

# Omaha's Greatest Selling Event

Monday, Oct. 8  
to and including  
Saturday, Oct. 13

# The Anniversary Sale of the BURGESS-NASH COMPANY "EVERYBODY'S STORE"

ONE year ago this October, negotiations were started which culminated in great changes in the Burgess-Nash Store---changes in management, changes of merchandising policies, and the adoption of the six great points of storekeeping:

1. To buy in quantities that enable us to obtain price concessions from the manufacturers.
2. To sell only good, dependable, seasonable merchandise at fair prices.
3. To give the public the advantage of our buying power.
4. To meet competition at all times.
5. To give the best possible service under all circumstances.
6. To make shopping more convenient by improved departmental management, additional elevators and stairway.

New departments have been added, others have been enlarged and made more complete in assortments carried, and all prices reduced to meet any and all competition. As a result of these changes our four hundred and fifty Nebraska stockholders, and our thousands of friends and customers, will be glad with us to note the following sales increase for the fiscal year over the year 1922:

Feb.	March	April	May	June	July	Aug.	Sept.
27%	32%	34%	56%	49%	37%	49%	35%

The new management is grateful to the people of Omaha and Nebraska for making this showing possible, and

**Will Celebrate the First Anniversary of the Reorganization  
by Holding a Great Store Wide Selling Event From  
Monday October 8 to and Including Saturday October 13**

New bargains will be advertised each day, making the sale a series of one-day selling events in the different departments. Manufacturers all over the country have contributed their merchandise at special price concessions in a wonderful spirit of co-operation to make this sale a huge success.

As this is Everybody's Store, we hope to receive a visit during next week from everyone in the city of Omaha and the surrounding country.



**ENTRANCE - Seventeenth & Harney  
- A beginning of greater things**

