



When You Buy it at Brandeis—You shop in the markets of the World

# Some Interesting Facts

Ever on the Job

About the Progress of

# The BRANDEIS STORE

HOW IT HAS GROWN WITH GROWING OMAHA



A Friend Abroad—as well as at home of the Brandeis Store customer



**The First Brandeis Store** in 1881 was 22 feet by 110 feet. That is not as large as some of the single departments in this store today.

**The Present Store** floor space and that of warehouse, power plant and factories amount to 527,694 square feet or the equivalent of 12¼ acres of ground.

**The Building** is ten stories in height besides the large basement.

**Coal** At The Brandeis Store Power Plant, 17th and Dodge Sts., 15,000 tons of coal are used per year—enough to supply coal, for, say, 1,500 average families.

**Water Used** each year amounts to 42,786,500 gallons. This is nearly as much as the daily capacity of the Florence settling basins and 22,786,500 gallons more than the daily capacity of the Walnut Hill reservoir.

**Store Aisles** number 180 and aggregate approximately 27,000 feet or 5¼ miles.

**The Longest Aisle** in any store in America is said to be in The Brandeis Store. This aisle begins at 16th and Douglas and runs due west a distance of 449 feet.

**Departments** number 101 of which 75 are selling departments, eight of the latter being rented. Operating departments number 26.

**Charter Members** Many of the employes of The Brandeis Store have been with the firm since it first went into business and it is not uncommon to find the second generation working in the store today.

**Postage** used in a single year would carry in 2-cent stamps 1,418,358 pieces of mail.

**Selling Counters** bargain squares and show cases measure 23,851 feet or 41-5 miles.

**Marble Flooring** on the Main and Tenth Floors covers 56,400 square feet.

**Toys** Excepting a few cities in the east, our Toy Department is the largest in the United States.

**Motors** Scores of motors located in the great Brandeis Store revolve at the rate of 1,800 revolutions per minute, or in other words, turn on their axes 355 million times in the working year. One immense motor of 200 H. P. which is used to pump water for elevator service revolves at the rate of 720 revolutions per minute. The rotating element of this motor, if used as a wheel would complete 7½ trips around the world at the equator during the time it works to supply elevator service through the year.

**Display Windows** provide great attraction for visitors as well as home folks. There are twenty-five of these show windows fronting on three different streets and covering an entire half block. There are more than 4,000 different displays shown in these windows every year. The "silent salesmen" they are called. They show everything from the highest note in fashion to the merest household trifle. Working in conjunction with the advertising department these windows are the greatest advertising medium of the great Brandeis system. Thousands of dollars are expended yearly on the upkeep of these windows to make them the show places of Omaha.

**The Brandeis Bank** on the main floor is maintained for the convenience of our customers. Some idea of the number of people who visit The Brandeis Store will be obtained from the fact that in a single year this bank cashes small checks aggregating \$12,429,587.00.

**Accommodation** transactions such as payment of lodge dues, telephone and electric light dues are arranged at our bank, 15,000 persons taking advantage of these accommodations in a single month.

**Passenger Elevators** travel each day 1,188,000 feet or 225 miles. This is equal to 70,200 miles during the working days of the year.

**Persons Carried** on elevators number 59,400. In other words the equivalent of practically one-fourth of Omaha's population use The Brandeis Store elevators each day.

**Fixtures** are turned out in our own factory in Omaha and it would require 200 freight cars to haul them.

**Electric Light** bulbs used throughout the store number 10,000.

**The Restaurants** Cafeterias and Lunch Stands of the store cater during the year to 767,574 persons.

**Telephone Calls** average daily 3,500. There are 18 trunk lines in the private exchange, 12 of which are "out" wires and 6 "in" wires. Throughout the store are 120 telephone stations.

**Post Office** The postoffice on the Main Floor does a large business, three mail clerks and one relief clerk being kept busy all day selling stamps, writing money orders and weighing packages for parcel post.

**Advertising** in daily and weekly publications covers 160,000 inches of space and costs with bill boards a quarter of million dollars per year.

