

OPENING ATTRACTS VISITORS

Women Through the Brandeis Store for the Fall Opening Week.

COLORS ARE MOST BRILLIANT

Hat May Be of Any Size to Suit the Taste of the Wearer—Fall Suits Have Long Coats.

Out-of-town visitors as well as Omaha people through the Brandeis store this week for the fall opening. The interior of the store has a beautiful decoration scheme carried out in natural foliage in brilliant autumn colorings.

Columnades have been erected at intervals on the second floor and in each one is displayed an imported model of a creation by a Parisian milliner.

Higher Neck Effects. While the evening gowns are for the most part sleeveless or have only a sheer lace drape over the shoulder, they are higher at the neck than they have been in many seasons.

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Echoes of the Strife. Wilson O. K. Appeal. WASHINGTON, Sept. 24.—Endorsement was given by President Wilson today to the appeal of the American Red Cross for special collections in all churches of the country on peace Sunday, October 4, to swell the European war relief fund.

Washington Affairs. Officials expressed the view that Russia's expressed modification of stringent regulations against the Jews, because of their loyalty to the government in its struggle in the East, European war might pave the way for an understanding for a new treaty.

Officer of Cressy Says He Saw Five German Submarines

LONDON, Sept. 24.—Notwithstanding that the British and German naval authorities announced that one submarine was responsible for destruction of three British cruisers Tuesday, Albert Dougherty, chief gunner of the Cressy, one of the cruisers sunk in the raid as quoted by the Chronicle's Chatham correspondent, insists that he saw five submarines.

Dougherty tells a story that coincides with the other survivors, but in regard to the submarine he says: "We got closer to the other ships—the Aboukir and the Hogue—to save as many of their men as we could. Some one shouted to me 'look out, there's a submarine on our port beam' I saw it. It was about 400 yards away, with only the periscopes showing above the waves.

While it was going down two German sailors floated up, swimming hard. By this time we had been struck by a torpedo, but the damage was not vital and we should have kept afloat, but I saw another submarine on the starboard side. We made a desperate effort to get it, but failed and the torpedo got home in our engine room.

"Our captain was on the bridge giving words of advice to the crew. 'Keep cool, my lads, keep cool,' he said in a steady voice. 'Pick up a spar that'll help you keep afloat.' That's the last I saw of Captain Johnson."

Commander of U-9 Recently Married. BERLIN (via The Hague to London), Sept. 24.—The death-dealing U-9, the German submarine U-9, came shortly after the marriage of its commander, Lieutenant Weddigen.

CITY ASKS PHYSICAL VALUATION OF CAR COMPANY. Demand that the street railway company furnish a physical valuation of its property to show the basis for its claim that seven fares for a quarter is confiscatory was made by the city of Omaha in a motion filed in district court in the pending injunction suit which is preventing enforcement of the ordinance.

German Wounded. MONT DE MARBAN, (via Bordeaux) Sept. 24.—Among the German wounded who arrived here, is Lieutenant Geo. Von Heberstein, nephew of the late Baron Marschall Von Heberstein, once German ambassador to Great Britain and Lieutenant Von Jagow, a son of the former minister Gottlieb Von Jagow.

WASHINGTON, Sept. 24.—Seven hundred Greek reservists sailed tonight for Piraeus on the Greek liner Athens. The only big steamship to dock in passenger form from Europe, was the White Star liner Olympic, from Liverpool, which brought 275 persons in cabins and stowage.

LOW RATE STILL IN EFFECT

Commerce Commission Keeps Down Freight on Yellow Pine.

IS HELP TO MANUFACTURERS

Continuation of Present Tariffs Means an Annual Saving of Fifty Thousand Dollars to Omahans.

Once more the Interstate Commerce commission has suspended the advance freight rate on yellow pine from the southern field to Omaha and Des Moines, so that the old rate of 25 cents per 100 pounds is still to remain in effect instead of the proposed 35c rate, which the railroads tried to inaugurate in 1910. This word has just come to E. J. McVann, manager of the traffic bureau at the Omaha Commercial club, who has been the chief factor in fighting the proposed

advance in rates. The commission has suspended the increase in rates until March 25, 1915. Up to that time the old rate of 25 cents will hold in shipments of southern pine from a zone in the south 600 miles long and 400 miles wide. This is a territory from the Arkansas river to the Gulf of Mexico, and from Alabama to Texas.

Movements of Ocean Steamers. Port Arrived. St. Paul. NEW YORK. Christian Bora. NEW YORK. Carria. COPENHAGEN. Frederik VIII. SEATTLE. Lord Selkirk. HONOLULU. Minotaur. LIVERPOOL. Kronland. LONDON. Minotaur. PLYMOUTH. Rotterdam. NAPLES. Transpella. MANOVA. Mongolia.

King Beddeo. A few years ago, when Elmer Beddeo embarked in the credit clothing business under his own name, a half dozen opposition credit clothing houses hummed and hawed and boasting predicted the downfall of Beddeo.

Next Saturday, September 26, the Beddeo Clothing Company will have a memorable Grand Opening; next Saturday it will throw open to the public an entire newly annexed second floor, including 3,000 square feet of additional floor space; next Saturday there will be music and pretty souvenirs to callers at the Beddeo establishment.

