

Friday, November 9, 1917.

Store Closes Saturday at 9 P. M.

BURGESS-NASH STORE NEWS FOR SATURDAY.

Store Opens at 8:30 A. M.

Phone D. 137.

Saturday, the Last Day Will Be the Banner One of Our Unique "Sugar Plum" Hospitality Week

Here's Your "Sugar Plum" for Saturday and It's a 'Humdinger,' too

With the Purchase of Merchandise Amounting to \$5.00 or more



This 'Big Wonder' Oil Mop Outfit, 9c

The outfit consists of triangle cedar oil mop, triangle polishing mop, pint bottle of cedar oil, dust cloth and two mop handles. Every one knows what the Big Wonder outfit sells for regularly. Limit of one (1) outfit to customer. "Sugar Plum" Booth in Down Stairs Store.

Thread Silk Boot Hose

Remarkable values. Women's pure thread silk boot hose, full fashioned, black or white. Saturday, 75c pair.

Women's Silk Lisle Hose, 75c
Extra fine quality, out-sizes, full fashioned, full regular made; just black; 75c pair.

Women's Cotton Hose, 35c
Fashioned leg, full seamless, black or white, in out-sizes, at 35c pair.

Burgess-Nash Co.—Main Floor

Very New Are These Silk Crepe Handkerchiefs

FOR men and women, a recent importation brings a splendid selection:
Men's silk crepe, 50c, 75c and \$1.00.
Women's silk crepe, 10c, 15c and 25c.
Burgess-Nash Co.—Main Floor

Special Sale of Chrysanthemums 10c



SATURDAY we offer several thousand "Mums" in yellow, pink and white, at 10c each.
Carnations, assorted colors and white, 2c each.
California Violets, 19c.
Burgess-Nash Co.—Main Floor

Dainty Neck

Fixin's for Milady
THE newest ideas are shown here as soon as originated. Ascots, 75c to \$2.50
Including pique, satin, brocade, satin, polka dot, satin and fancy madras; very latest ideas.

Real Filet Collars
Also collar and cuff sets, in Tuxedo and flat shapes, at \$7.50 to \$15.00 each.

Crepe Collars, 50c
Georgette crepe, organdie and satin collars, at 50c each.
Lace Jabots, 50c
Selection of different styles, plain net and lace trimmed, at 50c each.

Marabou Muffs
Black or natural color, latest mushroom shape, at \$3.98.
Burgess-Nash Co.—Main Floor

To the Man Who Pays \$50 to \$75 For Custom-Made Clothes

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 this taste demands in clothes.

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

All That You Ask Are Featured in These

MEN'S SUITS at \$25.00

Suits for young men and men who stay young. Suits made of the finest foreign and domestic weaves, in a wide selection of patterns and showing every favored style feature. Plain models, traced half belt or belt all around for the younger man; yoke and inverted plait in back; deep vent slash and slant patch pockets, single or double breasted styles. Cheviots, flannels, worsteds, cashmeres; plain colors, stripes and checks.

The price \$25.00.

U.S. Army Uniforms

We are showing a splendid line of U. S. army officers' uniforms and overcoats for all branches of the service. Either ready-to-wear or made to measure

Burgess-Nash Co.—Fourth Floor



A Most Extraordinary Sale Saturday of New Trimmed Millinery, Very Special at \$5.00 and \$7.50

OF ALL offerings this is the most unusual in point of value-giving as well as range of selections, a sale involving hats that should and would bring much higher prices. Hats that are the season's most advanced style ideas, including

Gold and Silver Hats Panne Velvet Hats
Lyons Velvet Hats Hats for All Occasions

In fact there's a hat here in this collection to suit and please the fancy of every woman; chic, individual and distinctive creations that will appeal to the most discriminating taste, and very specially priced, in two groups, at \$5 and \$7.50.

Special Sale From 9 A. M. to 12, at \$2.00

SPLENDID collection of trimmed hats selected from our higher priced groups and offered for these three hours, at \$2.00 each.

Burgess-Nash Co.—Second Floor



Gloves for Women and Children Exceptional Values for Saturday

Wash Leather Gloves, \$2.00

Gray suede gloves, black embroidered backs, \$2.00.
White kid gloves, black embroidered backs, \$2.00.
Kaiser chamoisette gloves, \$1.00 pair.
Kaiser double silk gloves, \$1.50 pair.

