

Sunday, Jan. 3, 1915

BURGESS-NASH COMPANY

STORE NEWS FOR MONDAY

BURGESS-NASH COMPANY

Phone Doug. 137.

BURGESS-NASH COMPANY'S FIRST



Begins Tomorrow, Monday Morning, at 8:30 O'clock

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 community—a great outpouring of the new 1915 merchandise. A striking example of Burgess-Nash underselling 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.

Mid-Winter Sale of LACES at 10c

INCLUDING silk shadow and Chantilly edges, net top laces, shadow flouncings, wide cluny laces in white and ecru. Big assortment for selection. Regular 15c to 25c laces, at 10c. 50c to 75c Laces, 25c. Colored silk nets, fancy printed nets, 36 and 42-inch, shadow and oriental flouncings, real Irish crochet laces, clunys, Venice edges and bands. 50c to 75c values, yard. 25c. 10c Laces at 5c. Point Paris, cluny, torchon, shadow edges, French and German val. Regular 10c values, yard. 5c. Burgess-Nash Co.—Main Floor.

Mid-Winter Sale of \$1.50 Curtains, 59c

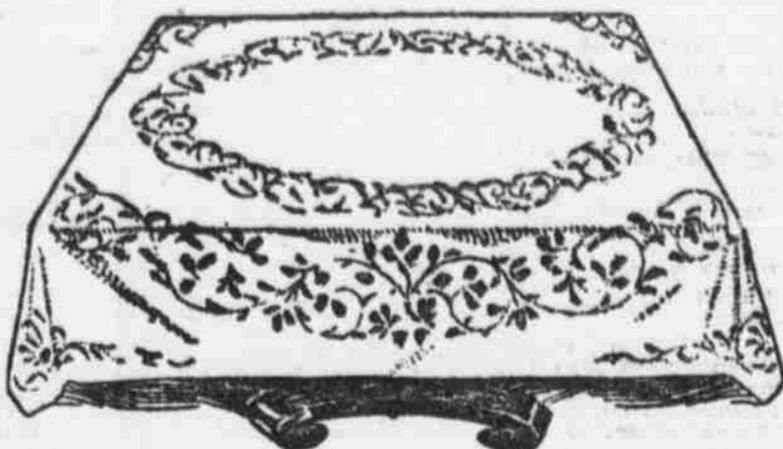
LOOM lace curtains, Nottingham weave, in white and ecru, size 42 inches by 2 1/2 yards, twelve different designs, regular price to \$1.50; the pair. 59c. Sample Curtains, 60c. Salesmen's samples of finest marquisette, voile and laces with insertion and lace edges, in matched pairs, lengths 1 to 1 1/2 yards, very desirable for bungalow or wash curtains, samples of curtains that sell regularly from \$2.75 to \$5.00; the pair. 60c. Drapery Remnants, 5c. Short lengths of cottons, nets, scrims and marquisettes, 1/2 to 1 1/2 yards, very desirable for door, panel and small windows, regular price 25c to 75c; each. 5c. \$2.00 Curtains, 95c. Nottingham weave, colors white and ecru, size 42 inches by 2 1/2 or 3 yards, \$2.00 values; pair. 95c. Burgess-Nash Co.—Third Floor.

Now for the Greatest Sale of TABLE LINENS in Town

WE'VE planned for it—we expect it, and there is no reason why it should be otherwise, because we made several very large and fortunate purchases in our preparations for this sale before the advance in prices and the assortments, the range of selection and the values are the greatest we have ever offered. We seriously doubt if you'll find them equaled elsewhere in town. Every item exactly as represented. Come Monday and secure your season's supply while the most advantageous prices of the year prevail. A comprehensive idea of the splendid saving possibilities can be gained by a careful study of these items below:

Table Damasks at Prices Much Lower Than the Belfast Linen Market Warrants Today

Bleached and silver bleached table linens in a remarkable variety. All Linen Damask, 44c. 60-inch cream white, all-linen table damask, heavy and will stand hard, every day use. 95c Table Damask, 78c. Irish table linen, full bleached, choice of several good designs, 68 inches wide; napkins to match; 6 for \$1.17. \$1.25 Table Damask, 96c. Full bleached Irish satin damask, 70 inches wide, beautiful finish, choice designs; napkins to match; \$2.59 dozen. \$2.00 Table Damask, \$1.62. Two-yard, extra fine double satin damask, new patterns; dinner size napkins to match. \$4.86 dozen.



