

ENEMY PROPAGANDA OPPOSES CAMPAIGN

Pledge Card Campaign Stories
Are Result of Activities of
Enemies and False, Says
Food Administrator.

"We have heard that the people of Nebraska are not patriotic," said State Food Administrator Wattles. "We are going to renounce that accusation when we get the returns of our food pledge campaign of October 21 to 28. Every effort will be made to get complete returns from the rural districts also, where we will have the school teachers working, sending cards home with the children to get them signed up."

"The pledge is so planned that it adapts itself to the conditions in every home, and it is binding only in so far as circumstances in the home permit."

"Pledging oneself to conserve foods does not mean that we will reduce so much the amounts of foods consumed, but that we will use the kinds which we can readily substitute for foods which are suitable to export. Those who sign the pledge will from time to time receive from the government literature containing recipes and directions for making nutritious and palatable dishes out of things they had not thought of using in that way before. The pledge involves no serious obligation to the government."

Government Don't Want Food.

"Someone has started the story that if you sign the card the government will then come and take your canned goods away from you, and all that kind of thing. That is the propaganda of the enemy and is not true. You simply pledge yourself to help as far as it is in your power by saving, and substituting in a large measure wholesome foods that cannot readily be exported for those which the government wants to export."

A state-wide convention of the state food administration workers is called for Omaha Thursday afternoon of this week. The meeting will be held either in the Brandeis theater or in the Hotel Fontenelle. All the state executive committee, the senatorial district chairmen, the county, township and precinct chairmen are to be here. Definite organization plans are to be gone over for the food pledge card campaign.

Potato Digging Bee to Yield Big Crop of Spuds

City Commissioner Hummel entertained members of the city council at a potato digging party held on an eight-acre tract at Carter park. The spuds will be sacked and held until Christmas time, when they will be distributed among charitable institutions of the city.

In the party were James Walsh and John McArdle, agriculturists. It is estimated the yield will be 800 bushels. The tubers were planted under municipal auspices.

Offer Coal Field To City Council; Shipment Delayed

Information of Omaha municipal coal project has reached Chicago. W. T. Coad of the big city by the lakes and Comiskey park submitted to the city council a written offer to sell a 3,000-acre coal field in Franklin county, Illinois, for a consideration of \$975,000.

The proposal states that 2,700 acres of this field are undeveloped and that the daily capacity is 2,500 tons. The municipal coal department is busy trying to locate cars of coal shipped ten days ago. Commissioner Butler hinted that there may have been some "pernicious activity," and if so, he intends to "get at the bottom of it."

Exemption Board Rests; Next Quota Nearly Full

The district exemption board took a vacation this morning after the strain of the past weeks, when it passed upon hundreds of claims for exemption—the most of them made in person by the applicant, accompanied by wives who employed every means of persuasion known to femininity against the beleaguered board.

Tomorrow, however, they will be back on the job and ready to take up the business attending upon the selection of the final 15 per cent of the men for Camp Funston. These will leave about October 20.

"Most of these men are already chosen," said Chief Clerk Sutton, speaking for the board today. "However, twenty-three counties in the state will have to call in a few men apiece to fill the quota. The one most short needs but twenty men, so that matter will be soon disposed of."

"There will be a large amount of business to be wound up by the board, so none of the members expect a lengthy vacation for at least a month."

Nichols Once Had 33c a Week; Now Has 49 Millions

Fred B. Nichols, compositor on The Bee thirty-five years ago, finds himself the custodian of \$40,000,000, the reserve fund of the Woodmen of the World, under his care in the vault room of the Woodmen of the World building. Mr. Nichols started business life as a printer's devil in New York, but moved to Omaha, where his trustworthy qualities have been recognized. "Ever feel like you might walk away with some of that forty million some dark and stormy night?" he was asked. "No. And nobody else will," he replied.

Major Abbott Confers With Col. Gov. Nevill

Major Ray Abbott of the Seventh National Guard reserve left for Lincoln to confer with Governor Nevill about military matters. It is whispered that in a few days there will be "big doings" in the ranks of the Seventh.

Does This Fall Season Find You Ready?

Are You Prepared with the added articles of wardrobe that will tend to make you comfortable and make you feel "right" at this season change time?

For those who have waited until the crispness in the air gives one full realization that Fall is here, we are ready to give the best of service.

The Second Floor Apparel Departments have all been enlarged, and as a consequence, we are showing greater displays than ever before of just the wanted styles, colorings, etc., at a range of prices that will suit each purse.

The Third Floor has also been rearranged, and here are Knit Underwear, Muslin Underwear, Corset, House Dress, Kimono and Baby Wear Departments with the broadest stocks, ready to serve you.

These Autumn days the Store is astir with the Spirit of Service for you.

