

Sunday, April 8, 1917

Come in and Hear the New Victor Records for April.

BURGESS-NASH STORE NEWS FOR MONDAY

Phone Douglas 137

These Are Spring Reception Days---The Store at Its Best

There Are Two Sorts of Dreamers---

One sitting inert, unconscious of the world passing by and on, the other seeing far beyond along the path the world is taking.

Needless to say, one is the burden of the present, the other the architect of the future.

When we took charge of this store, a little over three years ago, we dreamed of a greater destiny, just as we dream today of a greater future for these many individual stores in one, which have been the fulfillment of those earlier dreams we dreamed.

But the dream today is still a waking-dream, as was the first—with a most practical basis for conjecture—because we are convinced by our experiences of the past that the groundwork of work, service, mutual helpfulness and a cheerful disposition to achieve brings success to a store like this every time.

And so with great purpose to be the greatest store in Omaha—the greatest service to the greatest number—"Everybody's Store"—as we believe now we are the most alert and ready-to-be-helpful store, we dream of a structure not alone covering twice the space this store does now—but a store called "my store" by ten times as many hundreds of friends as call it "my store" today.

Isn't such a dream worth dreaming—and staying wide awake to make come true?

Burgess-Nash Co.

Distinctive Sport and Tailleur Styles in BLOUSES for Monday

At \$2.50 and \$3.50



THERE is a wide diversity of styles from which to make your selection—the season's very newest models as well as the smartest and most favored shades, distinctive sport and tailleur styles with new collar, cuff and tie ideas. You'll buy a season's supply when you see them, for to see is to buy.

The materials are batistes and handkerchief linen, and clever combinations of the two; blouses of white batiste with collar and cuffs of handkerchief linen, in gold, rose, green, blue and lavender, all white batiste with pique collar and cuffs, handkerchief linen with trimmings of gold, blue, green, rose and lavender, also gay wide or narrow stripes.

Burgess-Nash Co.—Second Floor

GIRDLES Are Fashionable

To complement the prevailing vogue for straight lines and the chemise frock comes the delightful innovation of the girdle. Anticipating this demand, we provided well and are showing a comprehensive collection of the newest ideas in oriental girdles, which have leaped into popular favor all over the country.

The range of style and variety is very extensive and priced from \$1.00 to \$3.98. Burgess-Nash Co.—Main Floor

NEW Middy Blouses, \$1.25

Splendid selection of middy blouses, of fine grade material, full length or short sleeve, large assortment of colors for trimming of collar, cuffs and pockets. All sizes. Burgess-Nash Co.—Second Floor

There's a Pleasing Charm in This Display of New Spring Silks We've Provided Monday

A CERTAIN individuality—a differentness that appeals to those in search of the uncommon in pattern, weave and color combination; special attention is directed to—

A Collection of New Sport Silks, at \$1.49 to \$3.75

The latest ideas including such weaves as yo-san, fairway, pongee, tussah and others in striped, figured and plain shades, smartest color combinations for the coming season, for dresses, suits and coats, widths 32 to 40 inches.

Chiffon Taffetas, \$1.69 Yard

Extra fine, soft quality, in a very complete range of shades, both light and dark; plenty of blues, also black and white, for dresses and suits. 36 inches wide.

Silk Poplin, 98c Yard

For dresses and suits, new shades of old rose, navy, tan, green, French gray, rose, copenhagen, brown, wine and wisteria. Pretty high, silky luster.

Black Chiffon Taffetas, \$1.59

Extra wide width, 40 inches, rich raven black, very dressy for suits, dresses and skirts; very much in demand.

36-Inch Faille, \$2.25 Yard

Especially adapted for suits, shown in the pretty new shades for spring, in a splendid, heavy quality for tailoring. 36 inches wide and an unusual value, at \$2.25 a yard.

White Pongee, \$1.95 Yard

36-inch white pongee for separate skirts; new, smart rough weave effect, full 1-yard wide; very much in demand for present wear.

Black Chiffon Taffetas, \$1.19

Splendid soft finish for skirts and suits, 36 inches wide and considered very special, at \$1.19. Burgess-Nash Co.—Main Floor

Clever adaptations of original Paris models in tailored and semi-tailored

Suits, Coats, Dresses, Skirts

At \$75, \$85, \$95, \$110.00, \$125.00 and Up

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—

Poirot Twills Gabardines Men's Wear Woolens Black and White Checks, etc.

