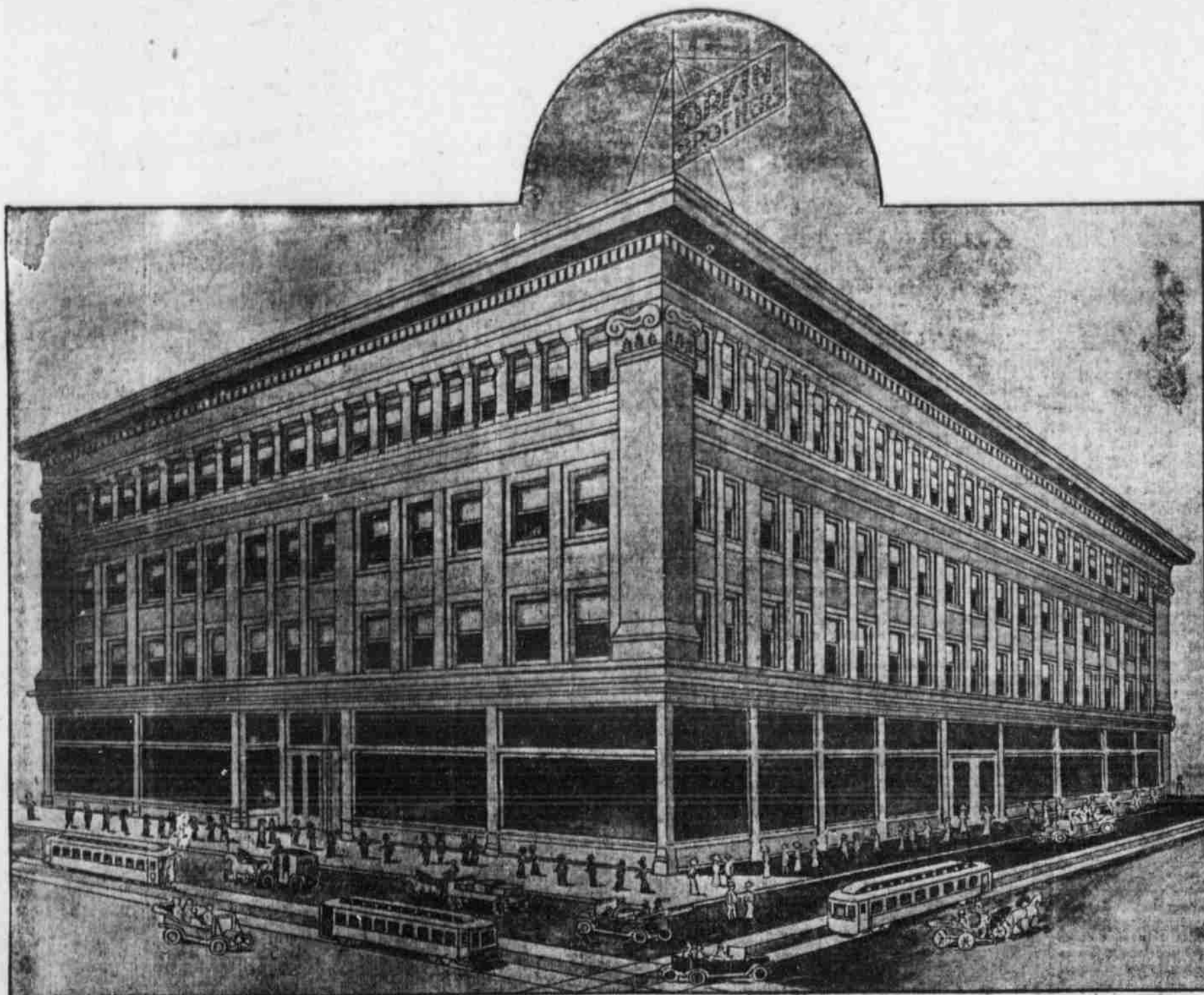


THIS STORE WILL
REMAIN OPEN THIS
EVENING UNTIL 9:30.
NO MERCHANDISE
WILL BE SOLD.
ORCHESTRA MUSIC
ON EVERY FLOOR.
BRING YOUR FRIENDS.



TONIGHT FROM,
7 to 12,
WATCH THE GREAT
BANNER ON OUR 16TH
STREET FRONT
FOR COMPLETE AND
RELIABLE
ELECTION RETURNS.

Thank You!

To the Public:

You have helped us to establish, in Omaha, the **best** and **greatest** department store in the entire Middle West. *Monday* morning we opened for your inspection, what thousands have expressed to be a **most wonderfully progressive store**. We shall continue our opening throughout the week.

We want you to come and see us—to see what we have provided for you in comfort, convenience and beauty.

Your quick recognition and your loyal support of our past efforts to give Omaha a Ready-to-Wear Garment Store, that would be a credit to any city in the union, are responsible for **our growth**, for **our ability**, to take over and convert this great establishment into what it is today.

Our growth has enabled us to operate upon lowering margins of profit—therefore to share our success with you by giving you better and better values for your money.

It has, together with the **extensive remodeling** enabled us to increase our scope and variety of lines, in **perfection of service** and finally it has enabled us to open this

Greatest of Department Stores

We try not to misinterpret the meaning of success. We do not want to take undue advantage of it. We want to pay in **public service** for what we receive in **public patronage**. The purpose of this great store is to **extend our usefulness**, and only by so doing to extend our trade.

Because you have made this great store possible, we now dedicate it to you. It is yours in fact to use in any way which will serve your interests.

Orkin Brothers

This store, in all departments, represents **efficiency**. It is a store for everybody who wants the best values for a given investment. *In the past* we have not, and in the future will not, sell cheap, non-dependable merchandise. We will not sell what we cannot recommend. The test of a bargain is not **what you pay** but **what you get** for what you pay.

We have put the merchandise business upon a basis of reality. Our advertising states facts, and our merchandise proves them.

We hope for an opportunity to demonstrate to you what we **mean** and what we **accomplish** by our fundamental principal of

Service in Your Interests

Orkin Brothers