including trench coats, belt all around, with cuff; slash or patch pockets, self-convertible collar, pinch back or plain box coat in different lengths; self or velvet collar, single or double-breasted, \$15.00 to \$40.00.

Burgess-Nash Co.—Fourth Floor

## Come Get One of These New Soft Hats at \$3.00

Just the Sort of Hat You'll Like

New Fall shades and snappy shapes in soft hats, in the "Trooper" fedora, pinch or dipp crown, with plain or fancy pugaree, plain or whipcord bands, \$3.00.

Burgess-Nash Co.—Fourth Floor

## Men! You'll Want Some of These New Ties at 50c

IT'S indeed a very unusual showing of new four-in-hand; pretty fall shapes in a wide selection of new colorings and patterns.

The offering represents a special "pickup" from a big neckwear maker who cleaned up all his short ends of silk at a special price; you profit by the purchase. Extreme value, at 50c.

Burgess-Nash Co.—Main Floor

## Where Will You Find Shirt Values the Equal of These at 95c

IF you can, we would like to know of it, for we don't know, that's certain. In our estimation they represent by long odds the biggest shirt values offered anywhere around town this season and we think you'll agree with us when you see them.

The materials are madras cloth, percales and fibers, in a very good selection of colorings and patterns, all sizes represented. Better get your supply Saturday, for it's hard to tell when you'll be able to buy shirts like these at 95c, with the constantly rising costs of materials and productions.

Burgess-Nash Co.—Main Floor

## These Are Really Wonderful Values in Women's and Misses' COATS in the Down Stairs Store—Saturday, at \$9.95

TOO much stress cannot be brought to bear on the real true value-importance of this offering. The coats are made in the latest fashions, of such splendid materials as mixtures and burella cloth, with belts and pockets; large collars, very specially priced, at \$9.95.

Women's and Misses' Coats, \$15.95

Made of burella cloth with fur collars trimmed with tails, belts and pockets; also plush coats belted and lined throughout, at \$15.95.

Children's Coats, at \$3.95

Fancy mixtures and coatings, trimmed with plush, fancy pockets and belts. The colors are light and dark brown, also blue. Very special, at \$3.95.

Children's Coats, at \$4.95

Mixtures, plaids, chinchilla and fancy coatings, trimmed with plush, fur cloth, buttons and fancy pockets, also belts; special, at \$4.95.

Girls' Winter Coats, \$5.95

Coats made of all wool melton cloth, in brown or navy blue, lined throughout, finished with belt and pockets; all sizes for girls 6 to 14 years. Very special for this week, at the price, \$5.95.

Burgess-Nash Co.—Down Stairs Store

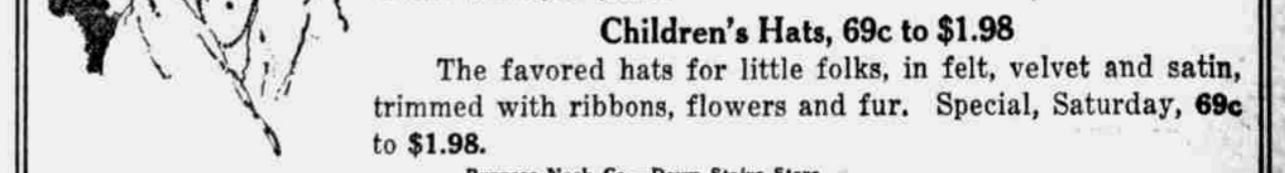
## An Unusual Offering Saturday of Pretty Trimmed Hats at \$2.50

A CHARMING collection of pretty new effects, including large straight sailors, medium sized hats and smart trimmed turbans, in a splendid quality of silk velvet. We consider them extreme values, at \$2.50.

Children's Hats, 69c to \$1.98

The favored hats for little folks, in felt, velvet and satin, trimmed with ribbons, flowers and fur. Special, Saturday, 69c to \$1.98.

Burgess-Nash Co.—Down Stairs Store



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