THE COLORINGS ARE—

Tans Naves Apple Gray Copens Light and Dark Checks Also Black

Suits for Stout Women, 42½ to 53½ \$29.50, \$35.00, \$39.50 and Up

TAILORED and especially modeled for stout women, possessing all the style of regular size, in such new materials as men's wear serges, gabardines and Vyeroux. Sizes 42½ to 53½.



Utility and Dressy Coats

\$29.50, \$32.50, \$39.50, to \$215.00

COATS and wraps in imported men's wool mixtures, Scotch tweeds, burellas, Poirot twills, Silk 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.

Women's Silk Dress Coats, \$15.00, \$19.50, \$29.50 and Up

Three-fourths and full length, made of especially good quality taffetas; long, full lines, also belted effects; not one model, but many from which to make selection.

Modish Daytime Sport Dresses, At \$29.50, \$32.50, \$49.50 and Up

Shown in youthful smart and dainty designs for the season, fashioned of khaki kool, the silk supreme, and men's wear serges.

Women's Semi-Tailored Frocks, At \$39.50, \$45.00, \$59.50 and Up

Models especially designed in superior quality of white serge and gabardine, cleverly trimmed with braid buttons and stitching.

Separate Dress and Sport Skirts, \$5.00, \$8.50, \$10.00, \$12.50, to \$85.00

We have assembled a most uncommon selection of new spring models in skirts. Made of fine serges, gabardines, shepherd checks, wool jersey, wash satins, striped taffetas and khaki kool, in a wide range of styles, at \$5.00 to \$85.00. Burgess-Nash Co.—Second Floor

The Coming Season Demands Laces and Embroideries for Trimming

AND we are well provided for the demand with a splendid selection of the new laces and embroideries.

Imitation Filet Laces, at 10c

Laces and insertions, imitation filet and Poirot Paris, from 2 to 5 inches wide, at 10c yard.

Table of Val. Laces, at 5c

French and German vals, and filet laces, to 2 inches wide, pretty selection of patterns, at 5c yard.

Embroidery Flouncings, at 25c

Pretty new embroidery flouncings of swiss and nainsook, 12 to 18 inches wide, special, at 25c yard.

Embroidery Flouncings, at \$1.00 to \$3.50

Flouncings, galloons and bands, in voiles and organdies, lace and filet combination. Very desirable for graduating dresses; big range of selection. Burgess-Nash Co.—Main Floor

Novelty White Goods For Making Graduation Dresses, 25c, 35c and 50c

FINE sheer materials in voiles, organdies and lace effects, in stripes, checks and plaids. The season's newest styles for waists and dresses, at 25c, 35c and 50c a yard.

Nagasaki Nainsook, 10 Yards, \$2.75

Soft finish, fine shear weave, 39 inches wide; desirable for underwear, etc., boxed 10 yards, for \$2.75.

Creaseless Linen, 85c Yard

36-inch dress linen in a big selection of the season's newest shades and white, thoroughly shrunk by a special process, which renders it practically creaseless.

New White Skirting, 25c to \$1.00

An almost endless array of new white skirting, including piques, gabardines, oxfords, basket weave, checks, plaids and stripes; 25c, 35c, 50c, 75c and \$1.00 a yard. Burgess-Nash Co.—Main Floor

Infants' Apparel--Infancy to 6 Years

SELDOM, if ever, before have we shown such a varied selection of exquisite apparel for the baby—from infancy to 6 years.

Infants' Caps, 59c to \$4.98

Very fine organdie, batiste, all-over embroidery, beautiful lace and embroidery trimmings, rosettes, rosebuds and bows.

Children's Coats, at \$2.98

Black and white check, full belt, over collar of assorted colored silk poplin, button trimmed belt; 2 to 6 years; \$2.98.

New Rompers, 65c to \$2.98

In gingham, percales, cambrics, madras, tailored, smocked and embroidery trimmed, 65c to \$2.98.

Children's Dresses, at \$1.98

Fine chambray ginghams, high waist with sash of dimity; 2 to 6 years. Burgess-Nash Co.—Second Floor

A Victor-Victrola in Your Home FREE---for Thirty Days

COME Monday and choose a number of latest records, then select a Victrola on this special

Burgess-Nash No-Money-Down Plan
You simply pay for the records you may select, and any Victrola in proportion to number of records purchased, will be sent to your home without further payment for 30 days. Then you may pay for it in small, convenient monthly payments.

As soon as the Victrola arrives in your home you may have the services of 100—yes, 1,000—entertainers who will give you of their very best. Then, for the first time McCormack, Caruso, Lauder, Schuman-Heink, Farrar and all the great singers become truly household words to your family.

