

Sunday, May 13, 1917

Come hear John McCormack sing "Star Spangled Banner" on the Victrola; 10-inch record, 75c.

BURGESS-NASH STORE NEWS FOR MONDAY

The newest books are in the circulating library at 2 cents a day.

Phone Douglas 137

"And We'll A-Maying Go" --- Monday at Burgess-Nash

Keep Business Going as Usual---

The President of the United States and many wise economists of lesser note throughout the land emphasize the importance of UNINTERRUPTED AND INCREASED PRODUCTION—in the factories, in the mines, on the farms, and every other form of industry.

War cannot be successfully waged without internal prosperity; war time brings greater use for all commodities, not less. To frighten trade at the place of consumption is to smother it at the source of creation. To retard distribution would be to paralyze production.

It is important that our buying and selling be uninterrupted. Money should not be hoarded, but exchanged—circulated—kept moving. That process alone will save the country from internal hardship and outward menace.

A great store like this, whose reputation depends upon continued public confidence, may safely be depended upon to serve as an economical distributing center—its managers are ever alert to secure for its customers the best merchandise and the best values obtainable—to bring them to your door at the lowest possible cost above cost of production.

Burgess-Nash Co.

Monday Brings Sharp Reductions on Wanted Silks, at \$1.49 Yard

BEAUTIFUL new weaves and designs, silks of the most favored sort, offered to you way under the present market price. Included are:

- 36-inch striped taffetas.....
- 36-inch striped satins.....
- 36-inch black chiffon taffetas.....
- 40-inch silk crepe de chene.....
- 36-inch black and white check taffetas.....
- 36-inch plaid taffeta for skirts.....
- 36-inch black peau de soie.....

\$1.49 Yard.

Imported Pongee Silk, \$1.25.
Natural color, with smart sport figures in the very latest colorings and designs, for summer suits and dresses, 32 inches wide.

Black Chiffon Taffetas, \$1.19 and \$1.75.
Widths 36 to 40 inches, soft, rich black luster.

Black Satins, at \$1.39 to \$2.95.
Very desirable and stylish for suits, skirts, dresses and coats, four special values for Monday—

- 36-inch black satin, at... \$1.39
- 36-inch black satin, at... \$1.59
- 36-inch black satin, at... \$2.25
- 36-inch black satin, at... \$2.95

Kayser Jersey Knit Silk, \$2.50.
Pretty shades of old rose, shadow lawn green, copen, purple, gold, gray, navy and black, 36 inches wide.

Colored Chiffon Taffetas, at \$1.69.
Extra fine quality for dress skirts and suits, shades for street wear as well as pretty light shades for dancing frocks.

Burgess-Nash Co.—Main Floor

RED CROSS BOOTH MAIN FLOOR BURGESS-NASH

IN an effort to assist in the campaign of securing members and funds for the American Red Cross, we have installed a booth on the main floor at the left as you enter the Main entrance. This booth will be presided over by members of the Red Cross Membership Committee who will be pleased to accept your application for membership and any amount you feel disposed to contribute.

Announcing for Monday--Our Annual

May Sale of Undermuslins

Presenting Better Range of Selection and Greater Values Than It's Been Our Privilege to Do for a Long Time

PILES upon piles of crisp, white undermuslins—made in the daintiest styles, in sanitary light and airy factories, by well paid operators. The materials are of the finest texture, the trimmings have never been more dainty or effectively employed. The workmanship and proportions are most high class in every respect, even in the most inexpensive garments.



Pretty New Sheer Voiles At 25c to 89c the Yard

THE range of smart styles is very large and includes both light and dark grounds in almost every possible color in plaids, stripes, florals and figured designs, 36 to 40 inches wide.

Washable Materials for Sports Wear, 59c
Beach cloth, gabardine, basket cloth, Tussah silk, in stripe, plaid, figured and dot designs; colors, white and tan ground; 36 to 40 inches wide.

Imported English Voiles, 75c a Yard.
Pretty plain shades, such as pink, blue, flesh, lavender, gray, reseda green, tan, navy, old rose, etc.; also cream and black.

Burgess-Nash Co.—Main Floor

We've Greatly Reduced Every "La Victore" Corset in Stock

WE've determined to close out the line of "La Victore" corsets and have reduced the price of the various styles to such a figure as we believe will accomplish the desired result in a hurry.

The "La Victore" is well known and its merits are well recognized, but we feel that we have too many lines and have decided to close out this particular one.

