

Sunday, March 25, 1917

BURGESS-NASH STORE NEWS FOR MONDAY

Phone D. 137

"The Beautiful Rests on the Foundation of the Necessary"

--Emerson

It's Springtime Now All Over the Store.

A bower of fresh-blooming beauty—the spirit and color and inspiration of a new spring caught and crystallized and set forth in the concrete form of merchandise.

Everything here presented is the necessary, clothed in a radiant beauty, beautiful in its form or in its purpose.

And the vision grows greater as we pass in review the guiding principles in the upbuilding of this store, adopted three short years ago, which have become this honored creed—

—appreciation of what makes success and a fixed desire to take the patient steps leading to it.

—eagerness to absorb new ideas, to neglect no opportunity, to correct all errors.

—recognition that excellence for its own sake is alone worth while.

—determination to forego temporary gain and build for permanent success.

What ever measure of success we have attained, we acknowledge unreservedly is due in greatest part to the many men and women who have recognized the big, vital purpose of this store—and brought to it their patronage.

Not a day will pass without the blossoming of something necessary and beautiful in the store. Each day will see us expending our every energy in the service of a clientele as generously appreciative as the people of Omaha and vicinity.

Burgess-Nash Co.

You'll appreciate this special showing Monday of

Ready-to-Wear Banded Sailors at \$3.98 to \$15.00



FASHION has decreed that banded sailors shall be the correct hat for present and early spring wear, and anticipating the unusual demand, we announce for Monday a most charming display of the newest ideas.

The straws include—
*Liore China Piping
Milan and Milan-Hemp*

In black and almost every imaginable color combination.

The range of selection will be most pleasing—so wide in diversity of style—individual and distinctive—styles characteristic of Burgess-Nash—the sort wanted by every woman who gives a thought to her head dress. Come, you'll enjoy the showing.

Burgess-Nash Co.—Second Floor

There's not been a single weave left out of

The Superior Showing Monday of Silks for Sport Wear

PRACTICALLY every weave, every pattern and color combination you might desire is represented in this uncommon display. Among the weaves shown are:

Fairway Silks, \$3.50 and \$4.00 Yard

Heavy, rough crepe weave, in all the wanted new sport colors, 36 inches wide.

Pretty Yo-San Silks, at \$2.95

Sport colorings with wide stripes, most desirable for pleated skirts, twenty-five different styles for selection.

Rookie Sport Silks, at \$3.50

For suits and skirts, solid colors with wide satin stripe effect, 36 inches wide.

Imported Pongee Silks, at \$1.49

Natural color, all pure silk with the newest sport figures and stripes, desirable for skirts and dresses.

Washable White Satin, at \$1.95

Desirable for sport skirts, will be very popular this season, 36 inches wide.

Burgess-Nash Co.—Main Floor

Announcing for Monday Our Annual March

Sale of Lace Curtains

Involving several thousand pair of curtains that are offered to you

At Remarkable Price Reductions



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

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.

You'll find such curtains as:

- Nottinghams
- Filet Nets
- Scrim
- Voiles
- Marquisesettes With Lace or Insertions
- Quaker Lace
- Duchesse
- Marie Antonette
- Swiss Plain or Ruffled
- Arabian Lace
- Etc., Etc.
- Etc., Etc.

They are all three yards long and regular widths, in an almost unlimited range of pattern selection.

Ten great groups:

Group 1 Including Curtains reduced to 58c Pair.	Group 2 Including Curtains reduced to 78c Pair.	Group 3 Including Curtains reduced to 98c Pair.	Group 4 Including Curtains reduced to \$1.18 Pair.	Group 5 Including Curtains reduced to \$1.58 Pair.
Group 6 Including Curtains reduced to \$1.98 Pair.	Group 7 Including Curtains reduced to \$2.48 Pair.	Group 8 Including Curtains reduced to \$3.48 Pair.	Group 9 Including Curtains reduced to \$4.98 Pair.	Group 10 Including Curtains reduced to \$8.98 Pair.

Extra salespeople and extra selling space has been provided for this sale—that selections may be made with ease and convenience. Sale starts Monday morning, at 8:30.

Burgess-Nash Co.—Third Floor

Most Interesting is This Display Monday of

The New Modes in Women's Ready-to-Wear for Spring 1917



A DISPLAY gay with spring colors, embracing suits, coats, skirts and dresses that cleverly portray the latest style touches; combining a certain distinction with moderate pricing that will appeal to the discriminating women of Omaha and vicinity.

New Coats, \$14.75 and Upwards

A large and varied showing including the belted, top coat and "barrel" models, featuring large sport and distended pockets, gauntlet and tight-fitting cuffs and novel collars.

Women's Tailleur Suits, \$25.00 and Upwards

The strictly tailored and more dressy suit tailored models, indicating fashion's trend in mannish tweeds. Poiret twills, gaberdine, serges, silk poplins, novelty wool weaves, taffetas, in black and choicest shadings; 34 to 36 sizes.

Smartly New Skirts

There are the stripes on bright and dark colorings, pleated in a way that shows the work of an artist. The materials are adaptable for dress or sports wear. Large pockets and belts are the leading style features.

Price range, \$10, \$12.50, \$16.50 and Up

Distinctive New Dresses

An assortment of new "one-piece" dresses, so varied and so pretty that one is glad "tis spring-time." Every new style development is represented in our display. Straight line and pleated effects are very popular.

Price range, \$19.75, \$22.50, \$25 and Up

Burgess-Nash Co.—Second Floor

Sample Stationery at 17c to 98c

Including Crane's linen lawn and Crane's Highland linen. This lot includes an assortment of this spring's novelties—practically every box at maker's cost—17c to 98c per quire box.