**Yard Goods** such as Domestic, Silks and Dress Goods sold during a year amounts to 2,094,620 yards and measure 1,190 miles.

**Wrapping Paper** used in a year measures 4,320,000 feet or 818 miles.

**Twine** used for bundles measures 12,645,000 feet or 2,394 miles.

**Envelopes** for merchandise, used for phonograph records, millinery and candy, number 35,000,000 per year.

**Boxes** for garments, notions and candy number 750,000 per year.

**Imports** More than one-half of the merchandise imports for Omaha passing through the customs house are for The Brandeis Store.

**Shopping Expeditions** on the part of our buyers to home markets are made every few weeks. Annually a big shopping expedition is made to all foreign markets by a special force of buyers accompanied by store executives. On these occasions merchandise in large quantities is purchased at the various markets of Europe and Asia.

**Charge Accounts** extend from coast to coast and from Canada to Mexico, nearly every state in the union being represented in the list. These charge accounts number more than the total combined population of any two cities in the state aside from Lincoln and Omaha.

**The Employes' Association** has given to its members during the year 1,600 prescriptions for medicines. More than 100 cash checks have been distributed for the relief of sick members. Hospital bills for 15 members have been paid. The association's trained nurse has made 200 calls upon sick members. Many entertainments such as picnics and dances have been given at the association's expense.



WHAT THE BRANDEIS STORE is a large institution is a fact of general knowledge among the people of Omaha. Visitors from the east, impressed with the growth and progress of Omaha generally express amazement that, rich and progressive as it is, Omaha can support an institution so large as The Brandeis Store. Likewise during the "dull times" period it was quite common for traveling men to express surprise at the crowds thronging the counters of this store at a time when the crowds in the stores of larger cities were conspicuous by their absence.

The explanation is that, persistently and consistently, The Brandeis Store is the BIG store. It is big in physical dimensions. It is big in the volume of business done. It is big in the number of employes. It is big in its financial contribution to the community. It is big in the fact that this "bigness" is an all-around respect. It is "habitual" that the institution is little affected by the waves of hard times that so often beat against the commercial shores.

It is not out of place that at the beginning of this New Year a few interesting details respecting this "bigness" be presented to the public. It is not in the spirit of boast that these facts are presented. We cheerfully acknowledge that the wonderful results in the building of this institution have been due to the generous patronage on the part of the people of Omaha and vicinity, to the wealth and industry and enterprise of the people to whom we sell merchandise, to the fidelity and enthusiasm of our army of devoted employes. To these advantages we must add the system which is ever operating in the conduct of this business. That system has come to be known as "The Lookout in the Foretop"—a system whereby Quality, Service, Prices, are ever kept dominant for the mutual advantage of merchant and customer. Moreover this showing will provide a reminder that in a large establishment like this it is a case of "give" as well as "take." As will be readily understood it is not all income. The outgo is enormous; and the size of the "outgo" contributes materially, of course, to the upbuilding of the community.

Some of the points briefly brought out on this page have been revelations even to many persons employed in this store. For the reason that these striking facts with respect to a single institution are inseparably linked with the remarkable progress of Omaha itself we feel that this presentation will be of great interest to the public.

The facts herein presented—admittedly remarkable—are offered, not merely as a description of the development and growth of The Brandeis Store. In the larger sense they constitute a tribute to the growth and development of Omaha and the surrounding territory whose resources and progress have made possible the remarkable development of this institution.

J. L. Brandeis & Sons

### Foreign Offices

The Brandeis Store maintains offices in many foreign cities. Each office bears the sign "J. L. Brandeis & Sons, Omaha." These offices are located as follows—**France:** Paris, 1 Rue Ambroise Thomas; Lyon, 6 Rue De La Bourse. **England:** London, 193 Regent St. **Germany:** Berlin, 36 Alexandrinen Strasse; Frankfurt, α M., 45 Mainerland St.; Chemnitz, 4 Dresdner St. **Belgium:** Brussels, 41 Rue St. Michel. **Austria:** Vienna, 1 Nibelungengasse. **Italy:** Florence, 5 Piazza Struzzi. **Japan:** Yokohama, 72 Yamashita-Cho.

