

BURGESS-NASH COMPANY

"EVERYBODY'S STORE"

SUNDAY, AUGUST 25, 1918.

STORE NEWS FOR MONDAY

PHONE D. 2100

Great Stocks of the Right Goods in This Great War Year

At no time in the past has this store been such an important factor as during this time of war—important, we mean, as a factor in the economic buying it enables every one of our customers to do.

We are now presenting a store full of new merchandise that is a striking demonstration of this.

On all sides of the store is merchandise that is, at this date, impossible to obtain in the markets. It is here because we kept carefully informed of the developments in the respective markets and made our engagements for quantities at the most favorable times.

For the same reasons other lines in widely different goods are marked at prices that are exceptionally favorable and that will of course be higher on subsequent purchases of similar goods.

The store with its fine Autumn and Winter stocks and its many special shopping opportunities offers an interesting time to all its visitors.



Ask Mr. Foster

Now is the time to look into the school question. Consult our Mr. Foster's office, where you will find school catalogues and better, you will find one who will give you sympathetic consideration to your problem. No pains will be spared in aiding you to find the right school—don't wait until Fall—attend to it now. No fees, of course, nor charge of any sort.

Burgess-Nash Co.—Balcony.

Pure Linen Table Cloths and Napkins From the "Emerald Isle"

IRELAND comes first in the manufacture of linens—and here during "August sale" the best productions of the Irish looms are offered at unusually low prices. With linen stocks fast becoming depleted and no linens manufactured unless for government purposes the thrifty housewife will find this an opportunity to replenish her linen needs.

Irish Linen Table Cloths and Napkins.

Of extra heavy weight and beautiful finish, a quality that will give splendid service, several good designs. Size 2x2 yds. cloth, \$6.00 each. Size 2x2 1/2 yds. cloth, \$7.50 ea. Size 2x3 yds. cloth, \$9.00 each. Size 24x24 inch napkins (to match), \$8.50 dozen.

Irish Linen Damask Pattern Table Cloths.

Only a limited quantity; these are made of pure flax of fine quality in beautiful circular designs and are extra large size 80x80 inches, very specially priced, at \$7.95 each.

Irish Linen Towels, \$1.00 each.

Made of splendid quality pure flax. They are "Webb's celebrated dew bleach." Towels noted for their wonderful wearing qualities and lasting finish. Neatly hemstitched ends with handsome damask leaders. Sizes 20x36 and 20x38 inches. Unusual values for \$1.00 each.

Pure Linen Crash Toweling, 25c.

Blue border, 17 inches wide, 25c yard.

Burgess-Nash Co.—Main Floor.

Irish Linen Guest Towels, 29c.

A very fine quality, made from pure flax; these come in the plain huck or with damask borders. Neatly hemstitched ends. Size 14x22 inches at 29c each.

Irish Linen Luncheon Napkins, \$6.95.

With Madeira hand scalloped edge and hand embroidered design in corner. This is an unusual bargain at \$6.95 dozen.

Irish Linen, 95c for Lunch Cloths.

Center pieces and scarfs; a very desirable quality for hand embroidery work. 36 inches wide, 95c yard.

Lace Trimmed Dresser Scarfs, \$1.00.

Of excellent quality, with imitation cluny and filet lace edges; specially priced at \$1.00, \$1.19 and \$1.50 each.

Crash Luncheon Sets, 13 Pieces, \$2.49.

Set consists of 13 pieces, 1/2 dozen each two size doilies and one 24-inch center piece. These have neatly rose scalloped edge, perfectly embroidered in blue. Set \$2.49

Burgess-Nash Co.—Main Floor.

Satin Shall be the Mode for Dress This Fall, \$2.00 a Yard

DAME Fashion has decreed and we have anticipated the demand with an exceptionally large and varied assortment, including the new Fall shades of brown, plum, navy, Belgium blue, gray, green, old rose and wisteria, also black. A very soft quality with a high satin finish, 36 inches wide, at \$2.00 the yard.

Heavy Black Satin at \$2.50 yard.