And you may turn from Sousa's crashing marches to Kreisler's plaintive violin solos and so on, with a never-failing diversion.

Burgess-Nash Co.—Fourth Floor

Monday the Last Day of the New Era Club Sale

IT will be the last day that you will be privileged to buy a

"Standard" Rotary Sewing Machine

On Such Easy Terms as 5c First Payment

And the machine will be delivered to your home without further payment, then as specified each week in the table below:

Table of Weekly Payments

\$0.05	\$0.55	\$1.05	\$1.55
1st Week	11th Week	21st Week	31st Week
.10	.60	1.10	1.60
2d Week	12th Week	22d Week	32d Week
.15	.65	1.15	1.65
3d Week	13th Week	23d Week	33d Week
.20	.70	1.20	1.70
4th Week	14th Week	24th Week	34th Week
.25	.75	1.25	1.75
5th Week	15th Week	25th Week	35th Week
.30	.80	1.30	1.80
6th Week	16th Week	26th Week	36th Week
.35	.85	1.35	1.85
7th Week	17th Week	27th Week	37th Week
.40	.90	1.40	1.90
8th Week	18th Week	28th Week	38th Week
.45	.95	1.45	1.95
9th Week	19th Week	29th Week	39th Week
.50	1.00	1.50	1.95
10th Week	20th Week	30th Week	39th Week

Cash Dividends, 10c

Take advantage of the cash dividend offer by reversing the payments by paying the final payments first, and in advance, before they are due. For each final payment you take up in advance you get 10-cent cash dividends. In this way you can save \$3.80 extra on a \$39.00 Standard Rotary in cash dividends.

Monday in the Down Stairs Store

A Sale of Refrigerators That is Important to You



THE particular importance of this offering is the guaranteed quality. In a refrigerator that amounts to economy. Every make that is featured here is famous for its minimum ice consumption, for its absolute sanitary chambers, for simplicity of operation, for its beautiful case construction and superior finish, inside and out, and for every modern improvement that makes for ideal refrigerating conditions.

Apartment House Type Refrigerator

Front-door top-icing type, made of ash, natural finish white enamel food chamber with two wire shelves, ice capacity 90 lbs., special, \$16.50.

Top Ice Type Refrigerator

White enameled food chamber, two wire shelves, ice capacity 75 lbs., special, \$13.95.

Three-Door, Side-Icing Refrigerator

White enameled food chambers, with three retinned wire shelves, ice capacity 60 lbs., special, \$15.00. 75-lb., special, \$19.50.

Four-Door, Front-icing Refrigerator

Large size, made of ash, natural wood finish, white enameled food chamber, has two shelves, ice capacity 200 lbs., special, at \$39.50.

Automatic Refrigerators

All are three-door side-icing style, retinned adjustable shelves, solid bronze hardware, automatic door fastener, eight walls of ice-saving insulation. No. 6 size, ice capacity 75 lbs., special, \$29.50. Same size with automatic water cooler, \$32.50. Burgess-Nash Co.—Down Stairs Store

Sale of Lace Curtains

Involving Several Hundred Pairs Offered to You at Big Reductions

A SALE planned at this opportune time—when every one is thinking of rejuvenating the home—offering hundreds of pairs of curtains, suitable for most any room in the home, at reductions most extreme.

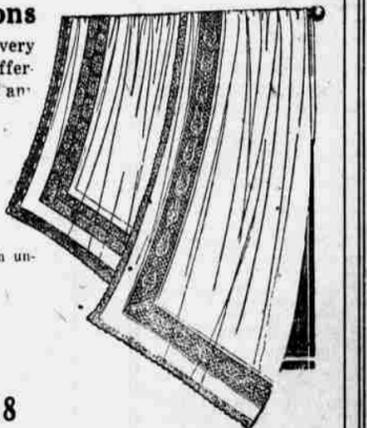
The offering is so great and the values so wonderful that no woman who has, or anticipates, a curtain need, can afford to let this sale pass unnoticed.

Nottingham's Nets Serims Voiles Marisettes With Lace or Insertions Swiss Plais or Ruffled Etc.

They are all 2½ yards long and regular widths, in an unlimited range of pattern selections. Four great groups:

Group 1	Group 2	Group 3	Group 4
Including Curtains, reduced to, pair,			
58c	78c	98c	\$1.18

Burgess-Nash Co.—Down Stairs Store



BURGESS-NASH COMPANY.

"EVERYBODY'S STORE"