Children's Gloves

Children's wool gloves and mittens in a variety of colors, 29c to 50c
Children's lined gloves and gauntlets, 65c.

Special!

French Kid and Lamb Gloves, at \$1.50 Pair

The lot consists of samples and broken sizes, assortments taken from our own stock, in black, white and colors. Saturday, special, \$1.50 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

Women's Union Suits, at \$1.00

WHITE cotton, fleece lined, low neck and sleeveless, ankle length; sizes 34, 36 and 38, at \$1.00.

Women's Union Suits, at \$1.50

Fine white cotton, medium or heavyweight; long sleeves, Dutch neck or no sleeves, ankle length, for \$1.50.

Burgess-Nash Co.—Main Floor

A New Group of "Welworth" and "Wirthmore" Blouses at \$1 and \$2

THE prices have not advanced, they were always superior values. These new models, shown Saturday for the first time, were just designed and are entirely appropriate for wear at this season of the year.

Buy a "Wirthmore" or "Welworth" blouse Saturday and learn how thoroughly desirable a blouse \$1.00 and \$2.00 will buy. "Wirthmore" and "Welworth" blouses sold exclusively in Omaha by Burgess-Nash.

Burgess-Nash Co.—Second Floor

Women's Pretty New Serge and Satin Dresses, at \$16.50

EVERY ONE offered much below the price at which intended to sell. They represent the newest style ideas of the season, in a variety which permits of a wide range of choosing.

All Serge Dresses

All Satin Dresses

Serge and Satin Combinations

Many are braided, others featuring straight lines, plaited and tunic effects, and another style serge is combined with satin. The demand for serge and satin dresses is greater than ever and these are exceptional values at \$16.50.

Burgess-Nash Co.—Second Floor



Get Under One of These Soft Hats at \$3.00

JUST the sort of hat you like to wear, comfortable to wear, looks good and is an unusual value at the price; newest shades and shapes, including "Trooper," "Pinch Square" and drop crown, with plain fancy band, turn down, roll pencil and flat brims, full leather sweat band; at \$3.00.



Other Hats
Including John B. Stetson and the famous Borsalino hats, at \$4.00 to \$10.00.

Men's Caps

Golf styles, full crown, large visors, turn down inside ear bands, plain and fancy colors, 50c to \$2.00.

Burgess-Nash Co.—Fourth Floor

Fancy Boudoir Pillows at \$5.00

FILLED PILLOWS for boudoir, library or living room, of silk, satin, tapestry and velvet, oblong or round designs, plain and combination effects. Some trimmed with gold braid tassels, lace, fringe and silk flowers; wide selection of color; price, \$5.00.

Table Runners

Velour and tapestry library table runners, plain colors and shaded effects, some trimmed with gold braid, etc. Price range, \$2.00 to \$9.50.

Pillow Slips, \$2.00

Ready made tapestry or velvet pillow slips, rose, blue and brown, with gold braid trimmings, \$2.00.

Doily Rolls, 69c

Cretonne doily rolls, size 36 inches, all colors, ribbon bow trimmings, 69c each.

Pillow Slips, 89c

Ready made pillow slips, oblong and square designs, made of mercerized burlap, machine embroidered and tinted; special, 89c.

Burgess-Nash Co.—Third Floor

Boys' Norfolk Suits with 2 Pairs of Trousers Saturday at \$9.95

PARENTS with a boy or two to clothe will appreciate this announcement, the offering includes several different styles and the best materials, such as tweeds and cassimere, in norfolk, trench and pinch back models, with slash or patch pockets and two pair of trousers, for \$9.95.

Other suits for boys, \$5.95 to \$20.00.

Boys' mackinaws, at \$5.00 to \$9.95.

Boys' flannel blouses, 6 to 16, 69c to \$1.75.

Boys' flannel shirts, 12 to 14, at 98c.

Boys' hats or caps, at 50c to \$5.00.

Burgess-Nash Co.—Fourth Floor

These Shirts are the Best Values Offered Anywhere at 95c

AND you'll agree with us when you see them, too, soft fold back and laundered cuffs, coat style, plaited and negligee; also soft collars attached; military and flat collars; splendid selection of patterns and very special, at 95c.

