

BRANDEIS STORES

WHY CROWDS

Always Surround Our Counters

Quality, Prices, Service

are all guaranteed through the system known as "The Lookout in the Foretop." That is the system that is ever operating at Brandeis Stores. It is the system that has been organized to take advantage of all bargain opportunities and thus give to our customers quick advantage of low prices in desirable goods.

By reason of that system you have no regrets when you "Buy It At Brandeis."

Because of that system, crowds of well satisfied shoppers always surround Brandeis Stores counters.



You Will Observe

that large crowds are attending the January Clearance and Pre-Inventory Sales which began Monday, January 17. They are well satisfied shoppers, too. As usual it is all explained in the three words: Quality! Prices! Service!

The goods offered in this big January Sale were purchased at figures that would give our customers lower prices than any other merchants had offered similar goods for. But in this sale we have fixed even lower prices in order to clear our counters for the Spring stock.

"THE Lookout in the Foretop" is ever operating and the results are Crowds without "crowding", Quality that means confidence, Prices that mean economy, Service that means satisfaction. "Brandeis Stores always has big crowds!" That is a common remark in Omaha and vicinity. While it always has big crowds it is never "crowded" in the uncomfortable sense. This is so for the reason that the extensive accommodations for the comfort and convenience of our customers, combined with the size of our salesrooms, make shopping in Brandeis Stores a genuine pleasure. That is one reason why "crowds" habitually throng Brandeis Stores counters. Then there is the important fact that Brandeis Stores with its 90 big departments include a large part of the merchandising field. At our miles and miles of counters you can supply almost every need. Moreover, attracted by our published offerings, you find at every counter bargains that have not been advertised and there are many expressions of surprise. But it would be impossible to itemize in a newspaper advertisement even a portion of the bargains offered here. But there are other reasons—even more important. These are explained in three words: Quality! Prices! Service!

You know—and your neighbor knows—that here you get dependable Quality, here you get satisfactory Prices, here you get pleasing Service

