

NOT FEMININITY, PERSONALITY, IS BIGGEST ASSET

Woman, Who Knows Salesmanship From Ground Up, Gives a Little Advice to Women "Drummers."

Chicago. — "Femininity alone does not count, but personality does. Let your personality show in a feminine way. "Make your theme the central factor in your life, and let your personality work through your theme. Personality must be used in an impersonal way. "The mannish woman has no more place in business than the womanish man. Neither fits anywhere. "Feminine charm, if you are fortunate to possess it, is an asset to a business woman, but it is not her capital. If she thinks it is she will fail.

Women's Vision Broadened.
"Woman's vision has broadened with the events of the last few years, and today the field of foreign trade is a soil particularly suited to women's cultivation. "Foreign trade has been the basis of great wars; it can be made the basis for a great and lasting peace." Miss Lucy A. Goldsmith, who maps out new fields and keeps the salesman in old fields on their toes for a music company, feminine in charm, costume, manner and vision, laid down these precepts to the interviewer's suggestion "it must help a lot to be a real woman." Of Miss Goldsmith no less a person than James Farrell, of the United States Steel corporation has said: "She is one of the wonder workers in foreign trade."

"Just being a woman may get you an audience and an invitation to dinner, but it won't help you concern you are trying to help," Miss Goldsmith said. "It isn't femininity but personality that helps, but if personality is so projected that it casts your theme (the business you are boosting) into the shadow, it does not do any good, either. It is a hindrance.

Should Not Worry.
"A woman, just like a man, has to get herself so submerged with her theme that her personality shows through the theme and helps register it. If she is worrying too much how she looks she doesn't get by. If she is too careless regarding her looks she doesn't get by, either, and if she tries to look like a man she is hopeless. "Women of the last few years have learned to think internationally," continued Miss Goldsmith. "They have thought of those women of other lands with their great burden of sorrow and sacrifice and of their own boys so far away. They have made the world their field, and so I believe that the mind of woman today is particularly capable of grasping the psychology of foreign trade and can be successful in that field."

Love of Game Secret of Young's Remarkable Rise in Base Ball

New York—Ross Young, the Giant's right fielder and one of the sweetest free swinging hitters who ever appeared in base ball, looms up as one of the brightest luminaries in the national pastime this year. This kid—he is only 21—is slugging the ball for an average of around .500. His hits are not all singles, either. Doubles, triples and a few home runs are already marked up to his credit this season. And his fielding leaves little to be desired. Young came up to the big show from the Texas league. He hails originally from San Antonio. In fact he used to be known as "the pride of old Santone." There was very little for him to learn when he slid into a Giant uniform—at least about hitting. He had the habit of batting from both sides. He would face a southpaw from the right side of the platter and a right handed finger from the left side. John McGraw, the doughy little pilot of the Giants, changed this. He convinced the rangy outfielder that he would do better in the long run by staying on the left side of the plate all of the time. So now Young bats left handed always, and he wallops southpaw pitching just as hard as he does that dished up by right handers.

Base ball to Young is play, not work. He loves it and probably for that reason is so efficient. He hits any kind of pitching. Slow balls, fast balls, curves and "spitters" all look alike to him. He steps into them with a swing of his husky shoulders that bodes evil if he lands squarely. As he does land squarely at least about half the time the outfielders on opposing clubs are getting a great workout.

Cleveland Bathing Girls Must Hide Knee Dimples

Cleveland, O.—Go as far as you like, girls. Bare legs are not only permissible, but welcomed on Cleveland bathing beaches this summer. But—One-piece bathing suits are passe and skirts must be of such length as to hide any dimples that may lurk about the knee. Such is the edict of Park Commissioner Newell, who annually decrees the beach styles for this city. "Shimmying" and in fact dancing of any character is barred on the beaches, he also, announces.

Police Chief 43 Years

Lexington, Mass.—Chief Charles H. Franks of the Lexington police department recently rounded out 43 years in police service in this town, the longest term of years in active police service of any police chief in the state. Even though the chief is 72, he is "on the job" every day and in good health. He has built the local police force into one of wide reputation for efficiency, and he is greatly esteemed by his men.

Children's Hair Cutting

SPECIAL attention given to the cutting of children's hair in the Men's Barber Shop. Fourth Floor

BURGESS-NASH COMPANY.