J. L. Brandeis

**Marcel Waving
Hair Bobbing
and Shampooing**

In This Second Floor Department. Best of Service, Modest Prices.

Brandeis Stores

SETS THE PACE FOR GROWING OMAHA

A Little Journey Through This Newly Enlarged Drapery Department

There are scores and scores of things that are exceptionally interesting to the woman who contemplates the purchase of draperies, and most important is the wonderful variety we are showing—remarkable range in colorings, fabrics and designs. It is well worth while to spend a few hours here.

We are ready to suggest perfect color schemes and harmony in the entire furnishing of your home, and will be glad to do this for you at any time.

On a tour of this completely stocked Department you will find Sunfast Overdrapery fabrics, some with a Chinese Motif, the background of mercerized cotton, that has a pretty sheen to it—the pattern an overlay of fiber silk showing a decorative design of flowers, birds, etc., in many beautiful color tones.

A Beautiful Filted Panelled Curtain, showing motif of beautiful antique lace, with Venetian figures.

Hand Blocked, Imported, English Damask, has all the appearance of a real old Tapestry, in an embossed design. All the good colors.

Very Fine Casement Silk Poplin for overdrapes and draw curtains and for the general decorative scheme; in a variety of styles.

All Silk Damasks in a combination of plain effects, stripes and figures. Others show all-over designs in beautiful color tones.

Silk Armures, these come in two-color effects, also in plain colors.

Orinoka Sunfast Drapery Fabrics, shown in the beautiful Jasper effects. Fiber silk two-tone draperies, also Sunfast fabrics. Beautiful silky gloss that makes them extremely desirable.

Beautiful Kapock Drapery Fabrics of fiber silk.

Shaki, two-tone, heavy weave fabric. It is an extremely desirable curtain or drapery—comes in plaids and fancy colors.

Gold Tinted Damask for pillows, draperies, tables and general decorative work.

Velvet and Velours in two and three-tone style effects, also plain effects.

For Furniture Covering, beautiful Velours, in a wide range of qualities, also a large number of styles and patterns.

Chinese Damask for furniture coverings, pillow backs, art objects, couch covers and a score of different uses.

Beautiful Range of Filted Curtains. Beautiful panel effects, figures and conventional designs. Panelled borders mounted on a beautiful quality of French Voile.

Damask and Velour in combination colors to harmonize. Some plain silk stripes, some all-over patterns.

Cretannes, from the English and block designs to the simplest American prints. There is a very, very wonderful variety of the American manufactures—comprising all of the best mills in the United States. Colors suitable for any decorative scheme and anything that a Cretanne can possibly be used for.



New Radi- Cloth Knitting Bags

Claim Attention in Art
Embroidery Department

They are worthy also of the special consideration of every woman who likes the conservative, yet the elegant. Made up and stamped ready for Florentine embroidery. These come in black, brown and mulberry shades with tortoise and amber handles, priced, at

\$3.50 and \$4.25

Third Floor

Notions And Sewing Needs At Especially Low Prices

O. N. T. Crochet Cotton, white and ecru, per ball 7½c
J. & P. Coats' Thread, per spool 3c
Dust Caps, each 10c
Ladies' and Children's Garters, pair 6c
25c Side and Back Combs, per pair 10c
Auto Face Veils, 10c values, each 5c
"American Maid" Crochet Cotton, per ball 6c
Rust-Proof Dress Clips, per card 2c
Shell Hair Pins, 6 in box, per box 3½c
Fast Colored Wash Edging, 2 bolts 25c
Steel Knitting Needles, per pair 10c
Large Size Sanitary Aprons, each 39c
Sanitary Napkins, per box 10c

Main Floor

Fall Clothes Values Extraordinary

QUALITY is the big factor in clothes nowadays, because it's becoming the rare factor.

We've seen in the markets some of the woolen subterfuges and substitutes that you'll probably meet in your search for new clothes. You'll not see them here. Comparison proves to all men that this store

Prepared! Prepared! Prepared!

Look for quality. Demand quality—it's to be had—it's here for you as heretofore in

**America's Best Fall and Winter
SUITS AND OVERCOATS
\$15-\$20-\$25-\$30**

Young men's wonderfully attractive belted models, in suits and overcoats, involving every new style idea and thousands of rich weaves and colors.

Conservative clothes for men of affairs. Journeymen tailored masterpieces, presenting many modifications of ultra fashionable models—\$15, \$20, \$25, \$30, \$35, \$40

SEE OUR WINDOWS TODAY.

Nebraska Clothing Co.
CORRECT APPAREL FOR MEN AND WOMEN.

WINTER TOURIST FARES TO NEW ORLEANS

Via

Illinois Central

Tickets to all points on sale October 1st, good returning until June 1st, 1918.

SOLID STEEL EQUIPMENT.

Rates and information at City Ticket Office, 407 South 16th street.