All this season's models, with low or medium bust, front or back lace and all sizes are represented:

Three groups:—

- "La Victore" corsets, pink or white, fancy broche, front or back lace, reduced to—
- "La Victore" corsets, pink or white, batiste and coutil, back lace, reduced to—
- "La Victore" corsets, pink or white, broche, back lace, reduced to—

\$3.65 \$2.65 \$4.65

Burgess-Nash Co.—Second Floor

INFANTS' Wear in May Sale

Dainty little "fixin's" in selections and at prices that will please the mothers and little tots as well.

Infants' wool sweaters with blue or pink stripe, \$1.98.

Infants' shoes, white, pink, blue, tan and combination of black and colors, 75c to \$1.25.

Infants' white bonnets of lawn, batiste, allover embroidery, fine trimmings of lace and embroidery, at 25c to \$3.50.

Infants' cashmere saques for the outing, 89c to \$4.50.

Infants' long slips, prettily trimmed, 65c to \$1.98.

Infants' bibs, for table wear, 15c to 25c.

Infants' bibs, allover embroidery, lace or embroidery trimmed, at 25c.

Infants' all wool sweaters, plain white, \$1.75.

Burgess-Nash Co.—Second Floor

Pretty Combinations at 45c
Good quality nainsook with embroidery insertions and edges, all sizes, at 45c.

Combinations, 75c
Nainsook with fine organdie insertion, lace and embroidery edges, very special.

Out-Size Garments
Including gowns, corset covers, drawers, petticoats, envelope chemise and combinations, made in a variety of styles of fine materials and prettily trimmed, cut full and large, at prices very low.

Corset Covers, 19c
Nainsook or crepe trimmed with fine embroidery edges, cut full size and very special, at 19c.

Corset Covers, 45c
Fine nainsook, with wide ribbon drawn beading, fine embroidery edges, 45c.

Corset Covers, 75c
Nainsook, of fine quality, with lace insertions, lace medallions and edges, ribbon beading, 75c.

Camisoles, at 65c
Crepe de chine with lace insertions, lace edge and lace shoulder straps.

Drawers, at 59c
Nainsook drawers, trimmed with dainty laces and embroidery, open or closed, 59c.

Drawers, at \$1.25
Fine nainsook, cut full, with slashed sides, ribbon drawn lace beading and lace edge, special, at \$1.25.

Modesty Drawers
A circular closed drawer, elastic back of waist band, with button effect of the envelope chemise; regular or extra sizes, 59c to \$1.25.

Petticoats, at 45c
Good quality muslin, several styles, prettily trimmed with embroidery, at 45c.

Petticoats, at 75c
Made of muslin with double row of embroidery to form flounce, at 75c.

Petticoats, at 98c
Muslin with deep flounce cluster of tucks and four-inch embroidery finished with underlay.

Petticoats, at \$1.25
Fine muslin made with deep flounce of lace and India linen, finished with lace edge, \$1.25.

Gowns, at 45c
Good quality muslin, also some crepe, neatly trimmed with embroidery, at 45c.

Gowns, at 75c
Nainsook, slip-over style, trimmed with lace insertions, embroidery medallions and lace edge.

Gowns, at 98c
Fine nainsook, made with dainty embroidery and lace insertions and embroidery and lace edges.

Gowns, \$1.25 to \$1.98
Nainsook of fine quality, elaborately trimmed with ribbon drawn beading, \$1.25 to \$1.98.

Dainty Hand-Embroidered Filipino Undermuslins, in May Sale

Filipino hand-made undermuslins have practically taken the place of the French convent-made undergarments. The materials are just as fine, the workmanship is pronounced by many as equally good and the prices are far less.

Filipino hand embroidered gowns, square, v or round neck, rose scallop embroidery, \$1.95.

Filipino hand embroidered gowns of fine nainsook, with dainty embroidery designs, \$2.98.

Filipino made gowns, in many styles and beautiful patterns of hand embroidery, \$3.50 to \$7.98.

Filipino made drawers, with beautiful hand embroidery, \$1.98 to \$7.98.

Filipino made envelope chemise, hand embroidered scalloped garment, \$1.95.

Filipino made petticoats of fine materials, deep flounces, hand embroidered, \$3.98 to \$4.98.

Burgess-Nash Co.—Second Floor

Dainty White Dresses for Graduation, Confirmation and Summer Parties for the Miss

THE season with graduations, confirmations and summer parties just ahead, offers many opportunities to wear such dainty, inexpensive pretty dresses.

White Net Dresses
Net and Organdie Combination Organdie and Lace

Graduation dresses for the high school miss in net organdie, voile and batiste, trimmed with laces, nets and embroideries, ages 14, 16 and 18, at \$12.50 to \$25.00.

Graduation dresses of fine batistes, voiles and organdies, trimmed with laces and embroideries, fancy collars and pockets, for ages 6 to 14 years; prices, \$2.50 to \$25.

