

Sunday, January 7, 1917.

All the late fiction in Circulating Library at 2c a day

BURGESS-NASH STORE NEWS FOR MONDAY

New Victor Records for January now ready

Phone Douglas 137.

Burgess-Nash Present for Monday Their Third Annual SALE OF NEW UNDERMUSLINS

By Far the Most Important Event of the Kind Announced This Season---Buying Advantages Are Most Unusual

YES! That is a broad statement, but the merchandise is here and everything is in readiness to back it up to the very letter. Furthermore, there is no reason why it should be otherwise, because we have made several very large and fortunate purchases at a most opportune time and the assortment, the range of selection and the values are the best we have experienced. Piles and piles of crisp, new undermuslins, made under the most sanitary conditions, here all ready for your choosing a season's supply at the most advantageous prices of the year. It's the great Undermuslin buying time of the season. Come.



Corset Covers 25c
OF nainsook, loose fitting style, with rows of lace insertion and lace edge. Several very attractive styles and values **25c**

Corset Covers, 50c
Nainsook, daintily trimmed with lace insertions and edges, special values.

Corset Covers, 75c
More than a dozen styles, in fine nainsook with rows of lace or organdy insertion, medallions, etc.

Corset Covers, 98c
Covers or camisoles of fine nainsook with or without sleeves, daintily trimmed with fine lace insertions and ribbon run beading.

Chemise at 50c
ENVELOPE chemise of nainsook with fine embroidery edge, also with lace finished neck, sleeves and drawers. **50c**

Envelope Chemise, 98c
Nainsook with lace insertion, lace and embroidery medallions, very specially priced, at **98c**.

Envelope Chemise, \$1.25
Fine batiste trimmed with filet lace insertion outlining, small medallion, large medallion across front, at **\$1.25**.

Envelope Chemise, \$1.75
Very fine nainsook with rows of lace insertion to form yoke, strap shoulders, also with val lace insertion and edge.

Gowns at 50c
GOWNS of nainsook, trimmed with rows of lace insertion, lace edge and ribbon bead. **50c**

Gowns at 75c
Several very pretty styles of nainsook or muslin, slip-over, empire, high or low neck styles, daintily trimmed. At least twelve styles.

Gowns at 98c
Nainsook or cambric gowns, with rows of lace insertion, medallions and lace edge.

\$1.98 Gowns, at \$1.25
Nainsook and cambric gowns, with lace insertion and medallion, also embroidery to form empire and V neck.

Extra Special Values Filipino Underwear

HAND-made undermuslins surpass the famous French garments in daintiness of workmanship, quality of material and real beauty, at about half that of French made garments.
Handmade Gowns, \$1.95
Fine nainsook, with round or V-neck, neatly embroidered.
Handmade Gowns, \$2.95
Hand embroidered on nainsook, pretty designs, ribbon drawn.
Chemise, \$2.95 to \$7.98
Envelope chemise, of fine nainsook, hand-embroidered, pretty designs.

Petticoats at 50c
A GROUP of petticoats made of a very good quality muslin, finished with embroidery edges; were to \$1.25, for **50c**

Petticoats for \$1.25
Good quality muslin with deep flounce, cluster pin tucks, embroidery trimmed underlay.

Petticoats for \$1.75
Made of muslin with deep flounce, finished with embroidery, insertion and lace edge.

Petticoats for \$2.50
Fine muslin with circular flounce of rows of lace, insertion finished with lace edge.

Drawers at 19c
GOOD quality muslin drawers, cut full and finished with wide hemstitched ruffle; good 25c value, for **19c**

Drawers, at 25c
Circular drawers, with embroidery trimming; good quality nainsook, special, at **25c**.

Drawers at 50c
Fine nainsook or cambric, with rows of lace insertion and edge, embroidery finished edges.

Drawers at 98c
Very fine nainsook or cambric, trimmed with several rows of val lace, also organdy medallions; usual \$1.75 values.

Camisoles at 50c
CAMISOLES of lace and crepe de chine combination, very pretty effect; special, **50c**

Camisoles, at 98c
Fine crepe de chine, Jap silk and Jap satin camisoles, prettily trimmed with lace and ribbon; \$1.50 values, **98c**.

Camisoles, at \$1.25
Made of crepe de chine or Jap silks, neatly trimmed with laces and ribbons, usually \$1.98, for **\$1.25**.

Camisoles, at \$1.98
Very fine crepe de chine or pussy willow satin, beautifully finished, dainty creations, usually to \$3.50, for **\$1.98**.