For dresses, suits and coats—a beautiful quality of rich raven black, specially priced, at \$2.50 yard.

Crepe De Chine at \$1.49 yard.

Especially desirable for underwear, in pink, yellow and white, 40 inches wide; specially priced, at \$1.49 yard.

Fancy Silks at \$1.95 to \$2.50 yard.

Including stripes, checks and plaids in a large assortment of unusual color combinations for dresses and skirts, 36 inches wide, \$1.95 to \$2.50 yard.

Burgess-Nash Co.—Main Floor.



Suit Fashions for Fall From Leading New York Designers

The new suits hold sway tomorrow.

They will be displayed in all their varieties—long jackets and short jackets with long skirts, narrow and suits with medium length jackets and skirts up to 2 yards wide—suits fur trimmed, sometimes liberally, and others on the collar only.

We consider it sound economy for every woman to have at least one suit tailored along conservative lines such as are these, and of the fine quality now being offered in these collections.

The Prices Range From \$25 to \$200

We Feature Monday

New Tailored Suits at \$25.00 Individuality-Conservation the Key Note

THE assemblage embraces everything that is most correct to the minutest detail. Models that are copies of much higher priced garments—some of them imported designs which have been Americanized, creating styles which more readily appeal to Omaha women.

The materials are of the most favored and the colorings the most approved, as well as black.

Burgess-Nash Co.—Second Floor

You Can Buy New Furs Now and Save 25 to 35 per cent Under the Prices After September 1

AND you can buy with the assurance that the qualities are the very best and the styles are absolutely authentic. Furthermore, the Burgess-Nash guarantee is back of every piece of fur sold, insuring perfect satisfaction in every way. **Furs Stored Till November 1** Should you desire, you may make your selections and we will carefully store them for you until November 1, upon payment of only 25 per cent of their value.



Burgess-Nash Co.—Second Floor

A Galaxy of Very Original Tailored Hat Fashions at \$5.00 and \$7.50

WE announce a display and sale of the most varied collection of tailored hats at \$5.00 and \$7.50.

Fully represented are the much wanted tailored velvet hats; in shapes we will show all types from brims of great width to the close fitting effects, cart wheel sailors, drooping mushrooms, large pokes and big floppy tams.

Stunning hats of distinctive styles in tempting assortments, especially arranged for Monday. They are exceptional values, greatly underpriced at \$5.00 to \$7.50.



Burgess-Nash Co.—Second Floor

To Get the Children Ready For School

IS quite a task for the average mother, and it is with the helpfulness in mind that we offer the services of this store—with a series of special value offerings which will be most helpful to mothers who are called upon to get the children ready.



Girls' Serge Dresses \$7.95

An extra special value; made of good quality wool blue serge in several becoming styles for ages 6 to 14 years, smartly tailored and trimmed, and specially priced at \$7.95.

Burgess-Nash Co.—Down Stairs Store

Boys' School Suits, \$8.95

At this price we feature a remarkable value in boys' suits with one or two pair of pants. The materials are fancy mixtures, also military and Norfolk styles for ages 6 to 17 years. Other suits, \$7.95 to \$25.00.

Burgess-Nash Co.—Fourth Floor

Boys' School Pants, \$1.50 to \$4.00

Splendidly made of blue serge, fancy mixture and corduroy, for ages 6 to 18 years, \$1.50 to \$4.00.

Burgess-Nash Co.—Fourth Floor

Boys' Shirts, at 98c to \$2.00

Made with collars in plain blue chambray, black sateen and fancy striped washable materials; sizes 12 to 14 1/2, at 98c to \$2.00.

Burgess-Nash Co.—Fourth Floor

Boys' Caps, 39c

Just the thing for school wear. Sizes 6 1/4 to 7 1/4, in blue, gray and brown checked worsted materials. Special at 39c.

Burgess-Nash Co.—Downstairs Store

The School Shoe Question at \$2 to \$6

PROBABLY no more complexing question confronts mothers than that of suitable shoes for their children—shoes which will give satisfactory wear.

