



The Barometer of Progress

THE growth and development of the Brandeis Store may well be called "the barometer of Omaha's progress." Each succeeding year has found this institution blazing new trails in the wake of progress; a pulsating, aggressive organization setting new standards for growing Omaha.

The story of the Brandeis Store is a wonderful story of service. Set into a background replete with the colorful times of Nebraska's pioneering days, the Brandeis Store has carved its mark into the history of Nebraska as an institution of progress and achievement.

The Brandeis Store could have curtailed further growth at any time during the last five years and still have the distinction of being the largest and most progressive department store in Nebraska. But the test of leadership comes with leading, and this year the Brandeis Store has set a new criterion in making an investment of more than \$75,000 in beautifying the display and entrance facilities of this institution.

Today the Brandeis Store is more than a gigantic department store. It is an institution dedicated to the service of every man, woman and child in Omaha. It is truly the barometer of Omaha's growth and progress. Its buyers search the markets of the world for merchandise to meet its ever-widening circle of customers. And because of the immense buying power of the Brandeis Store, its customers have learned to judge values in accordance with its quotations.

THE BRANDEIS STORE