White Skirts for Women, Misses and Juniors
In a wide variety of models made of such favored materials as Wash Satins, Piques, Linens, Silks and Gabardine; novelty buttons and pocket-trimmed.

Wash Tub Skirts, 35c to \$10.00
Silk Skirts, at \$15.00 to \$25.00

Burgess-Nash Co.—Second Floor

Lamp Shade Frames, at - - 49c



Manufacturers' sample line of wire lamp shade frames, sizes 18 to 26-inch. Large variety of shapes, including French empire, Princess, Japanese, Colonial, Tudor and Oval, for electric light, with 3/4-inch fitter. Monday, special, at 49c.

Florentine Silks, \$1.00
36-inch florentine silk for making lamp shades, in the best colorings, at \$1.00 yard.

Chenille fringe to match.

Floor Lamps, at \$6.50
Six-foot electric floor lamp, mahogany finish, double socket; special for Monday, \$6.50.

Note—We will teach you how to make lamp shades free of charge.

Burgess-Nash Co.—Third Floor

Home, Garden and Lawn Needs

Join the Fly Swatting Brigade and Make Omaha a Flyless City

"JUST consider yourself conscripted into my fly swatting brigade and your reward will be a flyless city," said the Health Commissioner and we say get your screens and fly swatters from Burgess-Nash.

Fly swatters, heavy wire handle, swatter edged with cloth—extra special, 5c.

Health Commissioner Connell wants to mobilize an army of 200,000 Omahans, whom he will lead in a great spring drive against the house fly, which he denounces as the most dangerous menace to human life and health.

The doctor issues the following indictment against the fly: "The coming of warm weather, already has brought out the big flies that have hidden in warm corners during the winter. The fly is without doubt the greatest menace to human health and life at this time. No other agency can compete with it as a carrier of diseases. If the fly were exterminated from any community, the death rate, especially among infants, would immediately fall at least 50 per cent."

Philips' knock-down screen frames, assorted sizes, 10c.

Burgess-Nash Co.—Down Stairs Store

Window Screens
Adjustable window screens, hardwood frame, covered with best quality wire cloth, 18 inches high, special, 25c.

24-in. high, special, 39c.

30-in. high, special, 50c.

Screen Doors
Painted black, heavy frame, covered with best quality wire cloth, any stock size, \$1.39.

Varnished screen door, heavy frame, covered with best quality wire cloth, any stock size, at \$1.75.

Screen wire cloth, painted black, square foot, 2 1/2c.

Refrigerator Sale

AUTOMATIC refrigerators, three-door, side-icing style, retinned adjustable shelves, solid bronze hardware, eight walls of ice-saving insulation, white enameled food chamber, 100-pound capacity, \$34.00.

100-lb. ice capacity, with water cooler, \$37.50.

Apartment house type refrigerator, front door top-icing type, white enamel food chamber, ice capacity 90 pounds, special, \$16.50.

Illinois top-icing type refrigerator, made of ash, white enamel food chamber, 75-pound ice capacity, \$13.95.

Illinois three-door, side-icing type refrigerators, solid bronze hardware, white enamel food chambers with retinned wire shelves, 75-pound ice capacity, special, \$19.50.

Burgess-Nash Co.—Down Stairs Store

Clearaway of ODD Pieces of FURNITURE Monday--Reduced 25% Under Regular

HERE'S an offering that should and will appeal to a great many housewives who need an odd piece or two of furniture to carry out their scheme of rearrangement of the home for the coming season.

It's a collection of odd pieces which have accumulated by the dresser and chiffonier being sold leaving the bed, or it may be four dining chairs out of a set of six were sold, and so on, all high grade, dependably constructed and finished furniture, including:



- China Cabinets, in mahogany, walnut and oak.
- Sewing Tables, in mahogany, walnut and oak.
- Wood Beds, in mahogany, walnut and oak.
- Metal Beds, in Vernis Martin and white enamel.
- Chiffoniers, in mahogany and walnut.
- Rockers, in mahogany.
- Dining Chairs, in mahogany, oak and walnut.
- Settees, in solid mahogany and tapestry upholstered.

and so on throughout a big selection which has been arranged in the Oriental Section near the elevator on the Third Floor.

Burgess-Nash Co.—Third Floor

"Standard" Rotary Sewing Machines

A combination of comfort, quality and satisfaction.

\$35 and up

The machine for the woman who does her own home sewing.

Easy Weekly Payments

Burgess-Nash Co.—Fourth Floor

BURGESS-NASH COMPANY.

"EVERYBODY'S STORE"