Onward! Burnasco! Onward!
A SLIGHT echo of the achievement and progress which this store has made in the three short years of its existence is given in a communication received the other day from an enthusiastic friend of the store, who set forth his opinions in rhyme as follows:
"On Burnasco, On Burnasco, In the March of Trade, What a glorious record In three years you have made; A Store for Everybody, Public Servant, even more— Onward, ever onward Omaha's, greatest Store."
Onward! Is a motto that spurs every section to greater efforts each day. A thought that develops a greater efficiency—a spirit of a better store service—the benefit of a broad merchandising policy and the fullest helpfulness to the community in which a store like Burgess-Nash has being.

Mid-Winter Sale of— Table-Linens at 25% to 33 1/3% Under Present Market Prices
WE doubt seriously if you can duplicate the splendid range of selection and the values offered here in this our Annual Mid-Winter Sale. A fact attested by the splendid sales increase each day over that of any previous sale.
Beautiful Pattern Cloths and Napkins
Pure linen satin finish damask, heavy weight, will give good wear.
Cloths, 72-inch by 2 yards, \$3.00. Cloths, 72-inch by 3 yards, \$4.50.
Cloths, 72-inch by 2 1/2 yards, \$3.75. Napkins, 22x22-inch, to match, \$4.00 dozen.
Round designs, extra heavy satin damask; bordered all around, handsome patterns.
Cloth, 72-inch by 2 yards, \$4.00. Cloth, 72-inch by 2 1/2 yards, \$5.00.
Fine double satin damask cloths, round designs, beautiful assorted patterns.
Cloth, 72-inch by 2 yards, \$5.00. Cloth, 72-inch by 2 1/2 yards, \$6.25. Cloth, 72-inch by 3 yards, \$7.50.
Fine Scotch or German damask. Finest of fine designs.
Cloth, 72-inch by 2 yards, \$6.00. Cloth, 72-inch by 2 1/2 yards, \$7.50. Cloth, 72-inch by 3 yards, \$9.00. Cloth, 72-inch by 3 1/2 yards, \$10.50. Cloth, 72-inch by 4 yards, \$12.00.
Attractive Values in Damask by the Yard
Mercerized Damask, 39c. Bleached table damask, good weight, assorted patterns, 64-inch, at 39c the yard.
Cotton Damask, 59c. Heavy bleached cotton damask, fine mercerized finish, assorted patterns; special at 59c the yard.
Satin Damask, \$1.25. Bleached double satin damask, pure linen, heavy weight, attractive patterns, at \$1.25 the yard.
Snow White Damask, \$1.50. Snow white double satin damask, pure linen, very fine finish, in assorted patterns, 72-inch, at \$1.50 the yard.

MID-WINTER Sale of White Goods
Every favored weave for the coming season of 1917 is featured in this sale Monday.
LONG CLOTH
Chambré finish long cloth, full 36 inches wide, for women's and children's undergarments and infants' wear. Neatly put up in cardboard boxes.
A—36-inch long cloth, 10-yard bolt, \$1.00.
B—36-inch long cloth, 10-yard bolt, \$1.50.
C—42-inch long cloth, 10-yard bolt, \$2.50.
CINDERELLA NAINSOOK, \$2.75
Fine soft nainsook, made of Sea Island cotton, so noted for its natural strength and wearing qualities; 48 inches wide; put up expressly for us in 10-yard bolts, boxed, at \$2.75.
"KAMURA" NAINSOOK, \$3.25
Fine sheet nainsook for dainty lingerie and infants' wear; 42 inches wide. Ten yards, neatly boxed, for \$3.25.
ENGLISH NAINSOOK
Made from long thread staple cotton, snow white, will wear and launder perfectly.
No. 20—36 inches wide, 10-yard bolt, \$1.50.
No. 40—46 inches wide, 10-yard bolt, \$2.50.

Look where you will, but you'll not find values, styles or range of selection to equal this offering of **Dainty LINGERIE BLOUSES**
EVERY one a new, 1917 Spring model, in such favored materials as voile, batiste, organdy and handkerchief linens, daintily trimmed with val, venise, shadow and filet laces, hand embroidery and drawn work. Prices \$1 to \$18.50. We feature for Monday:
Voile and Organdie Blouses, \$1.00
Made with large, flat collars, long sleeves, val lace; sizes 34 to 46.
Embroidered Voile, Organdie Blouses, \$1.50
Prettily trimmed in laces—others daintily tucked and hemstitched, full length sleeves and smart collars; sizes 34 to 46.
Blouses of Batiste and Voile, \$2.00
Trimblings of val and venise lace, pretty collar and cuff effects, long sleeves; sizes 36 to 46.
Attractively Embroidered Blouses, at \$2.50
Also prettily tucked and hemstitched, and trimmed with dainty laces. Many styles, and every blouse a splendid value. Sizes 34 to 46 and a few in 48 to 52.
Dainty New Blouses, at \$3.50
In all the coming summer styles, filet, venise and val lace trimmed—hand embroidered—dainty tucks and hemstitching; sizes 34 to 46.
Exquisite New Blouses, at \$5.00
Prettily embroidered, tucked and lace trimmed, materials are soft batistes and fine voiles, every new collar and cuff effect; sizes 34 to 44.
Other Dainty Groups at \$10.00, \$12.50, \$15.00, \$16.50 and \$18.50

Reserved Seat Tickets for the John McCormack Concert At Auditorium Tuesday, Jan. 23
May be secured at Information Bureau, Burgess-Nash.

