


Burgess-Nash Announce for Wednesday Their Annual



A Big Drive Against Rising Prices This means that people of this community, who secure their supplies in this sale, will be protected from the coming higher costs, either from actual scarcity, or persistent profiteers. But remember, this "drive against higher prices" can protect only those who share the goods offered. We can't stop the higher prices from coming. We are only "staving off" the advance—as long as our present stocks last. Be sure to get your share now.



1918 The New Year of Great Expectations

MIDNIGHT, December 31st—that instant when time for a breath's space stands still, gathering COURAGE and CONFIDENCE and CHEER for a new journey towards a new goal, seems to have made greater pause this year than ever before.

For to midnight, 1917-18, was wafled the hope of hundreds of millions that to the dawning of the New Year would belong the glory of ringing the Bells of Peace.


Fully aware of the great expectations reposed in it, this New Year must needs gather a greater COURAGE and CONFIDENCE and CHEER. COURAGE "to see it through," CONFIDENCE in the outcome, CHEER to keep both courage and confidence alive.

The people of Omaha are expressing this COURAGE splendidly by living as nearly as possible normal lives.

And as this great store opens its doors in this New Year, it pays tribute to the CONFIDENCE these people have given it for the years past—

By pledging them anew its services in all matters pertaining to the necessities of life, by making it possible for them to have the things that give CHEER to life.

Each day working with the hope in heart, the thought in mind that 1918 may be the Happiest and most prosperous New Year.



The Big Drive on Bed Sheets and Pillow Cases

YOU'LL be the one that profits by securing a generous supply of sheets and cases during this great Mid-Winter sale.

Bleached Sheets, 89c
72x90-inch bleached sheets, good weight, seam in center, 89c.

Seamless Sheets, \$1.09
81x90-inch seamless sheets, full bleached, good weight, \$1.09.

Invincible Sheets and Cases.
Made of fine, round thread, bleached sheeting. Will give excellent service.

63x90-inch sheets, \$1.25.	81x99-inch sheets, \$1.45.
72x99-inch sheets, \$1.35.	42x36-inch cases, 29c.
81x90-inch sheets, \$1.35.	45x36-inch cases, 31c.

"Burnasco" Quality Sheets and Cases.
Our own brand, made of round thread and good weight.

63x90-inch sheets, \$1.35.	81x99-inch sheets, \$1.55.
72x99-inch sheets, \$1.45.	42x36-inch cases, 32c.
81x99-inch sheets, \$1.45.	45x36-inch cases, 34c.

Boudoir Bed Sheets, Very Special.
A very fine sheet, used in the best houses, launders perfectly and gives best of service.

63x99-inch sheets, \$1.45.	81x90-inch sheets, \$1.55.
72x90-inch sheets, \$1.45.	81x99-inch sheets, \$1.65.
72x99-inch sheets, \$1.55.	

Pillow Cases, 19c
42x36-inch bleached pillow cases, good weight, 19c each.

Gold Seal Cases, 22c
42x36-inch heavy round thread bleached, at 22c each.

Burgess-Nash Co.—Down Stairs Store.

New 1918 Embroideries Priced Exceptionally Low for Wednesday

EMBROIDERIES bid fair to be in great demand the coming season. These values for Wednesday are unusual.

Embroideries, at 5c Yard
Edges, insertions and beadings on swiss and nainsook, also convent edges at 5c yard.

Embroideries, at 10c Yard
Fine swiss edges, insertions, beadings, flouncings and corset cover embroideries, at 10c yard.

Embroideries, at 15c Yard
Dainty baby edges and insertions; fine organdie edges; insertions and edges to match, at 15c yard.

Embroidery Flouncing, 29c Yard
Swiss dress flouncings, 27 and 36 inches wide, and venise lace combinations, at 29c yard.

Baby Flouncings, at 59c
Dainty baby flouncings, ruffled and hemstitched, 27 inches wide, at 59c yard.

Burgess-Nash Co.—Main Floor

The Great "Drive" on Beautiful Linens
Many That Cannot Be Duplicated; Prices Lowest for Years to Come

FROM France, from Belgium, from Switzerland, came the greater portion of these beautiful linens—imported two, three, or more years ago—such linens are not coming now, or are coming in very small quantities, for the clever fingers of the workmen are busily helping to make munitions for the brave soldiers of France and Belgium.

Every piece in the entire collection is worth far more than its price today, and women who love beautiful linens may share these for less than the old low prices.

These are some of the special groups:

Pattern Cloths at Less Than Old Low Prices

ALL pure Irish linen, made from the finest of flax, in round or square patterns, in a very extensive variety.

Napkins to match cloths with but few exceptions.

