

#### of All White Sales

and this announcement will bring a thrill of pleasure to thousands of Omaha's most discriminating shoppers.

It's a general SALE OF WHITE that will set the low price standard for the entire communitya great out-pouring of new 1916 merchandise.

It's a striking example of Burgess-Nash merchandising-ability, just another demonstration of the splendid achievements of the past year.

Every section given over to white goods of any sort is brilliant with rare economies.

Will you profit by it?

Then make a memorandum of your needs of this kind and be on hand early Monday to take advantage of the opportunities.

- We know the savings will warrant it.
  - BURGESS-NASH COMPANY.

#### **Bed Spreads in the Mid-Win**ter White Sale for Monday dozen, \$5.00. PECIAL values that point the way to sure and safe economy. These for instance: Satin Bed Spreads at \$2.25 Satin bed spreads, scalloped and cut corners, full size, pretty designs, specially priced at \$2.25. Satin Bed Spreads at \$3.00 Extra large satin bed spreads, scalloped and cut corners, extra heavy, with raised designs, special, at \$3.00. Printed Bed Spreads at \$2.95 Bed Spreads, printed in blue, green and pink combination, extra large, 90x108, something new, at \$2.95. Embroidered Bed Sets, \$3.95 to \$4.95. Consisting of spread and bolster covers, embroidered in blue, yellow and rose, specially priced at, set, \$3.95 and \$4.95. Burgess-Nash Co .- Main Floor. These Special Values in ART EM-BROIDERY LINENS on Third Floor IN every instance the special is about one-half the regular price. 50c Stamped Bath Towels, 25c yard, \$1.50. Stamped bath towels, large size, heavy quality, the usual Burgess-Nash Co.-Main Floor, 50c kind, at 25c each.

#### 25c Stamped Bath Towels, 12c

# LINENS at 25% to 33<sup>1</sup>/<sub>3</sub>% Under Present Market

W E anticipated the scarcity of linens nearly a year ago and made preparations accordingly, with the result that we own them at 25 to 331-3 per cent under the present market quotations. In fact, some of them cannot be duplicated at any price. We offer you the same buying advantages—values, we doubt seriously if you can duplicate in the city.

#### **Pattern Cloths**

All linen, sath damask quality. Always the best, and the designs the choicest variety. Pattern Cloths, 68x68, special, now .... \$2.25 Pattern Cloths, 72x72, now ... \$6.00 to \$10.50 Pattern Cloths, 72x72, special, now....\$3.25 Pattern Cloths, 72x90, now...\$7.50 to \$13.25

Napkins Towels Towels for every purpose in great

For every use, in a wide selection of qualities and patterns.

Mercerized Napkins, 75c Mercerized satin damask napkins, hemmed ready for use, dozen, 75c. Linen Napkins, \$2.25

Dinner napkins, all linen, splendid se-lection of patterns to \$2.95, at \$2.25 the

Madeira Napkins, \$5.00 Real Madeira napkins, plain scallope, Madeira Napkins, \$7.50

Real Madeira napkins, hand embroid-ered, eyelet work, beautiful assortment, values to \$12.50, for, dozen, \$7.50.

Lunch Napkins, \$2.95 Scalloped lunch napkins, hand embroidered, eyelet work. dozen, \$2.95. Lunch Napkins, \$2.25

Hemstitched damask lunch napkins, the dozen, \$2.25.

15c Huck Towels, 11c Extra heavy, an unusually good quality plain white with fancy woven bor-40c Huck Towels, 25c

variety, priced in the sale like this:

All linen with satin damask ends, size 21x38 inches; present value 40c, each 25c.

45c Huck Towels, 25c Hemstitched huck towels, all linen, size 19x36, present market price 45c; now 25c.

75c Huck Towels, 50c All linen, hemstitched, size 21x38, beautiful satin damask ends.

Turkish Towels, 19c Snow white, bleached, size 22x45, special at dozen, \$2.25, or each, 19c. Tea Towels, 5c

Tea or kitchen towels, with red stripes, special, each 5c.

