

BRANDEIS STORES

The Lookout in the Foretop—

Not long ago a writer in the New York Commercial said: "THE LOOKOUT IN THE FORETOP is a picture phrase of splendid beauty. The pilot in his cabin, the engineer below deck, the captain, the mate, passengers, stevedores, travelers and crew alike are dependent on 'the lookout in the foretop.'" Likewise the buying public is dependent upon the systematic operation of the mercantile institution with which they chiefly do business.



THE Lookout in the Foretop" is ever "on the job" for Brandeis Stores and that accounts for the many advantages which our customers have obtained. It is the system that has been organized to take advantage of bargain opportunities and feeling out market conditions. Immense sums of cash are often necessary to close an exceptional bargain. A part of "The Lookout in the Foretop" system is such an arrangement in our own financial affairs, that we can meet any bargain emergency that may arise. Even in the face of high prices undeveloped signs indicating a fall in prices are detected and our customers profit by it. A manufacturer or jobber loaded down with desirable goods and in need of immediate funds is readily discovered. Our customers reap the benefit.

¶ The thousands of men and women who every day throng Brandeis Stores' counters are familiar with the record. That record speaks for itself.

¶ "The Lookout in the Foretop" gives the assurance that with each passing day Brandeis Stores' history for Prices, Quality and Service will repeat itself.

¶ When that has been said nothing need be added for the understanding of a discriminating buying public.

Prices, Quality, Service --- These Constitute the Life of Business

IT has been said that "advertising is the life of business." That is by no means true. If it were true then "advertising" would be the chief course in the education of a business man. "Advertising," however, is only the process of reflecting, for the mutual advantage of merchant and customer, the real life of a particular business. If the advertising is not true to the actual life of the business then the advertising fails and the business falls.

THIS is so for the reason that the judgment of the buying public as to Prices, Quality and Service is generally accurate. Advertising, therefore, commands the attention of the buying public but only Prices, Quality and Service can hold that attention and assure interest for future occasions. Instead of advertising being "the life of business," Prices, Quality and Service take precedence and, primarily, Sound System, which provides all these things, must underlie it all.

NOT only in one instance but actually in thousands of instances Brandeis Stores' representatives have been asked by customers "How is it you did not advertise these particular bargains?" It would be impossible to itemize in a newspaper advertisement even a fraction of the bargains offered at our counters. The prices we announce are merely hints of the opportunities offered in every department. The buying public may, without notice, expect a bargain in every line, for we have the facilities for providing bargains.

IT is our business to serve the public, not because we are philanthropists but because we are merchants; and we serve ourselves by rendering service to our customers. This service is made possible and continual by systematic attention to the things that really do constitute "the life of business." This provides a system so complete and so successful in its operation that it is well described as "The Lookout in the Foretop."