

BURGESS-NASH COMPANY.

"EVERYBODY'S STORE"

Store Hours:

Every day 8:30 A. M. to 6 P. M.

Remember

To buy as many Liberty Bonds as you can.

Sunday, April 7, 1918

STORE NEWS FOR MONDAY

Phone D. 137

ANNOUNCEMENT EXTRAORDINARY!



Mr. Joseph Santley and Girls, of the "OH! BOY!" Co.

Who begin today (Sunday), a four-night and Wednesday matinee engagement at the Boyd theater, will hold a patriotic reception on the Main Floor of our store

Monday Noon, at 12:30

And will tell us why we should subscribe to the 3d Liberty Loan and do our bit for the great cause of democracy and humanity. Everybody is invited to come.

The Burgess-Nash Choir
Will Sing Patriotic Airs.

His Majesty, the Baby, Needs a New Carriage

IN WHICH to take its daily airing, and we know of no place where you can make better selection than right at Burgess-Nash. For Monday we feature a splendid line of

Reed Baby Cabs, at \$22.50 and \$49.50

In ivory, French gray, pink, royal blue, old ivory and canary green. Either reversible or stationary bottoms and lined with corduroy to match.

Collapsible Sulky, \$7.50

Reclining back to three positions. Extension bed for the child when sleeping, good springs, one-piece tubular frame, three-piece steel wheels, nickel trimmed, at \$7.50.

Collapsible buggies, \$9.00 to \$25.00.

Oriole Go-Baskets

Very compact, easily folded to take on street car or in automobile. \$11.50 to \$14.50.

Baby Slumber Cribs, \$5.50 to \$8.50

White enamel with springs, 34 inches long. Price range \$5.50 to \$8.50.



Burgess-Nash Co.—Fourth Floor

Standard Rotary Sewing Machines \$1.00 Down and \$1.00 a Week

SPRING sewing time is here and we offer you a complete line of high grade standard rotary sewing machines at a wide range of prices, from which to choose the one best suited to your requirements and the price you wish to pay — with terms to suit you.



We Give Free Sewing Lessons

And show you how to get the most results out of your sewing. The Standard Rotary has the lock and chain stitch and you can sew with either one or two threads.

Special for This Week

- 1 Standard Rotary Cabinet floor sample, \$35.00.
- 2 Standard Rotary Cabinets, new, \$48.00.
- 1 Standard Rotary Golden Oak, four-drawer, auto lift, new, \$39.
- 1 Domestic drop head, used, \$5.00.
- 1 Standard Rotary box, used, \$6.00.
- 1 White box top, special at \$4.00.

Burgess-Nash Co.—Fourth Floor

Clever Adaptations of Original Paris Models in Tailored and Semi-Tailored

Suits and Coats



A DISPLAY that typifies the genius of the best French designers and made by America's most celebrated builders of women's apparel. Models that depict the newest styles for women, large and small, and misses of fashion, styles controlled by Burgess-Nash and offered at the usual moderate and consistent prices. For Monday we feature—

Women's Tailored Suits at \$29.50 and \$39.50

Too much stress cannot be laid on the importance of this offering. The range of styles is very complete and must be seen to be fully appreciated. Every coat is handsomely lined throughout with plain or fancy silks. Last, but not least, the unusual values are the best of all.

THE MATERIALS INCLUDE—

Poirer Twills, French Serges, Tricotines, Gabardines, Men's Wear Woolens, Black and White Checks, etc.

THE COLORINGS ARE—

Tans, Navy, Copens, Checks, Light and Dark, Also Black

Utility and Dressy Coats \$25 and Upward to \$150

COATS and wraps in imported men's wool mixtures, Scotch tweeds, burellas, Poirer twills and Bolivia combinations, Bolivias, taffetas, velours, tricotines, gabardines, serges, jerseys, etc. There's not a correct color in high or dark shades but will be found in this uncommon display of coats and wraps for all purposes; sizes 36 to 52.

Burgess-Nash Co.—Second Floor

Three Big Silk Specials

That will appeal to everyone with a silk need.

Foulard Silks, \$1.95
Variety of styles, including those that are most wanted, dots, rings and figures, 36 inches wide. Very special at \$1.95 yard.