## Table Damask in the White Sale

Table Damask, \$1.50

All linen table damask in design exclusively our own in this market. Including coin spot and apple blossom, chrysanthemum, grape, rose stripe, wreath and wild rose, and chrysanthemum and stripe. Quality and finish if duplicated today would be worth \$2,

Table Damask, 25c Mercerized table damask, 58-in. All linen table damask, 70 good medium weight, yard, 25c. inches wide, made of selected 50c Table Damask, 39c

Mercerized table damask, 64inch size, extra heavy, lustrous finish, many beautiful designs, regu-larly worth 50c, yard, 39c.

Table Damask, 79c All linen table damask, 68 inches wide, all good designs, splendid value, at yard, 79c.

Table Damask, 96c All linen table damask, 68 inches wide, full bleached, an exceptionally good quality, at yard, 96c.

Patiern Cloths

Austrian damask, high grade, heavy quality, soft satin finish, pleasing designs.

Pattern Cloths, 72x72, special, now....\$3.95 Pattern Cloths, 72x108, now. \$9.00 to \$15.75 Pattern Cloths, 21/2x3 yards proportionately Napkins to match, 24x24, at. \$7.25 to \$13.50

#### **Fancy Linens**

Madeira, cluny and other decorative, linens, specially underpriced, in some instances about Half Price

Madeira Doilies, 15c 5½-inch size, hand made Madeira scalloped and eyelet work.

Madeira Doilies, 39c 9-Inch size, round and 6x9 inch oval, at 39c.

Centerpieces at 95c Madeira and cluny lace centerpieces, 18-inch size, at 95c.

Centerpieces at \$1.49

18-inch madeira and 22-inch cluny center pleces at \$1.49. Centerpieces at \$2.95

13-piece scalloped lunch Madeira centerpieces, special at \$2.95.

13-piece scalloped lunch sets, all linen, special, the set, \$2.25.

yarn. Heavy quality, with a

# **Our Mid-Winter White Sale** STORE

TIME when all white goods are much lower in price than at any other time of the year.

We Reserve the Right to Limit Quantities. SPECIAL

Genuine Lonsdale Muslin, Bleached and Yard Wide From Bolt, Monday Yard 6c All the best known brands of muslins, cambrics, etc. By com-parison you will find our prices as low as offered by any etber store in the country.

61/20 to 10c Unbleached Muslins, 31/20 to 71/20 36 and 40-inch unbleached muslins, the regular 61/20, 31/20 and 10c grades, in a sale at, yard, 3 1-2c, 5c and 7 1-2c the yard. Martha Washington Bleached Muslin, 5c

beautiful linen finish, comes in the following designs: lily of the valley, pansy, key stripe and rose border, chrysanthemum, tulip and stripe, plain center key border, plain center

chrysanthemum border, snow drop; sale, yard, \$1.25.



Small size bath towels, stamped for embroidery, the usual 25c kind, at 12c each. 75c Stamped Towels at 39c

All linen, hemstitched and scalloped towels, full size, the usual 75c kind, at 39c each.

Slumber Pillows for 39c

Slumber pillows, lace covered, in pink and blue, good quality filet lace, well filled, 39c each.

Burgess-Nush Co .- Third Floor.

## White SILKS and SATINS in Mid-Winter Sale Monday

A N offering including all the most wanted white silks and satins.

#### \$1.95 Soft Charmeuse, \$1.49

Cream charmeuse, 40 inches wide, soft satin finish, very handsome and rich for evening gowns.

#### Chiffon Taffeta, \$1.39

Chiffon taffeta, soft finish, 36 inches wide, special, at \$1.39 \$1.25 Cream Pongee, 79c

Real imported pongee, in cream, will wear and wash splendidly, 27 inches wide, regular \$1.25 quality.

27-Inch Messaline, 59c

#### Cream messaline, satin finish, specially priced, at 59c. Kayser Italian Silk, \$1.49

Kayser Italian silk, made specially for underwear, 44 inches wide.

Burgess-Nash Co .- Main Floor.

### Girl's White Dresses in the White Sale at \$3.00 to \$15.00

N exceptional showing of white dresses for girls 6 to 14 years. Violets and organdies with val lace and Swiss embroidery trimmings. A special feature is the dainty ribbon sashes in pink, light blue and white. Dresses that are very desirable for confirmation or graduation.