Mid-Winter Sale of Towels
CONSISTENT preparedness brings you these unusual values in towels.
Turkish Towels, 15c
Bleached Turkish towels, good weight, long, firm nap. A towel that will give perfect satisfaction. Price, 15c each.
Turkish Towels, 20c
Oriental Turkish towels, full bleached, long nap and very serviceable, size 21x42 inches. Price, 20c each.
Turkish Towels, 25c
Bleached Turkish towels, extra heavy, white corded border, also with plain striped blue or pink borders. Sale price, 25c.
Union Linen Towels, 25c
Imported towels, Union linen, heavy weight, closely woven, size 18x34-inch. This towel will launder soft and give splendid service. Price, 25c.

BIG Values in Bed Spreads
This is the logical time to replenish your supply.
Hemmed Crochet Bed Spreads
In sizes for full or double size beds, full bleached, assorted patterns. Price range, 89c, \$1.50 and \$2.00 each.
Crochet Bed Spreads, \$1.75
Crochet bed spreads, large double bed size, scalloped with cut corners, assorted patterns. Price range, \$1.75, \$2 and \$2.50 each.
Satin Bed Spreads, \$2.75
Full double bed size satin weave bed spreads, assorted marseilles designs, scalloped with cut corners. Price range, \$2.75, \$3.25, \$3.75, \$4.50, \$5.50 and \$6.50.
3/4 Size Bed Spreads, \$1.50
Hemmed crochet bed spreads, good weight, size 61x86 inches. Mid-Winter sale price, \$1.50 each.

This Clearaway Monday of Women's Winter Coats
In the Down-Stairs Store Affords Values that Border on the Sensational

Free Lessons in Knitting and Crocheting
Mrs. Brown, a skillful teacher, will be in charge of a demonstration here Monday of **Fleisher Yarns** and her services are free and at your command to help you learn any of the new stitches; to teach you how to make any article.
A special showing of articles made from Fleisher yarns will be on view in the art embroidery section. You are invited to come and consult with Mrs. Brown.

Unusual Values in Sheets, Sheetings, Muslins, Etc.—Down Stairs Store
WE'VE set our peg for record sales in the Muslin Section for Monday and if price, quality and range of selection have anything to do with it we are certain of success. All buyers for the home, institutions, clubs, hotels, etc., are aware of the recent heavy advances on all cotton goods—in the face of these conditions we offer values like these:
Sheets and Cases Underpriced "NIGHTTIME" sheets and cases, seamless, superior in weave, quality and finish to the well known Pepperell and Dallas grades.
42x36-inch cases, 17c. 72x90-in. sheets, 85c.
45x36-inch cases, 19c. 72x99-in. sheets, 90c.
63x90-in. sheets, 80c. 81x90-in. sheets, 90c.
63x99-in. sheets, 85c. 81x99-in. sheets, 95c.
Note—An additional charge of 5c is made for the above brand of pillow cases, or 10c for the sheets when hemstitched.
Cambric at 9 1/4c
36-inch bleached cambric, in lengths 2 to 4 yards, special, 9 1/4c the yard.
Remnants at 5c
Short lengths of gingham and white goods that usually sell to 12 1/2c, Monday, yard, 5c.
Sheets at 59c Each
72x90-inch center seamed sheets, made of round thread sheeting, at 59c each.

Three big groups:
Women's Coats That were to \$10 reduced to **\$2.95**
Women's Coats That were to \$15 reduced to **\$3.95**
Women's Coats That were to \$19.50 reduced to **\$5.95**
The coats are all late winter styles, of such materials as cheviots, fancy mixtures and the like, in loose, flare styles, with or without belt, large shawl collars; also close fitting chin chin collars.

EXTREME Corset Values at \$4.39
That's what this Mid-Winter White Sale affords. For instance, here is a group of high grade corsets in well known brands, including Bien Jolie, Grecian Tricot, La Victoire, etc., in coutils and brocades, great variety of styles—no doubt the best style suited for your figure; corsets that were to \$10, at \$4.39.
Brassieres at \$1.98
In cluny or embroidery effects, all good, desirable numbers, either front or back closing; brassieres that were to \$3.50, for \$1.98.

BURGESS-NASH COMPANY.
"EVERYBODY'S STORE"