Beddeo Clothing Co. Your Credit is Good. PAY ONLY \$1.00 A WEEK. CLOTHING. BEDDEO. COATS. FURS.

The Beddeo Clothing Company as it stands today, handsomely remodeled and immensely enlarged, is proof that excellent and stylish wearables can be purchased on terms as easy as \$1 per week.

The genuine liberality, leniency and thoughtfulness of Elmer Beddeo is in a great measure responsible for his steady business growth. His thousands of patrons like him; he is never harsh or unreasonable with those who become slow pay because of misfortune or unforeseen circumstances.

Beddeo's establishment is decidedly unlike the usual "Credit Establishment" one meets with throughout the country. The very appearance of his store is different. Goods here are newer. Styles are as snappy as money can buy. Office conveniences are ideal. Each line is departmentalized—that is, the Ladies' Section now occupies the entire first floor, while the entire newly added second floor is given over to nothing but Men's, Youths', Boys' Clothing, Hats, Shoes, etc.

Friday, a Day of Rare Bargain Opportunities. On Third Floor. Drapery Remnants, big assortment of values up to 50c yd., at, yd., 5c.

Splendid Bargains in New Silks. Plain and Novelty Dress Silks, broad assortment of weaves and colorings, including messalines, foulards, taffetas, pongees, etc., to 75c yard values, over 3,000 yards in the lot, at, yd., 28c and 38c.

New Laces and Dress Trimmings Greatly Underpriced. Our Fall and Winter Stock of Laces, Dress Trimmings, Braids, Ornaments and Fur Trimmings is more complete than ever before and instead of increased prices we are discounting prices of former seasons.

Friday's Specials in Drugs and Toilet Articles. 1-lb. pkg. Absorbent Cotton, 15c; 25c pkg. Borax Soap Chips, 10c; 1-lb. bottle Boric Acid, 10c; 5c Cream Eucaly, 10c; 7c Pomelan Massage Cream, 40c; 50c Graves' Tooth Powder, 15c; 75c Jad Salts, 50c; 10c Shah of Persia soap, 25c; 10c Jap Rose soap, 50c; Sloan's Liniment, 35c; 5c Parian Lintol Toilet Water, 15c; Sal Hepatica, 25c size, 15c; 50c size, 35c; 1-lb. bottle Peroxide, 1.50; Horlick's Malted Milk, 50c size, 94c; 1.00 size, 1.25; 1.75 size, 1.75; Dabcock's White Room or Locust Blossom Perfume, oz., 25c; 25c Pond's Vanishing Cream, 15c; 3-ct. Goolyear Fountain Syringe, 40c.

Velvet Turbans \$1.49. Like cut and two other nobby styles, Edges are bound with black gros-grain ribbon shapes, made to sell for \$2.50. Large Velvet Poppies, 50c values, Friday at 19c. Come in white with black and yellow centers, also black; very popular trimmings.

Choice of All Boys' and Children's Fall Hats. 150 Dozen of them for selection, both cloth and felt; newest fall styles; to \$1.00 values, Friday 25c.

Friday's Bargains in Linens. Hemmed and Homstitched Table Cloths, full size, full bleached, \$1.50 values, each \$1.00. Pure Linen Satin Damask, full grass bleached, worth \$1.50 yd., at, yd., \$1.25. German silver Satin Damask Pattern Table Cloths, worth \$3.00 each, at \$2.95.

REMNANTS. Thousands of yards of goods of high class remnants; some of our own goods and some from the leading mills of the east, at a fraction of their retail value. Outing Flannels, Flannellets, Gingham, Prints, Percalines, Suitings, Muslins, Towelings, Linings, White Goods and all kinds of Fall Wash Goods placed on counters.

Hayden's Keep Down War Prices for the People. We don't belong to any association or trust organization to manipulate prices. Our aim is the people. 10 lb. best granulated sugar, \$1.00; 4-lb. best high grade flour, nothing finer for bread, pie or cakes, per sack \$1.25; 10 lbs. Best-Ever Diamond Soap, 40c; Lenox or Laundry Queen soap 50c; 5 lbs. best rolled pickled oatmeal, 40c; 10 lbs. white or yellow cornmeal 25c; 4 bars Silco scouring soap, 15c; 16-oz. pkg. On Time starch, for hot or cold water, per pkg., 40c; The best domestic macaroni, spaghetti or vermicelli, pkg., 40c; 4 lb. fancy Japan rice, to quality, at 25c; 16-oz. can condensed milk, 75c; 15c bottles pure mustard, horseradish, pickles assorted kinds or pure tomato catsup, bottle \$1.25; McFarlane's oatmeal butter, lb., 35c.

Try HAYDEN'S First PAYS. It Try HAYDEN'S First PAYS.

THE MIDWEST LIFE INSURANCE CO. N. Z. SNELL, PRESIDENT. A NEBRASKA STOCK COMPANY. SELLING 80% PARTICIPATING LIFE INSURANCE ONLY. FIRST NATIONAL BANK BUILDING, LINCOLN. OMAHA AGENCY. CITY NATIONAL BANK BUILDING. GENERAL MANAGERS: J. A. FINNEY AND E. J. KIPSCHEIDT.

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