Burgess-Nash Co .- Second Floor

### Nainsook in the White Sale

THREE special values-36-inch Nainsook, boxed 12 yards to the piece.

121/2c White Nainsook, 12-yard piece, \$1.29

- White Nainsqok, 12-yard piece, \$1.75 18c
- White Nainsook, 12-yard piece, \$2.25 25c

Long Cloth, 10 Yards 69c

36-Inch long cloth, 10-yard pieces, special at \$1.00 and 69c. 121/20 Krinkle Underwear Grepe, 9c.

30-Inch white krinkle underwear crepe, usually 121/2c, Mon-

day, special, at yard, 9c. Burgess-Nash Co,-Main Floor.

HEMMED BED SPREADS, \$1.00 Crochet kind, good weight and full size. Bed Spreads, \$1.25 Scalloped and cut corners, standard size, very special. Bed Spreads, \$1.59 Hemmed ends good heavy quality, crochet kind. -Nash Co

Mid-Winter Sale of New Embroideries

### Certain to Set a New Low Price Standard for the Entire Community REAT stocks-remarkable assortments-extreme values, crisp new, 1916, embroideries in a U world of pretty patterns and designs that will prove most tempting.

Embroideries at 5c Yard Nainsook and swiss edges and insertion beading, pretty new 1916 designs at 5c a yard.

Embroideries at 71/2c Yard Nainsook and swiss edges and bands to 9 inches wide, special Monday at 71-2c the yard.

Embroidery Flouncings, 10c Swiss or nainsook flouncings, corset cover em-broideries and wide beadings at 10c yard.

Embroideries to 25c, at 15c Nainsook tuckings, organdy and swiss flouncings,

matched sets of embroidery, fine edges, organdy and venice combinations to 25c at 15c.

18 to 45-Inch Flouncings, 250 Organdy or swiss flouncings 18, 27 and 45 inches wide, batiste and venice combinations in bands and allovers, colored organdy, batiste and chiffon edges, values to 50c, at 25c.

Flouncings to \$1.00, for 59e 27 to 45 inches, fine colored embroidery, organdy and swiss allovers and flouncings, fine baby floun cings, dainty patterns; values to \$1.00, for 59c yard.

Flouncings to \$3.00, for 98c Beautiful, dainty organdy flouncings, fine French novelties, Venice and needle point edges and bands, fine voile and lace cloth in flouncings with dainty French colored combinations; values to \$3.00, at 98c.

Nash Co .- Main Floor.

We Illustrate But Three of the Many Striking **Blouse Values in the Mid-Winter White Sale** 

The waists illustrated here are but representative of the splendid values offered.



"EVERYBODY'S STORE

No. 6328-Blouse made of good quality voile, with embroidered front, Hy-lo collar of embroidered 01. gandy, long aleeves, Venise edge, front opening, \$1.00.

No. 789-Volle blouse made with convertible collar and long sleeves, Swiss embroidery panel front, with inserts of filet pattern lace. Special \$1.00.

No. 790-Embroidered voile blouse with dainty trimmings of val lace on either side, bands of Swiss embroidery down the front, collar convertible, long sleeves finished with tucked cuff. Price \$1.00.

No. 729-Organdy blouse, embroidered in a dainty conventional design, panel front of same, two rows of Venise lace down front Hy-lo collar embroidered, \$1.50.

No. 6525-Voile blouse trimmed with embroidered organdy panels and rows of val lace, insertion down the front, two rows in collar with hemstitching and lace edging, long sleeves. Sizes \$4 to 46. Price \$1.50.

No. 777-Voile blouse with filet lace and bands of embroidered volle trimming front, lace and embroid ery trimmed. Hy-lo collar, long sleeves. Special \$1.50. No. 511-Blouse of fine French voile, collar and

front trimmed in hand embroidery and hemstitching. Venise lace around collar, cuffs and down front. \$2.50. No. 512-Blouse of fine French volle, trimmed

with fine organdy embroidery and shadow lace joined with cluny insertion down front. Organdy collar trimmed with shadow lace, cuffs to match. \$2.50.