Silk Jersey, \$2.39
36-inch all silk jersey for dresses, blouses and underwear, in navy, fawn, Kelly green, tan, gold, copen, French grey, old rose, pink and flesh, also white, at \$2.39 yard.

New Plaids, \$2.25
For separate skirts, all the smartest color combinations, including many of the wanted gingham effects. 36 inches wide, special \$2.25 yard.

Burgess-Nash Co.—Main Floor

STAMPED Linens Ready to Embroider 69c

Including 36-inch center pieces, with scarfs to match; new daisy design, stamped on heavy quality cream art linen; special, Monday, at 69c each.

Burgess-Nash Co.—Third Floor

BRING Your Films to Burgess-Nash

If you will bring your kodak films to us any day before 12:30, they will be developed, printed and ready for you at 11:30 the next.

Likewise all films left before 4 p. m. will be ready at 3:30 the next day.

We guarantee our work, too.

Burgess-Nash Co.—Main Floor

WE'LL Teach You How to Make Lamp Shades Without Charge

It's a fascinating work and you'll enjoy it greatly. There is no restriction as to size, wire frame, or material.

We have engaged for this section an Expert Instructor, who understands the harmony of color and the artistic design, who will show you how to make the shades free of charge. Our stock includes the newest accessories—tassels, finishings, braids, beads and edgings, chenilles, silk fringe, drops, bead tassels, Chinese embroideries, ornaments, etc.

Hours, 8:30 a. m. to 6 p. m.

Burgess-Nash Co.—Third Floor

HAVE You Entered Your Child in the Popular Baby Contest?

It does not cost you anything to do so and the little tot receiving the largest number of votes will secure a

\$300.00 Piano Free

For further information inquire of popular baby contest manager, piano department.

Burgess-Nash Co.—Fourth Floor

BABY WEEK Starts Here Monday

WE'VE planned this big event with care and enthusiasm, because we want it to advertise Burgess-Nash as the foremost and leading infants' and children's store of the middle west, and we want to give an impetus to the great movement for Better Babies that has developed throughout our nation.

Why Not Adopt a Baby?

There are thousands of homes in Omaha that do not know the joy and thrill of Baby voices, Baby antics and Baby love. And there are many little helpless Babes who deserve a good home and the care, attention and guidance of foster parents.

Adopt a Baby at Burgess-Nash Monday Afternoon at 2 o'clock

We have arranged with the CHILD'S SAVING INSTITUTE to have several Babies ON EXHIBITION, on our Second Floor Monday afternoon from 2 to 4 o'clock, who are deserving and who will bid heartily for a place in your heart and home. **COME AND PICK ONE OUT FOR YOUR VERY OWN.** They are here for adoption into good homes—by responsible parties.



FRANCIS

A year-old, blue-eyed baby girl who would bring sunshine into any home.

JOYCE

Here's a little baby girl, 8 months old, with dark eyes and the cutest smile. Come and see her smile Monday.

JOHN

A sturdy little fellow 1 year old, with dark eyes. He would like to be your little son.

DONALD

An 8-month-old bouncer as healthy and as strong as any little fellow in the land. He'll make any home happy.

HAROLD

Here's a little cherub that will pull on your heart strings. 9 months old and as bright as a dollar.

Come and See Baby Merchandise Displayed on Second Floor

We'll guarantee to touch your heart strings and take your thoughts back to childhood days. We are prepared to give mothers and expectant mothers the most detailed information concerning Baby's apparel.

However, mothers will save themselves hours of tedious, tiring shopping, by coming at once to this beautiful shop and letting us advise and direct all purchases.

As a Baby week feature, we have prepared a special display and sale of the most attractive little things for Baby—Baby's bath, Baby's basket and Baby's wear—the sort of things appropriate for gifts and that new mothers always want to buy for Baby.

Mothers are requested to register their names and addresses to receive Free a valuable booklet entitled, "CARE OF THE BABY," issued by the United States government. A very practical instruction book by America's leading experts.

Another valuable booklet—issued by the United States government, entitled "PARENTAL CARE," may be had by registering your name and address in Burgess-Nash "Baby Land" exhibit on Monday. No charge.