72 inches by 2-yards pattern cloths, at \$3.95 to \$9.75.
72 inches by 2½-yard pattern cloths, at \$4.95 to \$12.25.
72 inches by 3-yard pattern cloths, at \$5.95 to \$14.75.
72 inches by 3½-yard pattern cloths, at \$8.65 to \$17.25.
72 inches by 4-yard pattern cloths, at \$9.85 to \$19.75.
81 inches by 2½-yard pattern cloths, at \$6.75 to \$12.25.
81 inches by 3-yard pattern cloths, at \$8.75 to \$16.75.
90 inches by 2½-yard pattern cloths, at \$10.75 to \$14.75.

Napkins at Less Than Present Cost
20x20-inch napkins, in the sale, at \$4.98 to \$9.45.
22x22-inch napkins, in the sale, at \$4.48 to \$10.50.
24x24-inch napkins, in the sale, at \$6.75 to \$13.50.

Table Damask at Less Than Cost to Make
64-inch heavy, bleached, mercerized table damask, 45c a yard
64-inch heavy, bleached, mercerized table damask, 59c a yard
68-inch heavy, bleached, mercerized table damask, 79c a yard.
70-inch imported bleached, mercerized table damask, 98c a yard.
70-inch imported, bleached mercerized table damask, \$1.39 a yard.

Pure Linen Damask, \$1.95
72-inch heavy pure linen satin finish table damask, snow white, splendid assortment of patterns, at \$1.95 yard.

Satin Damask Napkins, \$7.95
24x24-inch pure linen double satin damask napkins, finest of flax, to match \$2.45 table damask; sale price, \$7.95.

Double Satin Damask, \$2.45
72-inch extra heavy double satin table damask, grass bleached, assorted patterns; an exceptional value, at \$2.45 a yard.

Odd Napkins, at \$6.95 a Dozen
24x24-inch extra heavy double satin damask napkins, fine quality of linen; extreme value at sale price, \$6.95 a dozen.

Linen Damask Napkins, \$4.75
22x22-inch pure linen damask napkins, fine quality, to match \$1.95 table damask; sale price, \$4.75 dozen.



Burgess-Nash Co.—Main Floor

BEDSPREADS Very Low Priced

Like all other cotton goods in this sale the bed spreads are priced way below present market costs.



Crochet Spreads
Hemmed, snow white double bed size, \$1.39 to \$2.59.

Satin Spreads
Hemmed, large double bed size, satin finish, \$2.98 to \$5.98.

Crochet Spreads
Scalloped, with cut corners, for large double bed, at \$1.98 to \$2.89.

Satin Spreads
Scalloped, with cut out corners, for large double bed, at \$3.19 to \$5.98.

Crochet Spreads, \$2.48
Three-quarter size scalloped, with cut corners, at \$2.48.

Bolster Sets
Bed spreads, satin weave, scalloped, with cut out corners, and bolster roll cover to match, \$5.48 to \$9.48 a set.

Burgess-Nash Co.—Main Floor

This Is Certain to Be a White Goods Year; With Prices Advancing Buy Now Is Good Advice

THERE is really no time like the present when it comes to providing for the future in white goods. It will be a long time before prices are again as low as they are in this Mid-Winter Sale.

36-Inch Sheer Nainsook
No. 100 nainsooks, 10-yard bolts, at \$1.85.
No. 200 nainsooks, 10-yard bolts, at \$2.25.
No. 300 nainsooks, 10-yard bolts, at \$2.75.
No. 400 nainsooks, 10-yard bolts, at \$3.25.

English Long Cloths
A quality long cloth, 12-yard bolts, \$1.59.
B quality long cloth, 12-yard bolts, \$2.00.
CC quality long cloth, 10-yard bolts, \$2.00.
DD quality long cloth, 10-yard bolts, \$2.50.

Nainsook, 10 Yards, \$2.75
39-inch Nagasaki Japanese nainsook, boxed, 10 yards for \$2.75.

Nainsook, 10 Yards, \$3.50
39-inch Cinderella nainsook, boxed special, 10 yards for \$3.50.

Nainsook, 10 Yards, \$4.50
42-inch Kamura nainsook, boxed special, 10 yards for \$4.50.

Acme Nurse Cloth, 29c
36 inches wide, specially desirable for uniforms and aprons, 29c a yard.

India Linons
Sheer, crisp finish, three qualities, at 15c, 20c and 25c a yard.

Shadow Batiste, 35c
40 inches wide, white, light blue and flesh, boxed, 10-yard bolt for \$3.39, or 35c a yard.

Flaxon, 25c Yard
A big line of checks, stripes and fancy weaves; big values, at 25c yard.

Plisse Crepe, 25c
31-inch plisse crepe, the genuine Windsor, for undergarments and gowns, 25c yard.