No. 532-Organdy blouse, daintily trimmed with lace and embroidery. Pin tucks on shoulder and sleeves. The Hy-lo collar is of fine organdy and the sleeves are long. Sizes 34 to 46. Price \$2.50.

No. 526-Hand embroidered volle blouse with lace medallions, deep revers edged with val lace, low neck finished with lace trimmed collar, full length sleeves finished with pointed cuff edged with lace. \$3.50.

### Wide, Monday at Yard, 6<sup>1</sup>/<sub>4</sub>c.

Muslins to 161/20, Monday, 71/20 Yard Short lengths of 2 to 15 yards, including muslin, cambric, and long cloths, also Wamsutta and Lonsdale bleached twills, and Jeans, special, yard, 7 1-2c.

Wamsutta Nainsook at 160 40 inch extra heavy quality Sea Island and Wamsutta nain-sook in lengths 8 to 20 yards, lengths worth to 35c at yard, 16c.

Mid-Winter Sale Prices on Utica, Pequot and Burnasco Sheets and Pillow Cases

Our Burnasco brand sheets and pillow cases are the best to be had for home use. Pequot, Dallas, Fruit of the Loom and New Bed-ford sheets and pillow cases.

81x99 Pequot Sheets 83c 72x99 Pequot Sheets 75c 81x90 Pequot Sheets 79c 72x90 Pequot Sheets 70c

50c Seamless Sheets at 35c

Size 54x90 seamless bleached sheets, for single beds, 50c grade on sale at 35c.

69c Seamed Sheets, 45c Size 76x90 inches, seamed bleached sheets for double beds, 69c values for 45c.

25c Pillow Cases, 19c

Scalloped pillow cases, size 42x36 and 45x36 special sale price, each, 19c

#### Mid-Winter Sale Prices on Pepperell, Aurora and Mesco Sheetings.

The Mid-Winter prices are from 3c to 4c on the yard less than the present market prices: This idea:

8-4 Bleached Sheeting at 22c Yard 9-4 Bleached Sheeting at 25c Yard 10-4 Bleached Sheeting at 26c Yard

25c Dwight Anchor Pillow Tubing, 14c Extra quality satin finish, one to 10 yards lengths. The well known Dwight Anchor pillow tubing in desirable lengths, 25c values at 14c the yard.

Mid-Winter Sale Longcloth and Nainsook Do your sewing now, while prices are so low on all white goods. Manhattan Nainsook, 36-inch, in boxes, 10 yds. No. 555 Longeloth, in bolts of 10 yards to the

No. 999 Longeloth, in bolts of 10 yards, 36-inch, No. 9000 Longeloth, 40-inch, worth \$2, Mid-Winter sale price, very special at ..... \$1.49

25c Bear Mills White Gyptine, 11c

30 inches wide, a newer and much more desirable fabric than solsette for dresses, waists, etc.; worth 25c, now 11c.

#### 25c to 30c White Goods at 9c

Mill lengths of 36 to 40 inch white organdie batiste, sheer lawns, fine mulls and novelty white goods, yard 9c. White Madras Waistings | 10a to 191/a White

AA TITOO TATOOTTOP AA GEBETTIKE	100 to 12/go white Dimitie
at 31/20	at 61/20
Mercerized 24 inch white madras, waistings, lengths 10 to	Baby checked white dimities
20 yards, at yard, 3 1-2c.	thousands of goods of the regu- lar 10c to 12%c grades, 6%c.
18c Pajama Cloth, 81/2c	25c Madras Shirting, 121/20
Mercerized striped and	Also walating, fancy colored

wide, 18c quality, yard, 81-2c.

checked pajama cloth, yard stripes and figures, special Monday at yard, 12 1-20. Burgess-Nash Co .--- Ba

BURGESS-NASH COMPANY. Guest Huck Towels, 7c Full bleached with pink or blue Grecian border. Spe-Turkish Towels, 10c

Bleached, size 18x36 inches, hemmed ends, \$1.10 per

Burgess-Nash Co .- Bacement.