Trained Nurse in Charge to Give Free Advice to Mothers

About everything pertaining to babes—from foods to playthings and apparel. Come and learn.

Free Diaper Pattern

And full directions for making the Vanta Pinless Diaper. One of these excellent patterns will be given FREE to every mother who visits our infants' department during Baby week.

Free Balloons

Children under 5 years of age accompanied by an adult, will be given a large size toy balloon free of charge.



Vanta Garments for Babies

No Pins
No Buttons

Come and see how the little new, up-to-date Baby is dressed without a pin or button and without even once turning him over. Only those who really have one or more wee ones to dress can realize what a saving of time and strength this new method means to mother—only those who see the Vanta Way can understand what this means in comfort, happiness and health to Baby.

Vanta Twistless Tape, used for all Vanta Baby Garments, has made possible the pinless, buttonless dressing of Baby. Every woman will be interested in Twistless Tape and its uses.

Baby Rompers
Of dainty colored gingham, chambray and percales.
75c

Baby Silk Bibs
Finished with dainty val edge—special—
25c

ANDIA
The cutest little fairy, light complexion, 1 year old, and she'll make a strong appeal for a home with you.

Baby Half Hose
White and colors, special Monday, at
25c

Baby Bonnets
Made of mull and daintily trimmed, at
25c

Infants' Wool and Cotton Shirts and Bands
Infants' shirts, buttoned front, at 25c.
Infants' Merino shirts, No. 2, 50c; rise 5c on each larger size.
Infants' silk and wool shirts, No. 2, 90c; 10c rise on each larger size.
Infants' 2-3 wool Vanta shirts, 50c. No buttons or pins.
Infants' silk and wool Vanta shirts, \$1.00.
Infants' wool Vanta binders, 35c.
All wool silk edge binders, at 65c each.
Abdominal bands, cotton and wool, all sizes; special, each, 25c and 50c.
Silk and wool bands, all sizes, 50c.
Burgess-Nash Co.—Second Floor

Infants' Long and Short Dresses
Infants' long and short dresses of fine nainsook, lace edge, 50c.
Infants' long and short dresses, daintily trimmed, \$1.00 to \$3.00.
Infants' long christening dresses, elaborately trimmed, \$2.00 to \$7.50.
Hand made long and short dresses (imported), exquisitely made, \$2.00 to \$15.00.
Baby Ribbons
A special display of rosettes and bows for bonnets, dresses, carriage robes, hair bands, etc. In satins and jacquards.
Also ribbon arm bands, go-cart straps, coat hangers, etc.
Burgess-Nash Co.—Second Floor

Infants' Long and Short Petticoats
Infants' flannel petticoats, Gertrude style or with waist, at \$1.00 to \$3.95.
Infants' white lawn or nainsook petticoats, fine tucks with lace or embroidery trimming, at 50c upward to \$2.95.
Infants' long and short hand made imported petticoats, dainty simple edge to elaborate designs, at \$1.98 each upward to \$5.95.
Novelties
Rattles, brush and comb sets, hot water bottles, armlets, record books, teething rings, coat hangers, carriage straps, etc., etc., 25c to \$2.95.
Burgess-Nash Co.—Second Floor

Infants' White and Colored Coats and Bonnets
Long and short white coats, plain tailored effects, also dainty hand embroidered and silk lining, prices \$5.00 to \$25.00.
Children's colored coats, plain serges, corduroys, chinchillas, etc., all flare effects, at \$3.50 to \$13.95.
Infants' white bonnets, close fitting for the small baby, also pretty styles for older babies, 50c to \$4.50.
Sacques, Etc.
Infants' crochet sacques, white with pink and blue edge, 50c to \$1.95.
Long cashmere kimonos, embroidered or ribbon finished, at \$1.50 to \$5.95.
Infants' hand embroidered Japanese silk quilts, \$3.95 to \$27.50.
Burgess-Nash Co.—Second Floor

Baby Long Flannelette Petticoats
Only 2 to a customer, at each
25c

Baby Flannelette Kimonos
Only 2 to a customer, at each
25c

Infants' Knit Wool Booties
Assorted shades, special, at pair
50c

Infants' Embroidered Flannel Petticoats
With waist, special at
\$1.00