Breakfast and Dinner Napkins Very Specially Underpriced for This Big Sale Monday

Scores of new patterns in a great variety of sizes and qualities. \$1.50 Breakfast Napkins, \$1.18. 18-inch breakfast napkins, all-linen, good selection of new patterns. All Linen Napkins, \$1.84. 20-inch, all-linen napkins, good size and desirable patterns, very special value. All Linen Napkins, \$2.18. Extra good quality all-linen napkins, choice designs. \$5.00 Dinner Napkins, \$3.50. 24x34 dinner napkins, in a wide selection of new patterns, exceptional values. \$3.00 Napkins at \$1.48. Odd napkins, discontinued patterns, some slightly soiled from display, values up to \$3.00, sale price, per dozen, \$1.48. \$3.50 Madeira Napkins, \$2.62. Machine scalloped with hand embroidered corners, several pretty designs. \$7.50 Embroidered Napkins, \$3.96. Bohemian hand embroidered napkins, scalloped and corner effects, choice designs. \$6.50 Real Madeira Napkins, \$4.38. Hand embroidered, scalloped and beautiful corner effects, choice new lot of patterns.

CLOTHS 1/3 Off

AN assortment of table cloths, napkins and table tops, which, owing to a very slight imperfection—so slight in fact you can hardly notice it—the price is fully 1-3 off the real value. Cloths from 66x66 to 2 1/2x2 1/2 yards, usual price, \$2.25 to \$16.00. Sale price \$1.39 to \$10.50. Napkins in all the best sizes, usual price \$1.35 to \$7.50 a dozen. Sale price, dozen, 98c to \$4.50. 49c Bath Mats, 38c. Turkish bath mats, pink and white, blue and white combinations. 59c Bath Mats, 44c. Beautiful designs in pink, blue, tan and gray. Burgess-Nash Co.—Main Floor.

Turkish Towels

ALL sizes and qualities, specially priced. 12 1/2c Towels, 8 1/2c. Generous size, all white with hemmed ends, by the dozen, 94c. 18c Towels, 12 1/2c. An absorbent and good wearing grade, size 18x36 and 22x41, by the dozen, \$1.44. 25c Towels, 16c. Full bleached, hemmed ends, spongy quality, by the dozen, \$1.86. 35c Towels, 25c. Extra large size, plain white, soft and absorbent, by the dozen, \$2.94. 49c to 59c Towels, 38c. Fancy borders, also initial towels, splendid values at regular price, sale price; 38c, or, dozen, \$4.50. Burgess-Nash Co.—Main Floor.

Pattern Cloths and Napkins Underpriced

RICH satin damask table cloths, all linen, qualities that will hold their fresh appearance after laundering. Floral center designs and deep attractive borders. 72x72 Cloths, were \$2.35; now. . . . \$1.78. 72x90 Cloths, were \$3.00; now. . . . \$2.38. 72x72 Cloths, were \$3.50; now. . . . \$2.63. Napkins to match, were \$4.25; now. . . . \$3.38. Prussian Damask All Linen Table Cloths. 72x72 Cloths, were \$6.00; now. . . . \$4.50. 72x90 Cloths, were \$7.75; now. . . . \$5.50. 72x108 Cloths, were \$9.75; now. . . . \$6.75. Round Scalloped All Linen Table Cloths. 70-Inch Table Cloths, were \$4.00; now. . . \$2.97. 70-Inch Table Cloths, were \$5.00; now. . . \$3.48.

Towel Specials

TOWELS are as staple as wheat, but here are big savings Monday. 10c Towels, 7c. Huck towels, bedroom size, white or colored borders, the dozen, 78c. Towels at 8 1/2c. 18x36-inch soft fine yarn, full bleached, red stripe, the dozen, 94c. 18c Towels, 12 1/2c. Union linen huck towels, firmly woven, bedroom size, red or blue stripe border, dozen, \$1.44. 35c Huck Towels, 25c. All-linen hemstitched, soft finish with damask borders; dozen, \$2.94. 25c Huck Towels, 16c. Plain or hemstitched, some are union linen, extra large, others all-linen, dozen, \$1.86. Burgess-Nash Co.—Main Floor.

