

Sunday, December 2, 1917

Store Hours: 8:30 to 6 P. M.

BURGESS-NASH STORE NEWS FOR MONDAY

Shop Early in the Day.

Phone D. 137.

Dear Old Santa Claus Bids Everybody, Both Young and Old, A Hearty Welcome to "The Christmas Store for Everybody"

Christmas As Usual For Everybody

The welcome of this season of the year with its cheery thoughts, kind deeds and joyous spirit of giving, is as hearty and rousing as any other Christmas gone before.

Because it brings us the opportunity this year of heavier hearts to forget for a brief space—it brings us the opportunity of seeking out those of heavier hearts and of bringing a bit of cheer into their lives, by a gift well-chosen, a remembrance of real worth.

War brings unprecedented conditions into our lives—it changes habits, conditions and disturbs the current of business. But our first yuletide in war-time brings with it a desire to share our happiness with others—it's part of our being—of our civilization.

The business side of war is bringing more dollars than ever to the purses of untold thousands. There is a wonderflow of money all over the land—there is enough for war needs and for the home. There was never less need to save money; there was never a time when so many thousands had money to spend.

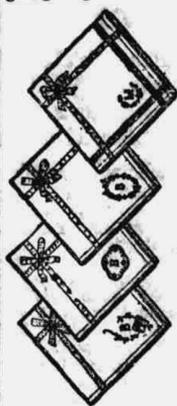
"Eat plenty, eat well, but do not waste," is the command of the Food Administration.

So let us keep natural and act naturally and make this a Christmas as usual for everybody.

Burgess-Nash Co.

There Are Enough Handkerchiefs Here for Everyone in Omaha

AND then some. We never were so fortunate as this season. We made our preparations months ago, long before the great advance in prices on cotton and linen which have been and still are on the rise. You'll do well to anticipate your own needs now as well as for gift giving.



Women's Handkerchiefs, 3 for 59c

Plain white or dainty colored embroidery in corners, 3 in a box, 59c.

Women's Handkerchiefs, 3 for 39c

Fine sheer Swiss, plain white or colored embroidery in corners, 3 in a box for, 39c.

Initial Handkerchiefs, 6 for 75c

Women's initial handkerchiefs of sheer lawn embroidered in white or colors, at 6 for 75c.

Initial Handkerchiefs at 25c

Women's pure Irish linen handkerchiefs, with hand embroidered initial, special at 25c each.

Men's Linen Handkerchiefs, 25c

Fine linen with 1/4, 3/4 and 1/2-inch hems; very special at 25c each.

Men's Linen Handkerchiefs, 6 for \$1.50

Pure linen with embroidered initial, very special, 6 for \$1.50.

Burgess-Nash Co.—Main Floor

PLENTY of Khaki Colored Yarn

Just as this advertisement was going to press, we received a large shipment of khaki colored yarns suitable for Red Cross work. Very special at \$1.00 a hank.

Burgess-Nash Co.—Third Floor.

BOOKS as Gifts for Everybody

Books answer the Christmas gift question. Ofttimes one can send a book when other gifts would not be acceptable. And, then too, they are so very easy to send and easy to select here.

You'll find books of every description:

- Books about the war.
- Books of fiction.
- Books on service.
- Books for boys.
- Books for girls.
- Books for wee tots.
- Books of standard works.
- Books with gift bindings.

Just any sort of book you might want is here for your selection.

Burgess-Nash Co.—Third Floor

LIBERTY BONDS Accepted as Cash

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

CHRISTMAS as Usual—Business as Usual

All who patriotically heed the government's request to "shop early," will be richly rewarded in wider choice, leisurely selections, more expert service.

OUR Soldiers' and Sailors' Shop

is for the convenience of those who wish to send gifts to the boys at the various encampments.

We have set apart a special section on the Main Floor, where gifts and clothing for soldiers, sailors and marines may be purchased.

CHRISTMAS Accommodation Desk

We have installed for the benefit of our patrons an accommodation desk, where we will wrap or pack your Christmas merchandise for mailing or shipping without charge, this desk is located across the aisle from the Post Office.

THEN There Are Gloves

another item that is always acceptable as a gift, a recent shipment of genuine French gloves make gift selections advisable now.

IF You Are In Doubt

As to what to give, a visit to the women's neckwear section will reveal many pleasing suggestions. Fancy neckwear was never in greater demand and we were never better prepared.

GIVE Something Practical

There is possibly nothing more practical than a sweater for either man or woman. Our showing is very large and extensively varied.

INCLUDE Hosiery in Your List

Every woman expects hosiery as a gift at Christmas time. We have assembled generous stocks widely varied in selection and price.