Our shoes are of all-leather qualities and can be depended upon to endure the hardest test to which your healthy boys and girls may submit them.

Price range, \$2.00 to \$6.00 the pair.

Boys' Blouses 75c

Made of blue or white chambray, for ages 6 to 16 years; special values at 75c.

Burgess-Nash Co.—Fourth Floor

Boys' Neckwear, 39c and 50c

Windsor and four-in-hand silk ties. Pretty plaids in various colors. Priced at 39c and 50c.

Plaid Dress Goods 63c

New plaids especially desirable for children school dresses, pretty, bright colorings, 36 inches wide at 63c yard.

Burgess-Nash Co.—Main Floor.

Misses' Hose 35c

Misses' fine ribbed cotton hose for school wear. All sizes. Very special at 35c a pair.

Burgess-Nash Co.—Main Floor.

A Notable Display of New Frocks

The season is to be a notable one for the vogue for dresses and the diversity of the modes. This present display tomorrow will cover the style situation up to the latest of the new ideas.

Every one who would inform themselves as to the authentic fashions will find this display the exact occasion.

Price range \$25.00 to \$150.00.

Burgess-Nash Co.—Second Floor

YOUR Shoes Are of Great Importance

Don't make the mistake of thinking that you are well dressed without giving careful thought to your shoes, for they play an important part in your appearance, and therefore the selection of them demands careful consideration.

However, if they are chosen from our splendid showings you can be assured that your footwear is all that can be desired.

Price range, \$3.95 to \$14.00.

Burgess-Nash Co.—Second Floor

THE Quality of the New Coats

The factor of quality should hold an important place in your coat purchase this year because woollens have increased in price and will become harder to procure, for any but government use.

We have had the durability of outer and inner fabrics very much in mind in gathering the coats for you this fall, for our aim has been to sell you the full measure of service in wear, with every coat that passes out of this store.

Price range, \$25.00 to \$70.00.

Burgess-Nash Co.—Second Floor

AND Then There's the Hosiery

Next to the importance of shoes this season will be the hosiery. With the shoe tops lower than usual and more of the hosiery showing, naturally good looking hosiery will be in demand.

Our assortments of the new lines for Fall are very extensive, including all silk, silk boot, hile and fine cotton in black, white and colors.

Price range, 25c to \$3.50.

Burgess-Nash Co.—Main Floor

THE New Autumn Blouse Beauties

We hear nothing but compliments about the styles and charm of the blouses we are showing for Fall—and they are being enthusiastically received by our customers.

Collars are "in again"—the half collar, the convertible collar, the pleated ruffling and the shawl collar—all of which give just the right finish when worn over the collar of the suit jacket.

Of course there are many collarless styles, too.

Price range, \$2.95 to \$18.00.

Burgess-Nash Co.—Second Floor

THE Corset is the Foundation

Which determines the proper style lines of the new suit or frock. It's the first essential to a new garment and much depends upon it being properly fitted to suit the figure.

We carry a widely varied line of good corsets, including "Madame Irene," "Successo," "Bian Jolie," "La Venita," "Anita," "Stylish Stout," "Nemo," "Modari," "Warners," "Thompson," "B. N. Special," etc.

Prices, \$2.00 to \$25.00.

Burgess-Nash Co.—Second Floor

THE New Silk Petticoat is Here

In either soft taffeta or Jersey in an extremely wide range of clever style, which add to the charm of the new tailored suits.

All the most favored shades are represented including Navy, Rose, Kelly, Purple, Tan, Brown and Flesh, also Black or white and changeable effects.

You'll find the assortment especially pleasing with a price range of \$3.95 to \$15.00.

VERY Smart New Neckwear Ideas

The Autumn season brings a great variety of very smart and different neckwear creations.

There are quite a number of novelties introduced—such as the new round and oval styles; especially those with pleatings and rufflings.

In fact there seems to be no end to the entirely new effects coming in from the eastern designers and which will be shown here first tomorrow.

Price range, 50c to \$5.00.

Burgess-Nash Co.—Main Floor