

## BURGESS-NASH COMPANY.

## Started a Big Movement In Omaha

when they announced that their entire stock of merchandise would be placed on sale at a 20 per cent deduction from the actual prices and they note with pleasure that as usual, others have followed their leadership.
When we inaugurated this extraordinary movement in this community we proved that we were living up to our motto

## "To Be of the Greatest Service to the Greatest Number"

This campaign was not done simply as an excuse to hold an enormous sale to reduce stocks or to meet the prices of others, or to secure immediate funds, but was done in a spirit of helpfulness to the people to

## Lower the Price of Merchandise

Burgess-Nash merchandise is well known as the highest and best quality and the most desirable kind and yet at their regular pricings cost you no more than elsewhere.
Fully convinced that the sacrifice of profits for a period of time would make a satisfactory adjustment of prices, we offered for sale, with the exception of certain trade-marked goods, which no honorab'e merchant can reduce in price

Our Entire Stock of Merchandise

## 20\% Deduction

## From the Actual Prices

It seemed our duty as leaders of this community to start this great move and by making it a straight 20 per cent discount, we gave to the people as great an advantage as any honorable merchant could do.

## Everybody Knows that BurgessNash Statements are Authentic

> and it seems almost needles to say that ALL DEDUCTIONS ARE ON AC. TUAL PRICES, for we have never marked up overvalues on tickets to create markdowns and never will.
> Shoppess will find price cards on Burgess-Nash merchandise unchanged. They will ust deduct 20 per cent from the marked ticket when the purchase is made. The oiginal price will be noted on the sale check and below will be marked the 20 per cent reduction.

It will be to the advantage of everyone to read our daily advertisements carefully. Each day they will contain a message of vital interest to this community.

The Great Demand of the ar has been for lower prices on merchandise that the people need and it is with satisfaction that we note the enthusiasm on the part of the public and very graifying to know that they appreciate the campaign which we started for their benefit.