Crash Toweling

CRASHES at prices that are below cost price today. Barnsley Crash, 9c. You know the quality, red borders, bleached ready for use. 12 1/2c Crashes, 9c. Even thread, all-linen with colored borders, very special value. 16c Crashes, 12 1/2c. Bleached, all-linen, Irish crashes, exceptionally good quality flax, plain or colored. Crash at 14c. Extra fine yarn bleached, all-linen crash for glass, silver or roller towels. Twill Toweling, 5c. Snow white twill toweling, soft linen finish, colored borders. Burgess-Nash Co.—Main Floor.

Our First Mid-Winter Sale of New EMBROIDERIES Is Certain to Set a New Low Price Standard for the Entire Community

GRAND stocks—remarkable assortments—extreme values. Crisp new 1915 embroideries in a world of pretty patterns and designs at prices that will prove most tempting. The following will serve as examples of the unusual importance of this sale, giving concrete evidence that you positively save considerably on your embroidery supply for the coming season: 10c Embroidery Edges and Insertions, 5c. Pretty new cambric and nainsook embroidery edges, insertions and new designs, excellent assortment of patterns, 10c values, yard. 5c. 25c to 35c. Beautiful Display of New Imported 1915 Embroideries. Dainty patterns of fine filet and net lace effects on organdy chiffon and marquisette cloth, also choice French colors in widths, 6 to 27 inches. 15c to 25c Embroideries at 10c. Fancy novelties, edges and flouncings in crepe, voile and nainsook, also beadings, edges and flouncings in nainsook and Swiss. 10c. Dainty New Embroideries, 25c, 39c, 59c. Irish and batiste, point applique bands, edges, flouncings, organdie flouncings, all-overs, baby flouncings, etc. 27 to 42 inches wide, Swiss and batiste baby flouncings, Monday, 75c to \$2.00 embroideries. 25c, 39c to 59c. Burgess-Nash Co.—Main Floor.

Our First Mid-Winter Clearaway of Women's Suits, Coats, Dresses, Wraps, Gowns

Starts Monday Morning at 8:30 O'clock. IT will be a clearaway of more than usual importance, because it includes our entire stock of women's, misses' and children's ready-to-wear, and every garment is marked at a price that signifies our determination to clear our stocks in a hurry. TAILORED SUITS. Suits formerly \$20.00, Monday for \$ 9.95. Suits formerly \$25.00, Monday for \$12.50. Suits formerly \$27.50, Monday for \$18.75. Suits formerly \$35 to \$45, Monday \$25.00. Suits formerly \$85 to \$100, Monday \$59.50. Suits formerly \$55 to \$75, Monday \$37.75. WOMEN'S COATS. Coats formerly \$15.00 to \$16.50 for. . . \$ 6.95. Coats formerly \$17.50 to \$19.50 for. . . \$ 8.95. Coats formerly \$20.00 to \$30.00 for. . . \$11.95. Coats formerly \$29.50, Monday for. . . \$14.75. Coats formerly \$30.00 to \$40.00 for. . . \$18.75. Coats formerly \$45.00 to \$75.00 for. . . \$25.00. EVENING WRAPS. Wraps formerly \$20.00 to \$22.50 for. . . \$ 8.75. Wraps formerly \$25.00 to \$30.00 for. . . \$11.95. Wraps formerly \$30.00 to \$45.00 for. . . \$13.75. Wraps formerly \$140.00, Monday for. . . \$69.50. Wraps formerly \$140.00, Monday for. . . \$79.50. Wraps formerly \$145.00, Monday for. . . \$89.50. EVENING, AFTERNOON GOWNS AND DRESSES. Velvet dresses, were \$20 to \$25, for. . . \$ 8.95. Silk dresses, were \$20 to \$25, for. . . \$ 8.95. Silk dresses, were \$25 to \$30, for. . . \$13.95. Velvet dresses, were \$25 to \$30, for. . . \$13.95. Afternoon gowns, were \$30 to \$40, for. . . \$19.75. Afternoon gowns, were \$50 to \$75, for. . . \$34.75. Afternoon gowns that were \$95, now. . . \$64.50. Evening gowns that were \$50, now. . . \$25.00. Evening gowns, were \$35 to \$45, now. . . \$18.75. Evening gowns, were \$30 to \$35, for. . . \$13.75. Evening gowns that were \$89.50, now. . . \$34.75. Evening gowns that were \$69.50, now. . . \$49.50. Evening gowns that were \$95.00, now. . . \$69.50. Evening gowns that were \$145.00, now. . . \$79.50. Evening gowns that were \$110.00, now. . . \$69.50. Evening gowns that were \$89.50, now. . . \$49.50. CLEARAWAY OF EVERY FUR COAT IN STOCK. \$95.00 Marmot coats reduced to. . . \$49.50. \$195.00 Hudson seal coats reduced to. . . \$97.50. \$300.00 Hudson seal coats reduced to. . . \$150.00. \$250.00 Hudson seal coats reduced to. . . \$125.00. \$110.00 Nearsel coats reduced to. . . \$59.50. \$110.00 Tiger Cat coats reduced to. . . \$55.00.



