

MAN DOLLAR"

Going Back to Work



PRICES have been going up for five years. With each advance, the buying power of your dollar grew less. This store has looked forward no less eagerly than you to the day when the dollar would go back to work in earnest. Burgess-Nash Company has tried to bring prices back to somewhere near the old basis. As long ago as last May we held a special discount sale—the first real attempt made in this section of the country to lower the price of merchandise.

We have planned from that day to this for the new era in prices which we knew must come. We began to reduce our stocks—to build a magnificent new building, now rapidly nearing completion, and to get ready for the day when we could take full advantage of the drop in prices at the mill, factory and the wholesale house.

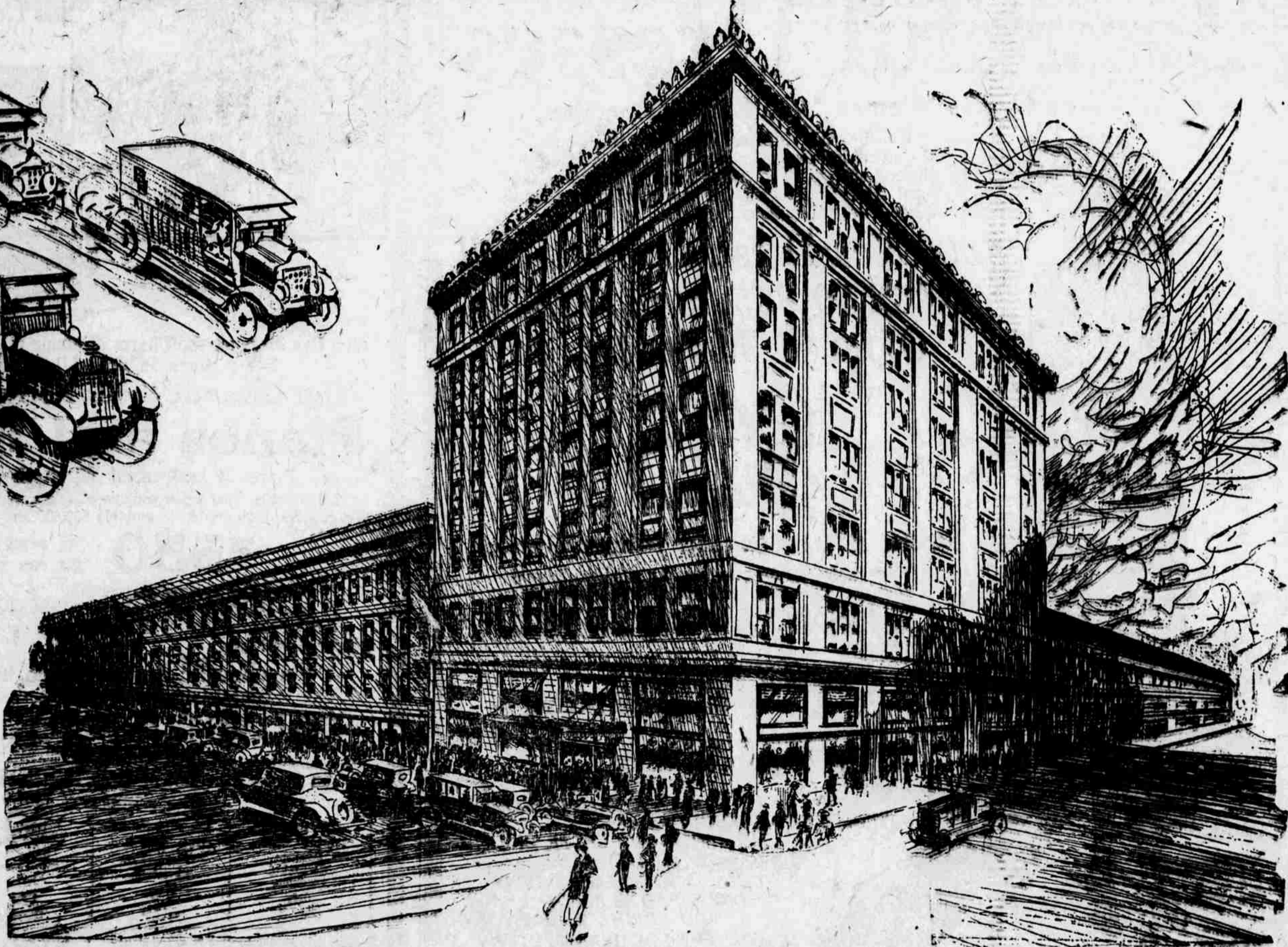
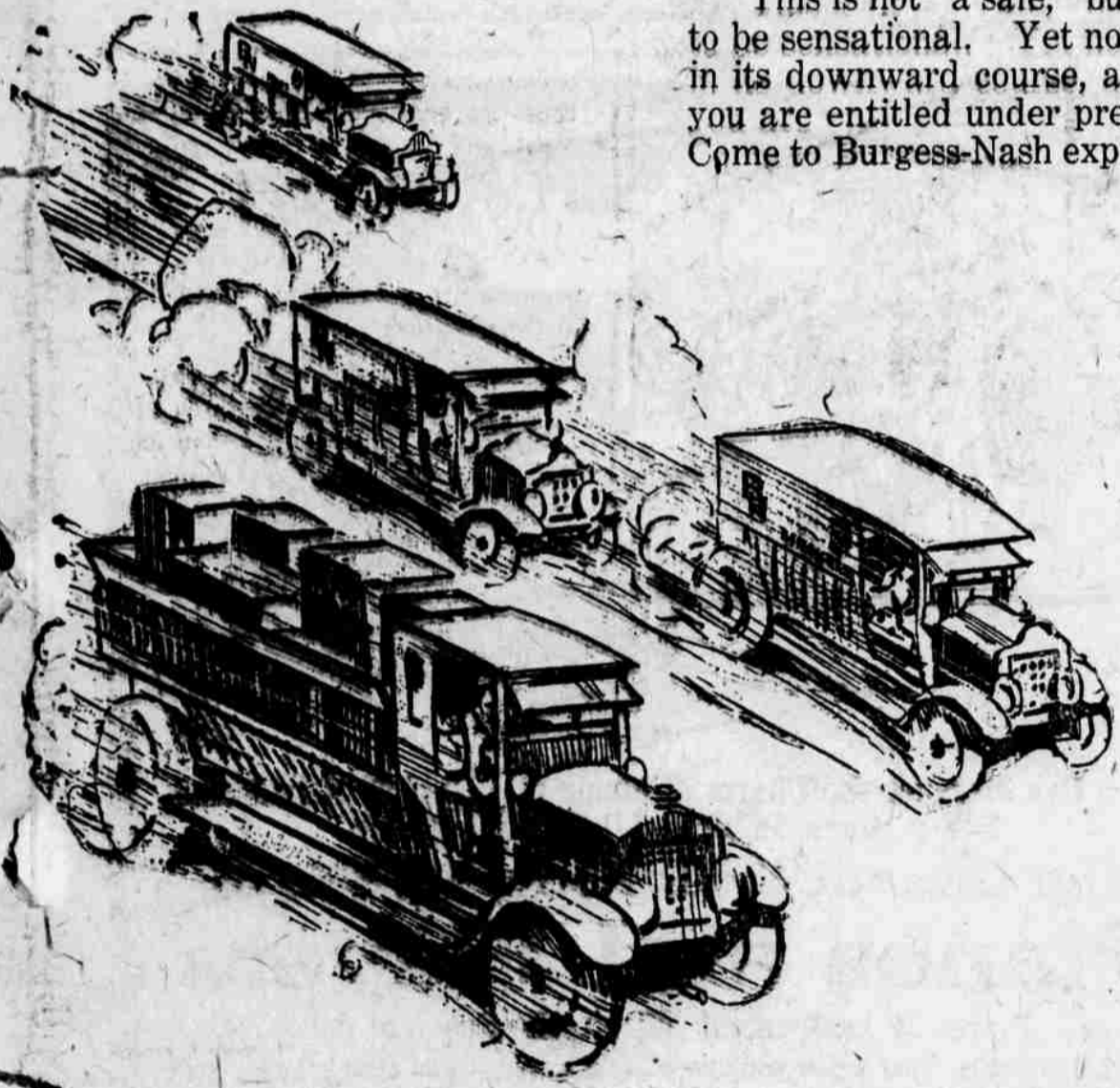
The time came. Prices went down with a crash, and with our tremendous purchasing power we were able to buy enormous quantities of goods at prices so far below the old high marks as to make comparison really startling. Our trucks have been busy for days bringing this merchandise into our store.

BEGINNING MONDAY, OCTOBER 25th
We Will Offer You

More Than a Million Dollars Worth of New Dependable Merchandise!

At Prices That Will Surprise and Delight You

This is not "a sale," but a merchandise event so unusual that we may perhaps be accused of attempting to be sensational. Yet nothing is further from our desires than this. We are simply following the market in its downward course, and the new prices prevailing practically throughout the store are those to which you are entitled under present market conditions—conditions that we hope will continue from this time on. Come to Burgess-Nash expecting much—you will not be disappointed.



Now Being Built in order to be of "The Greatest Service to the Greatest Number"

Sketch of the Burgess-Nash Company's new home as it will appear when completed, showing present building on the left, warehouse on the right and the new nine-story addition in the foreground.