

"Always on t' : job."

Growing With Growing Omaha

ERE is the first large picture you have seen of the Brandeis Stores building. It is a building of ten stories, each floor comprising 34,848 square feet of space besides a 45,000 square foot basement. Within this structure ninety-four departments operate. Seventy of these are selling departments. every one of them well equipped for complete service and well provided with dependable merchandise.

The building stands as a permanent memorial to the business foresight and sagacity of the founders of J. L. Brandeis and Sons. More than that, it is a reminder that they had big faith in Omaha at a time when there were those whose faith was like unto a mustard seed. There were men who faltered where the founders of this great institution went forward. They went forward with a song in their hearts, building for the Omaha of the future which in all its present greatness



stood ever clear within their well-developed vision. But mortar and brick by no means give the measure of this vision.

The Important Thing

As within the man so within the structure the thing of real importance operates. Nor is it the material business machine encased with that structure which is of the greatest value. Nor yet a business structure filled with merchandise seasonable in offering, dependable in quality, reasonable in price. Nor is it an army of salespeople and executives well trained in efficient and courteous service. Beyond it all, beneath it all, above it all, is the spirit of systematic business endeavor that so dominated the thought of the founders of J. L. Brandeis & Sons that the spirit has never ceased to prevail in the undertakings of this firm. Naturally that spirit has developed with the passing years, broadening with the ever-enlarging field of endeavor and growing stronger and more efficient with the larger opportunities for the exercise of systematic business effort.

It was in this spirit, then, that the founders of this institution, as well as their successors, recognized the truth that Prices, Quality and Service constitute the life of business. They knew, and their successors know, that advertising, so often referred to as "the life of trade," is only the process of reflecting, for the mutual advantage of customer and merchant, the real life of a particular business institution. They were determined, as their successors are determined, that the advertising of Brandies Stores shall in every particular meet this test.

Satisfying the Customer

There can be, then, no discussion between Brandeis Stores and a "dissatisfied customer" for the simple reason that within the operation of this system there can be no dissatisfied customers. If, as is sometimes unavoidable in large business enterprises, errors are made, they are promptly corrected. 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 suc-cessful in its operation that it is well described as "The Lookout in the Foretop."

Ever Operating System

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

A Profitable Tour

You will be interested in a tour through Brandeis Stores and we assure you of a cordial welcome. You will be charmed with the rearrangement, captivated by the striking beauty of the many improved departments and delighted with the enthusiasm and pride displayed by everyone connected with this great institution. If you buy, you will be richer in treasure.



Brandeis Stores-Enlarged Building

CHANGES IN DEPARTMENT LOCATIONS

Changes in the location of departments are as follows: Men's Furnishings and Men's Changes in the location of departments are as follows: Men's Furnishings and Men's Shoes have been removed from the old store to the Main Floor of the newly enlarged Brandels Stores Building—the place formerly occupied by Women's Shoes. Men's Cloth-ing and Trunks and Traveling Bags have been removed from the old store to the Fourth Floor of the enlarged building. Women's Shoes have been removed from Main to Third Floor. Boys' Clothing and Boys' Furnishings will soon be moved to the Fourth Floor. Boys' Hats and Caps will be removed from Main Floor, Arcade, to Fourth Floor. Wall Paper has been removed from the Basement to the Fifth Floor. Rugs, Draperies and Pic-tures have been removed from the Fourth Floor to the Sixth Floor.

If you merely look at the many improvements and partake of our own boundless enthusiasm you will imbibe of the spirit of the Brandeis Stores' pioneers; you will go away with greater faith in Omaha; you will have greater faith in the progress and prosperity of the country generally. This will provide an even greater treasure, for the real treasures of life are those which grow in our own abundance in the measure with which we share them with others.

"All's Right With the World"

Let your eyes rest for a moment upon the green and the gold of Nebraska fields-where corn and wheat give the sweet assurance of the most bountiful harvest of all the years. Look into the capitals of the world where the governments of men are consulting the one with the other-at Washington where the Disarmament conference will soon assemble-and find the right to hope for permanent peace among the nations of the earth. Look into the commercial skies and see the rainbow arching the eternal dome and giving promise that the business world need fear no storm. Then, with new faith in your heart, pass your enthusiasm to others and thus render immeasurable service to "the old home town," to your country and to the "Gloomy Gusses" and the "Disconsolate Maggies" of your day. In other words, "Onward Omaha!"-Onward Nebraska! Onward America! Onward

Civilization!

J. L. Brandeis & Sons

"Always on the job."