S. NORTH, District Passenger Agent.

MUNSING WEAR

Underwear Is Best for Fall

This trade-mark is known from coast to coast and it occupies the highest place in the estimation of those who desire "quality" Underwear at a moderate price. We highly recommend "Munsing" Underwear and offer it as the best grade of knit goods that we carry. Service and satisfaction are surety to those who wear this wear.

We are ready now with complete stocks of all sizes for Women and Children and in the best weaves and weaves for Fall wear. Women's Munsing Suits, medium-heavy, also fine ribbed cotton; with low neck and no sleeves, in ankle length; also high neck, with long sleeves and ankle length; out sizes, \$1.50 and regular sizes, \$1.25

Women's Munsing Suits, medium light weight; low neck, no sleeves and ankle length, also half low neck, elbow sleeves, also high neck, long sleeves and ankle length; out sizes, \$1.50 and regular sizes, \$1.25

Women's Munsing Union Suits, part wool; low neck, no sleeves and ankle length, also dutch neck, elbow sleeves; also high neck, long sleeves and ankle length; some style garments also in fine cottons, each suit, \$2.50

Women's Munsing Union Suits, part wool, low neck, no sleeves, ankle length; also half low neck, elbow sleeves and ankle length; also high neck, long sleeves and ankle length, a suit, \$2.75

Women's Munsing Union Suits, silk and wool; low neck, no sleeves, ankle length, a suit, \$3.25

Half low neck, elbow sleeves, ankle length, also high neck, long sleeves and ankle length, at, \$3.50

Children's "Munsing" Suits

Munsing Union Suits for girls and boys, part wool, white and natural; long sleeves, high neck, ankle length, open crotch and drop seat styles, sizes 2 to 6 years, \$1.25; also sizes 6 to 10 years, at \$1.50

Munsing Union Suits for girls and boys; fleeced cotton in cream and gray; high neck, long sleeves, open crotch and drop seat; sizes 1 to 6 years, 75c; 6 to 14 years, \$1.00; 14 to 18 years, \$1.39

Munsing Suits for girls, silk and wool; high neck, long sleeves and ankle length, with drop seat; sizes 1 to 6 years, \$1.50; 6 to 12 years, at \$2.00 and 12 to 16 years, \$2.25

Munsing Vests and Pants for girls and boys, part wool; white and natural, sizes 1 to 6 years, at 65c and 6 to 14 years, 75c

Main Floor

Aluminum Ware, the Best Cooking Utensils We Know Of

There is cleanliness, health and gratification when you use Aluminum to cook with.

Go over your Kitchen Cooking Utensils—perhaps you will be surprised to see how many bad looking, unsanitary cooking outfits you have—would it not be better to discard these and start anew with a full line of this beautiful Aluminum Ware? You would then have a kitchen outfit that you could well be proud to show to your friends.

Wear-Ever Aluminum Ware

is being demonstrated in our Basement Housefurnishings, Hardware Department all this week—the points of superiority will be thoroughly explained to you—come and hear about them—and as a special inducement we offer—



A Demonstration Special, large size, heavy Aluminum Fry Pan, regularly \$1.30, at 98c



Popular Fiction Books Formerly \$1.25 to \$1.50—NOW 60c Per Volume

"Emma McChesney" by Edna Ferber.
"Dare Devil" by Maria Daviss.
"Foolish Virgin" by Thomas Dixon.
"Felix O'Day" by F. Hopkinson Smith.
"Money Maker" by Gilbert Parker.
"My Home in Field of Honor" by Frances Huard.
"Rose Gordon's Husband" by Margaret Widdemer.
"Somewhere in France" by Richard H. Davis.
"Ruggles of Red Gap" by Harry L. Wilson.
"Far Country" by Winston Churchill.
"Georgia of Rainbows" by Anne F. Johnston.
"Honey Bee" by Samuel Merwin.
"Lost Prince" by Frances H. Burnett.
"Beast of Tarzan" by Rice Burroughs.
"Rebecca of Sunnybrook Farm" by Kate D. Wiggin.
"Co-Citizens" by Corra Harris.

Main Floor

This New Millinery Service Is Gaining Popularity Daily

THIS PINNED-ON TRIMMING Hat Service is bringing us scores of customers each day. Just a short time ago we inaugurated this new idea of showing 100 or more brand new models each day—shapes with the trimmings selected by our expert milliners and pinned on them, and from the start "it caught on" and has been a pronounced success.

Another feature which no woman should overlook is this—our New York office advises us daily about the most popular styles in New York City and as soon as we receive these mailed advices we make up Hats in this service to duplicate them—so that each day you have scores of the newest ideas in Millinery to choose from.

You sew on the trimmings and save some money by so doing.

Come in and look at these Hats—it is well worth your while.

Second Floor