

---At The---
Omaha Auditorium
FRIDAY EVENING
JANUARY 18th
1918

JOHN McCORMACK
THE GREAT IRISH TENOR
 ---Sings Exclusively---
FOR THE Victor Company



JOHN McCORMACK.

John McCormack

CELEBRATED IRISH TENOR

Is Coming to Omaha January 18

TO hear John McCormack is a privilege and an opportunity which every music-lover will want to embrace. It presents the unique opportunity of a direct personal observation of his remarkably beautiful voice for comparative consideration with his historic Victor Records—FOR IN THE PHONOGRAPH WORLD—

John McCormack Sings Exclusively for the

VICTROLA

JOHN McCORMACK once heard in person will immediately actuate a desire to hear him any time you wish. This desire can be easily satisfied—you can have him repeat for you at will the same superb renditions you will enjoy at his concert by having a

VICTROLA IN YOUR HOME

"It Does Make a Difference Where You Buy Your Victrola" Hospe's



"It Does Make a Difference Where You Buy Your Victrola" Hospe's

Victrola Records by John McCormack Here in Complete Assortments

A. HOSPE CO.
 The Victor Store

The best place to purchase a Victor Victrola is **Burgess-Nash Company**

We have the goods.

The best place to purchase your Victor Victrola is

Burgess-Nash Company

If it is to be had, we have it.

What would life be without music? Next to religion it is the world's greatest solace.

There should be music in every home.

For ages practically every philosopher of note has declared that music is a human essential, a necessity to mankind.

Is there a Victrola in your home?

Food is essential to the body alone, but music is essential to both mind and body.

Burgess-Nash Co. is the logical place for you to purchase a Victrola.

Music has swayed armies to deeds of valor and is at all times full of inspiration, recreation, cheer and comfort.

You'll find at Burgess-Nash Co. the largest assortment of records.

Playing and singing of patriotic songs will keep the home fires burning with the spirit of good cheer.

Don't think the Victrola a dream that won't come true. Don't go on forever wishing. Buy it now; we'll arrange the terms to suit you. Above all things, buy it from

BURGESS-NASH COMPANY.
 "EVERYBODY'S STORE"

An Express Shipment

of Victor Red Seal Records No. 64696 has just come to hand—quite timely with McCormack's concert. It is a 10-inch record and sells at \$1. No. 64696 is the patriotic record that stirs the hearts of Americans.

"Keep the Home Fires Burning"

Today the Most Popular Record.

Made By McCormack

This song will be a feature at McCormack's Omaha concert, but you may also hear it at any time, and purchase it if you desire, at



MICKEL'S

15th and Harney Streets, Omaha
 334 Broadway, Council Bluffs.

Hear McCormack Sing at the Brandeis Victrola Dept.

On Victrola Records

- "The Star Spangled Banner"
- "I Hear You Calling Me"
- "The Sunshine of Your Smile Keeps the Home Fires Burning"
- "Somewhere a Voice Is Calling"
- "There's a Long, Long Trail"
- "Mother Machree"
- "Send Me Away With a Smile," "Good-Bye" and over 100 others in our complete assortment to choose from.

Brandeis Victrola Dept.

Pompeian Room



JOHN McCORMACK

Celebrated Irish Tenor in Song Recital



AUDITORIUM
 Friday Eve., January 18

Seats Now on Sale

Box Office Open Today 10 to 5
 Beginning Monday 10 A. M. to 9 P. M.
Prices \$1.00 to \$2.50

Orders for seats with remittances, including 10% for War Tax, filled in order of receipt.