Monday Morning, December 3d We Will Inaugurate a Sale of ORIENTAL RUGS

At Fully 33 1/3% Under the Present Market Price

THE offering presents, beyond question, the choicest collection shown in Omaha and the best part about it is that you can buy them at fully one-third under present market value.

More important, possibly, even than the low prices, is the fact that these are all rugs of individual character and beauty, chosen with the greatest care, radiant with the dawn of a new civilization, yet mellowed with the luxuriosity of past centuries—free from the taint of the modern commercial Oriental Rug.

Here is one that will brighten a room with dark furniture; here is another that will soften and absorb the light of a very bright room, and so on throughout the line, rugs that are realistic treasures that the connoisseur will revel with.

The offering, coming now as it does, affords a most opportune time to make selection as gifts to loved ones or for the home.

Khiva Rugs

A gorgeous collection, room size rugs, in rich colorings and individual patterns.

- Size 8-3x5-9 feet, now \$70.00.
- Size 8x6-6 feet, now \$95.00.
- Size 8x6-3 feet, now \$90.00.
- Size 8-5x7 feet, now \$100.00.
- Size 7-2x6-5 feet, now \$110.00.
- Size 10-3x9-2 feet, now \$245.00.
- Size 11-9x9-2 feet, now \$250.00.

Kermanshah Rugs

Rich colorings that will add charm and lustre to any room.

- Size 5-7x2-4 feet, \$45.00.
- Size 6-7x4-4 feet, \$105.00.
- Size 6-4x3-10 feet, \$135.00.
- Size 11-6x8-9 feet, \$425.00.
- Size 15-9x10-7 feet, \$725.00.

Mousoul Rugs

- Size 5-10x3-6 feet, \$32.50.
- Size 5-6x3 feet, \$35.00.
- Size 6-4x4 feet, \$55.00.
- Size 7-6x3 feet, \$55.00.

Beloochistan Rugs

- Size 3-5x2-2 feet, \$15.00.
- Size 2-3x2-9 feet, \$22.75.
- Size 3-7x2-4 feet, \$25.00.
- Size 3-10x2-10 feet, \$33.50.
- Size 5x3 feet, for \$35.00.

Burgess-Nash Co.—Third Floor



Mahal Rugs

Exquisite colorings and master pieces in design. Room sizes.

- Size 12x8-9 feet, \$185.00.
- Size 10-6x6-11 feet, \$195.00.
- Size 12-4x8-3 feet, \$200.00.
- Size 16-6x11-6 feet, \$385.00.
- Size 15-2x11-5 feet, \$440.00.

Anatolian Rugs

- Size 13-2x6-11 feet, \$235.00.
- Size 10-4x8 feet, \$245.00.
- Size 11-3x8-3 feet, \$265.00.
- Size 13x10 feet, \$475.00.

Sarouk Rugs

- Size 4-10x3-4 feet, \$75.00.
- Size 5-1x3-6 feet, \$78.50.
- Size 5x3-3 feet, \$100.00.
- Size 6-11x4-4 feet, \$142.00.
- Size 6-8x4-8 feet, \$165.00.

An Exquisite Selection of Men's Neckwear at 37 1/2c and Up to \$4

BY far the most gorgeous display and most exquisite assortment of colorings and patterns we've ever shown.

The past week's deliveries have brought in complete assortments representing the choicest silk weaves from European and American mills, including:

- BARATHEAS
- CHAMOISE CLOTH
- ORIENTAL WEAVE
- MOIRE POPLINS
- SPITELFIELD SILKS
- SOISETTE
- BROCADED SATIN
- COLLEGE STRIPES
- COMO ITALIAN SILKS

Made up into English square, large open end styles, reversible 4-in-hands and military cravats for the boys in camp. All made over our standard measurements. The colorings and patterns are blended as only the artist weaver knows how. The price range: 37 1/2c, 50c, 65c, \$1.00, \$1.25, \$1.65 and up to \$4.00.

Burgess-Nash Co.—Main Floor

WHO'S Going to Get Furs

—for Christmas? Why, many supremely delighted women, of course—for nothing could make them happier on Christmas morning—and nothing could be more useful all winter long and for many winters to come.

Good furs are like diamonds—they are lifetime treasures; but they are better, because they provide comfort and protection, in addition to being the most charming adornment that a woman can wear.

You'll enjoy our showing of fine furs and we'll enjoy showing them to you.

Burgess-Nash Co.—Second Floor

"It's Not the Things I Buy That I Regret"

said a worldly wise woman, "but the things I don't buy, for I never see them again."

Cards for the sick one and anybody might have this feeling about the

Gift Section

which is so full of rare imported things. It is a delightful place to browse about in or hunt for a particular individual gift or a bit of furnishings. A peculiar lamp, candelabra, a bit of pottery, rare art china or the like.