Men's Auto Gloves, \$2.00

Gauntlet and wrist style, with and without wrist strap, with snap fasteners.

No. 1—Is a gray wool cloth back with a black capeskin Polan, at \$2.00.

No. 2—A khaki color wool back with tan capeskin Polan, at \$2.55.

No. 3—Rain-proof cloth back with a good leather Polan, at \$1.50.

No. 4—A wool lined all-leather gauntlet, of good quality, glove or mitten, at \$3.00.

No. 5—Sheep lined gloves with gauntlets, all leather, black, \$6.50 the pair.

Men's Silk Cravats, \$1.00

Silk brocades in the colorings that were run four times through the loom to secure their wonderful colorings. Printed warps that are different, yet not extreme, basket weaves that will not fray, Persian and Paisley patterns. Strappings that strike a new note in color blendings, in repps and marabouts and a host of plain weaves in the richest autumn hues, are represented. From first to last there is an assortment of cravats that should tempt the most critical at \$1.00, they are without a parallel.

Burgess-Nash Co.—Main Floor

Men's Shoes--They're on the Fourth Floor

WHERE only the best grade of men's footwear is shown. We are the exclusive selling agents for the James A. Bannister fine shoes for men \$8 to \$11.

Men's Shoes at \$5.00

Men's black calfskin, blucher cut, heavy single soles, \$5

Men's gunmetal calfskin, English last, heavy single soles, at \$5.00.

Men's Shoes, at \$6.00 to \$8.00

Brown calfskin

Tan Russia Calfskin

Black steel calfskin

Black kidskin



A Last to Fit Every Foot—\$6.00 to \$8.00.

Burgess-Nash Co.—Fourth Floor

Women's Novelty Lace Boots in Down Stairs Store Specially Reduced Saturday to \$4.85

THERE are four splendid new novelty styles at a big sacrifice from the price at which they were intended to sell, the result of a special purchase.

Women's ko-ko brown kid vamp, cloth quarters to match, height 9 inches, lace, Louis heels with aluminum plate

Women's gray kid vamp, gray cloth quarters, 9-inch lace boot, turn sole, Louis heels with aluminum plate...

Women's black kid lace boot, with gray cloth top, leather Louis heels, turn soles

Women's patent kid lace boot, with color gray cloth top, leather Louis heels, turn soles

Burgess-Nash Co.—Down Stairs Store

\$4.85 Pair

These are Extreme Values for Saturday in Women's Coats at \$25



ONE of the best selected groups we have been privileged to offer this season at such a low price.

The season's very newest ideas, including high waisted, belted models; one group made of kersey cloth, some have novelty collars, others with large adjustable collars and trimmed with kit cone.

Another group made of American velour half lined and with large holster pockets and trimmed with krarrise fur and matched bone buttons.

The season's most favored shades are represented, including browns, greens, beetroot and gray mixtures; styles for women and misses, 16 to 44. Specially priced at \$25.00.

Burgess-Nash Co.—Second Floor

Artificial Flowers for Table and Interior Decorations, 15c to 95c

A VERITABLE flower garden blossomed forth over night in the art section on the third floor, revealing the handiwork of the wonderful Lerch people. Every detail is perfect, the tiny buds, the half-blossomed flower and the full-blown flowers. Even the slight faults of over-maturity in a bunch of flowers, making them look unbelievably natural.

Note—If material is purchased here, we will fill ferneries, window boxes, etc., without charge. The collection includes:

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|-------------------|------------------|-----------------|
| Pansies. | Marigolds. | Carnations. |
| Geraniums. | Nasturtiums. | Tulips. |
| Bachelor Buttons. | Apple Blossoms. | Daisies. |
| Primroses. | Cherry Blossoms. | Benettes. |
| Sweet Peas. | Rambler Roses. | Scotch Heather. |
| Holly. | Mistletoe. | Hydrangea. |
| Poinsettia. | Dahlias. | Etc., etc. |

Flower Baskets, 39c to \$10.00
An exceptional collection, including: Flower baskets with handles, flower bowls, flower holders, bud vases, joys vases, lunch baskets, etc.

Burgess-Nash Co.—Third Floor.

BURGESS-NASH COMPANY

"EVERYBODY'S STORE"