"EVERYBODY'S STORE"

Friday, May 23, 1919

STORE NEWS FOR SATURDAY

Phone Douglas 2100

We Doubt If You Ever Shared in Greater Values Than These WOMEN'S PUMPS AND OXFORDS

Which We Offer Saturday at Less Than Half Price



THEY'RE the result of a big special purchase—the entire surplus floor stock of one of the largest shoe manufacturers in the east. A maker of only high-grade shoes—and we offer them to you at the same extreme proportions of reductions as we bought them. Hundreds of pairs in more than 20 styles. Including—

- Dark tan kid oxfords, covered French and Cuban heels.
- Dark tan kid pumps, covered French and Cuban heels.
- Dark tan Russia calf oxfords, Louis and Cuban leather heels.
- Dark tan Russia calf pumps, Louis and Cuban leather heels.
- Black kid oxfords, high leather Louis heels.

CHOICE
4.95
PAIR
Burgess-Nash Co.—Second Floor

- Black kid oxfords, low walking heels.
- Brown Russia calf oxfords, low walking heels.
- Patent leather pumps, Colonial and low effects.
- White canvas boots, Cuban heels.
- White canvas sport oxfords.
- White canvas oxfords, French covered heels.

Mail orders filled as long as the shoes last.



Three Extreme Dress Values Featured Here for Saturday--Second Floor



JUST the sort of dresses in greatest demand right now and at big reductions from the regular or intended selling price. There are dresses for most every occasion—afternoon, dancing, street and club wear. The range of style selection is so wide every fancy can be satisfied.

At \$10.00

Beautiful voile dresses with figured, flowered and check patterns. Pretty summery styles. Some trimmed with organdy collar and cuffs; others with vest effects, and some made up with combinations of taffeta bands and trimmings.

At \$16.50

Exquisite new creations of taffeta, Georgette and combinations with Georgette, also indestructible voiles. An attractive selection of styles and colors, at \$16.50.

At \$24.75

Dresses of taffetas and Georgettes, beautifully beaded and embroidered, crepe de chine, as well as clever combinations of these materials. Some have vestees. The colors include all the new shades, at \$24.75.

Burgess-Nash Co.—Second Floor

Chocolate Creams, 49c Box

Fresh assorted chocolate creams. Special for Saturday, at 49c box.

Chocolate almonds and Jordan almonds, assorted. Special, 69c box.

Burgess-Nash Co.—Main Floor

"Burnasco" Initial Writing Paper 50c

A fine quality linen finish paper, letter size, white only. Initial stamped in gold, new styles. Special, 50c a box.

Beautiful New Silk Ribbons, 29c

New ribbons of good quality, including plain satin and taffeta, as well as fancy Dresden and satin-striped moire, in all the new shades. Special, 29c yard.

Burgess-Nash Co.—Main Floor

To Men Changing From Military to Civilian Clothes

WE believe we know the kind of clothes you fighting men want when you take off your khaki and go back to civilian.

You want clothes that have style in time with your ideas of what style ought to be. There should and there must be some little snap of newness there.

You will want and demand value in your new clothes, and that means

Burgess-Nash Ready-to-Put-On Clothes

The showing, which is remarkably complete, represents the skill and genius of the highest class tailor shops, revealing the very newest ideas in men's clothes. Every garment is made to conform without specifications to the

Burgess-Nash Suits

which means the best at any price.

\$25.00 to \$60.00

The fabrics—new in weave, in color, in texture. And each is guaranteed unqualifiedly as to fastness and wear.

Men's New Spring Top Coats \$18.00

Mixed gray with self collar, belted back or all around. Silk yoke sleeve lining, taped seams. Exceptional values, \$18.00. Others from \$25.00 to \$40.00.

Burgess-Nash Co.—Fourth Floor



Extraordinary Sale of Women's "Burson" Fashioned Hose at About 1/2 Price



25c

THE stocking made to fit without a seam, widened leg, narrowed ankles, shaped foot and no seams at the toe.

Made of a superior quality of fine cotton. In the lot are black with ribbed tops, trunk tops, plain tops, balbriggan, black with split sole.

Included will be black, white and gray seamless hose at this extremely low price of 25c pair.

Burgess-Nash Co.—Main Floor

Exquisite New Trimmed Hats Especially Desirable for Present Wear



\$5.00

CHARMING new creations of georgette crepes and taffetas in every wanted shade and style, daintily trimmed in a wide variety of ways with ribbons, flowers, folds of crepe and taffeta. We consider the values the best of the season, at \$5.