Persian Lawn, 15c Yard
Fine, sheer white Persian lawn for waists, dresses or infants' wear, 45 inches, 15c yard.

Burgess-Nash Co.—Main Floor

Towels, Too, Are Caught in This Great "Drive" at Prices That Mean Rare Saving Possibilities

ONE never has too many towels, and the great price advance during the past two or three years, and which is certain to continue advancing for no one can tell how long, is possibly felt more on towels than on anything else in the household. It's good advice to provide well during this Mid-Winter Sale.

Turkish Towels, at 15c
18x39-inch bleached Turkish towels, soft and absorbent; sale price, \$1.75 a dozen, or 15c each.

Turkish Towels, at 23c
Heavy, bleached bath towels, long nap, double and twist weave, sale price, \$2.75 dozen, or 23c ea.

Union Linen Towels, 25c
17x30-inch huckaback towels, cotton warp with pure linen weft. A very special value, at 25c each.

Turkish Towels, at 35c
22x42-inch heavy, bleached Turkish towels, double and twist weave, corded borders, sale price, 35c each.

Hemstitched Huck Towels, 25c
18x32-inch huck towels, huck weave, with neat damask borders, hemstitched; very special, at 25c each.

Honey Comb Towels, \$1.00 Dozen
16x30-inch honey comb weave face towels, white with neat red borders, sale price, \$1.00 a dozen.

Turkish Towels, at 45c
24x52-inch extra heavy double and twist weave, full bleached, soft and absorbent; 45c each.

Fancy Towels Reduced
A big sample lot and all towels that were mused and soiled during holiday display, reduced in price to close out.

Burgess-Nash Co.—Main Floor

Muslins, Sheetings and Tubings Will Not Be as Low in Price Again for Many Years

ALMOST daily we are told of the price advance of cottons with every indication of a continued rise. The thrift wise woman will provide herself generously during this sale and "stave off" the higher costs that are certain to come later.

39-Inch Unbleached Muslin, 17c
Good heavy weight, round thread, for making sheets and cases, or general home use; 17c a yard.

Fruit of The Loom Muslin, 16c Yard
Every housewife knows the merits of Fruit of the Loom muslin. Wednesday we offer a limit of 20 yards to each customer, at 16c a yard.
No phone orders accepted and none sent C. O. D.

Bleached Hope Muslin, at 15c Yard
Another favorably known brand which needs no description, which we offer Wednesday with a limit of 20 yards to each customer, at 15c a yard.
No phone or mail orders accepted and none sent C. O. D.

Pillow Tubings
Soft, bleached, good quality, while a limited quantity lasts.
36-inch tubings, 17c a yard.
42-inch tubings, 19c a yard.
50-inch tubings, 21c a yard.

9-4 Peppercall Sheetings, 45c
Only a limited quantity to sell, but while it lasts we offer a limited quantity to a customer, at 45c a yard. No phone orders accepted and none sent C. O. D.

Mesco Sheetings
Good weight, round thread, full bleached.
8-4 sheetings, 44c a yard.
9-4 sheetings, 47c a yard.
10-4 sheetings, 50c a yard.

Pequot Sheetings
Full bleached, too well known to need description.
8-4 sheetings, 55c a yard.
9-4 sheetings, 59c a yard.
10-4 sheetings, 63c a yard.

Pillow Tubings, 30c
Continental pillow tubing, full bleached, heavy weight, 45-inch, 30c a yard.

Burgess-Nash Co.—Down Stairs Store.

QUILTED Matress Protectors


Filled with fine, clean, sanitary cotton, covered with good grade muslin, easily laundered.

Size 42x76, at \$2.00 each.
Size 48x76, at \$2.25 each.
Size 54x76, at \$2.50 each.
Size 60x76, at \$2.75 each.

Burgess-Nash Co.—Down Stairs Store

Our Annual Mid-winter Sale of Blouses
At \$1.00, \$2.00 and \$2.50

Newest 1918 Models, of Voile, Organdie and Batiste
At Prices That Represent Unusual Saving Advantages



BLouses that are dainty and smart—the kind every woman finds indispensable. Scores of models, including the newest in collars and cuffs and every detail. Laces and embroideries have been used to make these blouses so unusually attractive and fine looking, also blouses in tailleur and sports models, with collars and cuffs of white pique or of linen, in rose, copen, lavender, green and gold. You will do well to supply your needs for the spring and summer season during this sale.

N. B.: We're also showing a handsome line of hand-made blouses of the finest quality of French batiste. Hand embroidered and trimmed with real val and filet laces. Others beautifully simple with just dainty tucks and hemstitching, all hand done, at \$6.50 to \$20.00.

Burgess-Nash Co.—Second Floor

BURGESS-NASH COMPANY.
"EVERYBODY'S STORE"