

## About "Big Business"

Mere bigness isn't a business sin.

Many a large business serves the public much better than a small business could-because it is able to render service in direct proportion to its size

Big business has given the American people the most efficient telephone service at the lowest rates in the world.

Big business has popularized the telephone in the United States until today there are more telephones used in this country than in all the other nations of the earth combined.

The Bell System is a large organization, but it is made up of real flesh and blood folks who are anxious to serve you in a big. broad-minded, courteous way.

HEBRASKA TELEPHOHE COMPAHY
CRI Loomis Marvels

## BRANDELS STORE

Good Looking Fall Apparel Can Be Had at Moderate Cost in the Basement

$\frac{\text { Child's }}{\text { Our shows }}$ Sweaters $\quad$ Somen's
$48 \mathrm{c}, 68 \mathrm{c}$ and 97 c
${ }^{8} 1^{49}{ }_{\text {end }}{ }^{8} 1^{98}$


Some Attractive Specials in Domestics Ourum satim Sind


Bleached Flannels
Mercerized Sateen



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