Children's "Rawak" Trimmed Hats \$3.95

A special purchase—everyone a Rawak pattern, milan and fancy braid, daintily trimmed with flowers in pastel shades. Beautiful creations for the young Miss and very specially priced, at \$3.95.

Burgess-Nash Co.—Second Floor

Illinois Side Icing Type Refrigerator \$22.95

THREE-DOOR side-icing type, outside case made of ash, food chamber is white enameled lined and has three wire shelves. Ice chamber has automatic trap, stands 42 inches high, ice capacity 60 lbs. Special, \$22.95.

Automatic Refrigerators, \$42.00

Three-door, side-icing type, 8-wall construction, mineral wool insulated, solid brass hardware, nickel plated, food chamber is white enamel lined. An economical ice consumer, strictly sanitary. Ice capacity 100 pounds. Special, \$42.00.



Wood Floor Boxes, 69c

Made of heavy lumber, painted green, 30-inch size at 69c.

Molded Garden Hose, 17c

3/4-inch size, fully guaranteed, complete with coupling, foot, 17c.

Justrite brass hose nozzle, can be regulated to throw spray or stream, 69c.

Dundee ball bearing lawn mower, 9-inch wheel, four cutting blades; one of the easiest running mowers on the market. 14 or 16-inch size, \$7.45.

Canvas grass catchers, adjustable to fit several size mowers, 59c.

Burgess-Nash Co.—Downstairs Store

Here's Another Lot of Burke Golf Clubs at \$1.50



WE were fortunate in securing another lot of those Burke golf clubs to sell for \$1.50, which created such active selling in our sporting goods section a week or so ago.

This remarkable offering includes: Drivers Brassies Mid Irons Mashies Putters

All these clubs hand-forged, have visualized calf grips, and the kind that would probably sell for double or more than the price offered Saturday.

Silver King Golf Balls, 75c

Bramble marking, in original packages.

Taplow Golf Balls, 45c

Bramble marking, all fresh stock, in original packages.

Golf Bags at \$3.50

Heavy khaki cloth with steel stays, pocket for balls and shoulder straps, \$3.50.

Burgess-Nash Co.—Fourth Floor



Men's New Straw Hats \$2 to \$10

EVERYTHING that is new and snappy is represented in our new stock of straws. A wide range of styles and kinds give you a big variety from which to choose. South American panamas, bang-koks, leghorns, sennets, split braids, milan straws, and various other fancy braids.

Burgess-Nash Co.—Main Floor

Beautiful Rich Silk Shirts The Kind All Men Like at \$6.85 to \$12.00

SILK shirts of unusual quality are to be had in this big assortment Jersey silk, crepe de chine, Empire silks, heavy satin striped tubs and broadcloths. A big selection of choice patterns.

Men's Washable Neckwear 50c to \$1.00

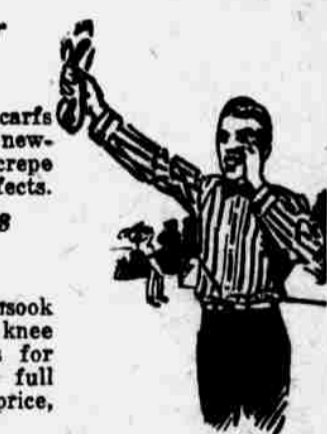
A vast range of new washable scarfs to select from, showing the season's newest ideas and designs in washable crepe de chine and two-tone embroidery effects.

Men's Athletic Union Suits \$1.00

Men's fine quality checked nainsook union suits, sleeveless style and knee length. Splendid weight, garments for immediate wear and they are cut full and roomy. Extra values, at this price, \$1.00.

Men's Knitted Union Suits \$1.50

Men's lightweight knitted union suits for Spring and Summer wear. They come in either 3/4 sleeve, 3/4 leg style or sleeveless and knee length style; made of soft pliable cotton yarn.



Bring the Boy Here Saturday and Fit Him Out With His New Suit

WE doubt if you'll find a better selection anywhere from which to choose—just the sort of clothing the average boy likes and moderately priced, too.

Boys' Suits, \$9.95 to \$30.00

Plain or fancy colors, some with military backs and waistline models with belt.

Boys' Top Coats, \$5.95 to \$18

Plain or fancy colors, made with the new waistline effect, \$5.95 to \$18.00.

New Spring Hats and Caps

For boys and juveniles, of fancy or plain colors, 75c to \$2.50.

Boys' Waists, "K. & E." quality, guaranteed fast colors, 98c to \$3.00.

Burgess-Nash Co.—Fourth Floor

