

# To The Men and Women of the Great West: BRANDEIS extends GREETINGS

The Rising Sun on October 1st, 1906, will Herald the Dawn of a new Age of Enterprise and Commerce in Omaha.

In the Established and Permanent Retail Center of the Gate City has arisen a stately structure--the Corner Stone of Omaha's Business Activity.

A City is only as Great as its Greatest Store. The Brandeis Store not only Typifies the Enterprise and aggressive Spirit of the West, but it is an index of Omaha's Conquering Progress and Prosperity.

Brandeis is now the oldest retail Store in Omaha, founded nearly a quarter of a century ago by Mr. J. L. Brandeis. In the future as in the past this Store will be an institution conducted to serve the best interests of the hundreds of thousands of people in Omaha and its environs. It always has been and always will be A Store for Everybody. No store can cater more successfully to any one class than Brandeis will minister to all.

The Brandeis Store is conducted by men of the most progressive type--enterprising, loyal to every Omaha interest and foremost in every local activity that benefits Omaha and her people.

The Proprietors are always in the store, readily accessible to all and ever ready to attend to the wants of their patrons personally.

The building of this immense Modern Store means more to Omaha than any achievement in recent years. People of the Gate City show their substantial appreciation of what Brandeis has done for Omaha by declaring the Brandeis Store the permanent shopping headquarters of this city and by pledging their loyalty to the House that is Loyal to Omaha.

## What The Establishment Of The Brandeis Store Means To You

**First** IT HELPS OMAHA. It gives added prestige to the city you live in. It gives to Omaha a Metropolitan Store like those of New York, Chicago and Philadelphia. It opens up new arteries of trade and quickens the pulse of Omaha's business life. It shows the confidence that these Omaha men have in Omaha's future.

**Second** IT HELPS YOU. It brings to Omaha a stock as large and as varied as the famous State Street Stores in Chicago. It brings for your inspection the best Merchandise from the world's markets, personally selected by a corps of six Brandeis buyers in Europe. It gives you the assurance that every dollar you spend is doing better service than it ever did before.

## Invitation

The New Brandeis Store is Open as You Read. It is true, only the main floor is now in Service, but the Other Floors will be opened just as soon as the army of workmen can put them in readiness. The furnishings and general equipment are imposing and in keeping with the high character of the store.

The present Boston Store is being refitted and rearranged. It will continue in connection and in operation with the New Building, the east tunnel uniting the two stores. You can reach the Courtney Grocery through our west tunnel.

The Brandeis Bank, now occupying a high rank among Omaha's solid financial institutions is located in its handsomely appointed quarters on the west end of the main floor.

These Stores are practically beneath one roof. Don't fail to see where goods are sold under the street.

WE INVITE YOU TO VISIT THE BRANDEIS STORE.

On our Opening Day we wish all people in the West to be our guests. We will welcome you at our opening or at any time that may be convenient for you. You should take the earliest opportunity of viewing this triumph of architecture, this masterpiece of commercial enterprise.

WELCOME TO BRANDEIS NEW STORE

J. L. BRANDEIS & SONS

