

OPENING
Monday, May 12

THE BRANDEIS STORE

CLOSING
Saturday, May 17

To All Out-of-Town Customers of
THE BRANDEIS STORE

We Announce

“BRANDEIS WEEK”

Which Begins at the Brandeis Store Monday, May 12

Inaugurating a yearly selling event which should be the outstanding feature of the year.

Our Out-of-Town Customers Are Cordially Invited

to come to Omaha during that week, assured of finding the most remarkable sales features of the entire year

“Brandeis Week” Must Be the Biggest Week in Our History

It must bring the biggest sales record ever made by an Omaha store. To achieve this end, our organization has come together as a solid and powerful unit, bent upon putting over the biggest sale in the history of this store.

Every Buyer Has Put Forth His Best Effort

Every buyer has gone into the markets of the east and brought back with him the very cream of best values it was in his power to get. From the basement up to the seventh floor, every day throughout the entire week, in every department—

Bargains of Unprecedented Character Will Be Offered

After two months of intensive preparation, the members of our organization met together in one of the most enthusiastic gatherings of its kind we ever held. They chose “Brandeis Week” as the most fitting title for this remarkable selling event, because the name “Brandeis” stands for the most efficient merchandising, which means—

Greatest Varieties—Best Qualities—Lowest Prices

Out-of-town customers will find it definitely to their advantage to take the trip to Omaha during this week to take advantage of the exceptionally low prices offered on high-grade merchandise.

Be sure to come in Monday - come in every day of the week - for unprecedented bargains will be offered every day