Monday in the Basement—Our First Mid-Winter Sale of SHEETS, PILLOW CASES, SHEETINGS, MUSLINS, Etc.

WE timed our trip to the market accurately, as we found the big mills eager to quote prices that enable us to offer you merchandise of this sort at prices much lower than ever before. Every housekeeper should secure her supply of cotton goods here Monday for the entire year. Utica—Pequot—Lockwood—Dallas—Pepperell. And Aurora wide sheeting, sheets and pillow cases are the best of all the known standard grades. All are made of clean high-grade cotton and the splendid savings possible here should interest all. \$2.50 White Blankets, \$1.19. All the wool finished full double bed size, white cotton blankets that sold up to \$2.90 pair. Many worth \$2.50 the pair, at. \$1.19. Hope—Fruit of the Loom—Lonsdale—True Blue—Yankee. Automobile, red, white and blue, Langdon, Dwight, Anchor, etc., are the kinds of muslins properly finished without a particle of dressing. The kind that is wanted for home use. Now is the best time to buy these low prices prevail. 4c, 5c, 6c, 7c, 7 1/2c, 8c, 8 1/2c and 9c Yard. Bargains on Special Tables During Our First White Sale. 18c White Galatea, 11 1/2c. White galatea, the best grade to be had in medium and heavy weights, 18c value from. . . 11 1/2c. Bleached Muslins, 3 1/2c. Thousands of yards, bleached muslins, 36 inches wide, such a low price on standard bleached muslin has never before been possible, at yard. 3 1/2c. Unbleached Muslins, 3 1/2c, 5c. 36 and 38-inch unbleached muslins, remnants of good grade, fine weave, special table, at yard. 3 1/2c 5c. 12 1/2c White Dimities, 5c. Baby checked and plain white double fold dimities, remnants of the usual 12 1/2c grade, 2, 5 and 8-yard lengths, at yard. 5c. Fruit of the Loom Muslin at 6 1/2c. Fruit of the loom muslin, cambric and nainsooks, yard wide each length with mill stamp. Dwight—Anchor muslins, the very finest and best to be had, perfect mill lengths, at yard. 6 1/2c. 7 1/2c. 25c White Soisette, 12 1/2c. Most desirable for all-around use, all the 25c mercerized fabrics, perfect goods from the bolt, at yard. 12 1/2c. 7 1/2c. 25c White Soisette, 12 1/2c. Most desirable for all-around use, all the 25c mercerized fabrics, perfect goods from the bolt, at yard. 12 1/2c.

Stamping Pillow Cases, 49c. BEST quality tubing, size 42x36, in new eyelet and French embroidered designs, with 2 paper initial forms and 3 skins of floss for working. 49c. Burgess-Nash Co.—Third Floor. Stamped Night Dresses, 69c. BEST quality nainsook, in new designs, made up, requiring only the embroidery to complete them, with 3 skins of floss for working, each. 69c. Burgess-Nash Co.—Third Floor.

BURGESS-NASH COMPANY. "EVERYBODY'S STORE"

Best Sporting News Right in The Bee day by day. Full box scores of all big leagues. Sport cartoons that hit the bulls-eye. Direct from the Battle Arena. The Bee's Real War Photos. Best of Them All. Watch the Public School Roll of Honor Day by Day in The Bee. Real Estate. Read the latest news about real estate on the next to the last page. Be informed—investigate—and you will be able to invest your money more intelligently and more profitably. WHEN AWAY FROM HOME The Bee is The Paper you ask for; if you plan to be absent more than a few days, have The Bee mailed to you. As well be out of the world as out of style. The advertising columns of The Bee constitute a continuous style show. Our Magazine Page will interest every woman who likes good heart-to-heart talks with other sympathetic women.