Burgess-Nash Co.—Third Floor

Coming Tomorrow—Monday a Chicago Foot Expert

This store has arranged to give comfort to the feet of its customers. It is able to announce that we will have a

Dr. Scholl Foot Specialist

in this store to give free advice From Monday, Dec. 3d to Saturday, Dec. 8th.



This expert knows all about feet, having been trained personally by Dr. Wm. M. Scholl, the famous foot authority. He will demonstrate that

There is a **Dr. Scholl** Appliance or Remedy for Every Foot Trouble

and will prove to you, on your own feet, that corns, bunions, callouses, weak arches, flat foot, hurting feet, etc., are unnecessary. Examination and advice is free. Everybody welcome. Be sure to come in and let him show you the way to absolute foot comfort.

Burgess-Nash Co.—Second Floor

Make His Gift a Practical One—A House Coat

A GIFT of this sort is always acceptable and certain to be appreciated. Every man likes to slip into a comfortable house coat after dinner and enjoy his paper and pipe.

Our holiday stock of men's house coats is very extensive, embracing a wide range of styles, colorings and materials, such as silks, woolsens and velvets. Some of them are solid colors, while others are solid colors with fancy trimmed collars and cuffs to blend.

There is really nothing you could give a man that would be more practical or appreciated. Price range, \$3.50 to \$30.00.

Burgess-Nash Co.—Fourth Floor



THE Land of Elves

where little folks are kings and queens of the realm—and Santa Claus is dictator, the

Burgess-Nash Toy Store

Monday will be reception day in the great big splendid world of make-believe on the Fourth Floor.

There'll be trains, whizzing around sharp corners; men of war and submarines in battle array—dolls that talk, dolls that walk, and walking animals, too. All waiting to entertain their very welcome guests, the little folks of Omaha.



Armies of soldiers, afoot or horseback, ready to charge at rest, none retreating.

But we shan't tell another word—this is just a peep—to children, far and near, we bid you a welcome as big as the store.

Dear Old Santa Claus

is here and he has a Christmas greeting for everybody, big and little. Bring in the children to see him. And when you see how happy it makes them, maybe it will do you good, too.

Burgess-Nash Co.—Fourth Floor

A Remarkable Sale of Lamps Everyone Offered at a Special Reduction

Most unusual offering, indeed, and what an opportunity to add color and life and charm to your home! To make every room in the house more cheery, friendly and more liveable. Among the lamps, bases and shades offered, are designs especially for living rooms, dining rooms, libraries and dens; your individuality can be satisfied here Monday in this remarkable sale, and, at the same time, benefit by special reductions. One entire aisle on the third floor will glow with the display.

Mahogany Base Floor Lamp, \$18.50
Beautifully trimmed and finished 24-inch silk shades, in assorted shapes with fringe and gold braid; specially priced in this lamp sale, \$18.50.

Mahogany Base Floor Lamp, \$27.50
Japanese decorated or roman gold finished, equipped with a two-pull chain, sockets, choice of silk shade in empire canopy or colonial silk and chenille fringe, gold braid and panel trimmings; reduced price, \$27.50.

Silk Candle Shades, at 59c
Silk candle shades, odd lot, two to ten shades of a kind; colors, rose, gold, green, brown, mulberry, blue; reduced price, 59c each.

Mahogany Finished Floor Lamp, \$21.50
Heavy base, double light, choice of tudor shade in rose, blue and gold; very special, \$21.50.

Table Lamps, Reduced to \$12.50
Mahogany and oak, with decorated glass shades, landscape and floral designs, hand painted; reduced price, \$12.50.

Metal Base Table Lamps, \$7.50 to \$10.00
Artistically shaped metal shade with 20-inch overcast metal glass shade and verde-brass and statuary bronze finish, with two-pull chain sockets, silk cord and plug; \$7.50 and \$10.00.

Boudoir Lamps, at \$1.50 to \$5.50
Boudoir lamps, solid mahogany, old ivory finish, plain or with raised, painted flowers, black and white or roman gold, priced, \$1.50 to \$5.50.

Mahogany Boudoir Lamps, \$1.98
Four styles of turning, choice of blue, rose or mulberry, silk shades, special, \$1.98.

Mahogany Table Lamps, \$6.98
Piano finish, two lights, with full chain sockets, cord and plug, for \$6.98.

Candles for All Occasions
A very large selection, moderately priced.

Mahogany Candle Sticks, \$1.00
Large selection of candlesticks, mahogany, Japanese decorated, old ivory, \$1.00 up.

Table Lamps, at \$3.50 and \$9.50
Japanese lacquered, single light, silk shade in various designs and colors; \$3.50 and \$9.50.

BURGESS-NASH COMPANY.

The Christmas Store for Everybody