5-quire box of another well known make at \$1.05.

Burgess-Nash Co.—Main Floor

Announcing NEW Stamping Department

Where various materials are stamped with the design you desire most for embroidering. Designs for women's and children's wearing apparel, bedroom sets, lunch sets, centerpieces, monograms, initials, etc.

Stamping on crepe, chiffon, velvet, satin and other delicate materials a special feature.

Special assortment of beading designs now so much in demand for dresses, waists, etc.

We invite you to take advantage of this service.

Free Lessons

Under the direction of competent instructors we give free lessons daily in making lamp shades—featuring a complete line of wire lamp shade frames, with materials for making.

Burgess-Nash Co.—Third Floor

KODAK Time Is Here Again

And we're ready to offer you every assistance for better pictures.

- No. 0 Brownie, for \$1.25.
- No. 2 Brownie, for \$2.00.
- No. 2-A Brownie, for \$3.00.
- Vest pocket kodak, \$6.00.
- No. 1 Autographic Kodak, jr., at \$9.00.

One-day service for developing and printing.

Burgess-Nash Co.—Main Floor

DOWN STAIRS STORE

Voile Remnants, 7 1/2c

Also dimities, batistes, lawns, etc., pretty styles and colors, 2 to 5 yards, 7 1/2c yard.

Poplins, at 15c

Mercerized poplins, in pink, blue, lavender, navy, white and black, special, at 15c yard.

Ginghams, 19c

Scotch sephyr ginghams, stripes, plaids and checks, 32 inches wide.

Cretonne Centers, 29c

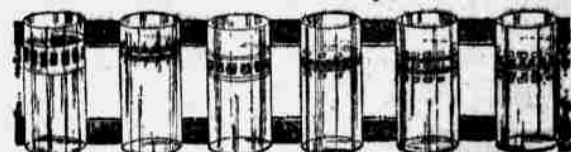
Size 27-inch; searfa size 18x45, and pillow slips; large selection of colors.

Infants' Dresses, 59c

Ready-made batiste dresses, lace trimmed, stamped to embroider; sizes 6 months to 1 year.

Burgess-Nash Co.—Down Stairs Store

Cut Glass Table Tumblers Like Illustration---Monday, 6 for \$1.00



EVERY one guaranteed to be hand cut on thin blown lead blanks, plain or optic shapes; there is a large assortment of cuttings from which to choose, of which six are illustrated. They're worth a great deal more in the regular way, but a prominent manufacturer wanted to reduce his line and we were fortunate in securing this lot at a big price reduction.

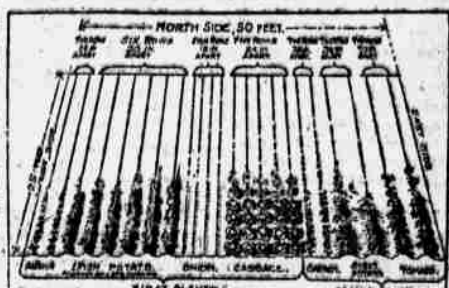
Burgess-Nash Co.—Down Stairs Store

"BACK TO THE SOIL" Do Your Part to Help Reduce the High Cost of Living---Utilize Your Back Yard

EVERY indication is that foodstuffs will continue high in cost—why not use that little plot of back yard and plant it with garden truck.

The Illustration to the Right Will Give You an Idea

of what can be done with a small amount of ground when scientifically or systematically planned and worked out. You'll be surprised how much it will reduce your cost of living.



Garden and Flower Seeds

"Pakro" seed tape, makes better gardens, 30 kinds of vegetable seed, 18 kinds of flower seed, easy to plant; you do not have to be an expert; per package, 10c.

D. M. Ferry's fresh seeds, flower or vegetable, pkg., 5c.

Blue grass or Trans-Mississippi seed, pound, 20c.

White clover seed, per pound, 65c.

Garden Tools, Specially Priced

Spading forks, D handle, guaranteed" tines, special, at 59c.

Rakes, 14-tine size, 29c.

Hay fork, long handle, at 59c.

Riveted steel hoe, good quality handle, 23c.

Garden cultivators, special, 79c.

Hoes, specially designed for women, steel blade, special, 50c.

Shovels and spades, square or round point, special, 95c.

Garden hoes, best quality, steel blade, best quality handle, special, at 65c.

Steel blade trowels, wood handle, 5c.

Malleable iron garden rakes, 12-tine size, special, at 25c.

Pruning shears, 39c.

Burgess-Nash Co.—Down Stairs Store

The "New Era" Club Sale



First Payment—Five Cents—Brings You the Best Standard Rotary Sewing Machine

This great "New Era" sale gives you advantages that cannot be offered at any other time. There are no interest charges and no extra expense—no drawing—no chance—no delay. Instead the plan pays cash dividends in advance to those who will help themselves to the dividends.

Only a Limited Number of Machines for This Sale We have the agency for the STANDARD ROTARY. We consider it the best sewing machine in the world.

Come, take your choice of any style or type on "New Era" terms, and prices ranging upward from \$20.00. It is the surest, safest and most profitable saving agreement for securing a good machine.

FIRST PAYMENT

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
.16	.65	1.16	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	40th Week

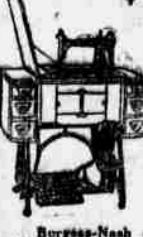
CASH DIVIDENDS

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 \$38.00 Standard Rotary in cash dividends.

Six-drawer style—the world's best machine, lock and chain stitch—central needle style—

Standard Rotary \$39.00



5c First payment—immediate delivery, then every week you pay 5c more than the previous week's payment.

Burgess-Nash Co.—Fourth Floor.

BURGESS-NASH COMPANY.

"EVERYBODY'S STORE"