

OMAHA IS READY FOR PERSHING'S BIRTHDAY FETE

Parade to Start at 8 O'clock This Evening, Followed by Cake Auction and Speeches.

All details of the great Pershing's birthday celebration in Omaha are complete and favorable weather today is all that is required to make the day a tremendous success. This the weather bureau promises.

There will be no holiday, despite Governor Neville's proclamation. It is not considered good policy to have holidays in war-time when labor is so necessary and scarce. It was to avoid this that the Omaha celebration was planned for the evening.

The parade will start promptly at 8 o'clock Friday evening at Twentieth and Harney streets, marching east to Twelfth, north to Farnam and west to Twentieth. It will be in command of Major Frith, U. S. A., retired, until recently in charge of the army recruiting station here. He will have a staff of assistants.

Order of March Given.
The order of march will be as follows:

Soldiers from Fort Omaha.
Home Guards.
Red Cross and other women's war organizations in uniform.

Omaha Elks.
The cake on an illuminated float.
Salvation Army.
High School cadets.
Municipal Guards.

Six bands will be in line.
Creighton university has not opened yet and therefore the cadets will not be in the parade.

The gigantic cake, baked by the Fontenelle hotel bakers and donated to the cause, will occupy a place of prominence on the platform in front of the court house. It is three feet high and five feet two inches in diameter. The Elks expected to pay for it, but President Johnston of the North American Hotel company, which operates the Fontenelle hotel, insisted on giving it. It cost about \$300 and weighs 1,000 pounds. Sixteen hundred eggs were used in making it.

Big Cake Ready.

The cake will be "unveiled" during the exercises at the court house. Then it will be cut up into pieces and auctioned off by the Elks for the benefit of the Salvation Army war fund. Little boxes will be provided so that each buyer can take his piece of cake home and none of it will be wasted.

In the balcony over the main entrance of the court house 200 girls in charge of J. M. Parker and under direction of Miss Frances L. Range will lead in the singing of patriotic songs.

Docherty to Direct.

Exalted Ruler Charles Docherty of the Elks will be master of the ceremonies at the court house. The program of the evening will be made by Captain C. E. Adams, commander-in-chief of the Grand Army of the Republic. He will talk about 15 minutes. The rest of the evening will be devoted to singing and the auctioning of the big cake.

One piece of the cake will be carefully packed and dispatched to General Pershing.

Boy Scouts will patrol the line of march of the parade and will distribute thousands of copies of a special song written by John Staley, a member of the Grand Army quartet.

Food Men Convinced of Importance of Saving Food

Food Administrator Wattles is pleased with the results that he anticipates will come out of the meeting of Nebraska food administrators held in Omaha Wednesday. At the meeting of the 93 county food administrators, 89 were in attendance. In addition, there were present 16 heads of state committees and 14 committeemen.

Mr. Wattles asserts that the food administrators were all quick to grasp the ideas that are aimed at by the national food administration and that they have returned to their homes fully convinced of the importance of food conservation and the importance of the enforcement of the government rules and regulations relating to the handling and disposition of food products.

Lt. Nash, Canadian Veteran, to Speak in Loan Drive

Lt. C. C. Nash, of the 107th battalion, Canadian infantry, who saw more than two years service in the world war, participating in many of the big battles, including Vimy Ridge, Paschendale and the Marne, is in the city with his wife and child.

He enlisted at Hamilton, Ontario, but now makes his home at Winnipeg. He has just concluded a speaking tour of some of the towns of Nebraska, and on his arrival here received a telegram from St. Louis, notifying him of his selection as a speaker for the next Liberty loan campaign, which starts September 28.

Lieutenant Nash has some very flattering letters from officials of the United States Treasury department, commending him for valuable assistance in raising the third Liberty loan.

Missouri Pacific Officials Pay a Visit to the South Side

General Manager Murphy and Chief Engineer Carpenter of the Missouri Pacific came up from St. Louis Thursday and spent most of the day in South Omaha, making estimates on the restoration of the F street viaduct. August 6 last fire started in the floor of this viaduct, presumably by sparks from a passing engine, and the woodwork of the structure was about all burned. Work on the reconstruction of the viaduct is expected to begin within a short time in order that it may be opened to traffic before winter sets in.

Autos Must Keep Out of Way of Pershing Parade

Chief of Police Dempsey has issued instructions that parking of automobiles will be prohibited on Farnam and Harney streets during the Pershing parade on Friday night.

Hosiery

At 25c
Women's fine cotton lisle, seamless, double sole, high spliced heel hosiery in black, white and colors.

Men's Fine Cotton and Lisle Socks in assorted colors, all with double soles; slight seconds of 39c quality, **25c** at

Boys' and Girls' Cotton Hosiery in fine and heavy ribbed, in sizes 6 to 9½ for girls and 6 to 10 for boys, three pairs for \$1.00, or a pair, **35c** at

Infants' All-Wool Hose with silk tipped heel and toe in black and white; in sizes 4 to 6½, at **50c**

Knit Underwear

Women's Cotton Fleece Union Suits in Dutch neck, elbow sleeves and ankle length style; all sizes, at, each **\$1.00**

Women's Union Suits, tuck stitch, slightly fleeced, in high neck, long sleeves and ankle length, in sizes 5 and 6, at, each **85c**

Women's Heavy Fleece Cotton Union Suits in low neck no sleeves; and Dutch neck, short sleeves, ankle length style; in sizes 40, 42, 44; at per suit **\$1.39**

Misses' White Cotton Fleece Union Suits in sizes 4 to 16, per suit, **\$1.00**

Children's Pants and Vests in white and gray, fleece lined; in sizes 20 to 34; at, each **50c**

Children's Sleeping Garments in natural wool mixed, in sizes 1 to 8; at, **85c** each

Boys' and Girls' Wool Union Suits in natural color; boys' in sizes 2 to 16; girls' in sizes 2 to 12; according to size—**\$1.25 to \$2.00**

Draperies

Scrims, 10c
One big table of Scrims in short lengths. Very special values at this price.

Nottinghams—1,000 Pairs of Nottingham Lace Curtains, 2½ and 3 yards long; a bargain at **\$1.39**

Window Shades—50 Dozen Window Shades, size 31x6 feet; light green only; an excellent value at **39c**

Odd Curtains—One Counter of Odd Curtains, many can be matched; special, ea., **29c**

Fancy Bordered Scrims—100 Pieces of Fancy Bordered Scrims in all colors; special at **12½c**

Domestics--Low Priced

Laurel Dress Gingham
Laurel Dress Gingham, checks, plaids and stripes for girls' and Misses' school dresses, etc. Long mill lengths, at **19c**

36-Inch Percalé
36-Inch Dress, Wrapper and Shirting Percalé, light and dark colors; splendid assortment of patterns, **35c** at

Outing Flannel
36-Inch Bleached and Fancy Outing Flannel, genuine Amoskeag make; heavy, warm nap; in two lots, Friday, special **35c and 39c** at

Dress Gingham
Fine Zephyr Dress Gingham, pretty plaids, staple checks and stripes; hundred pieces to select from. On large bargain **35c** square

Stratford Cretonnes
36-Inch Stratford Cretonnes, pretty floral and Persian styles for comfort covering, draperies, etc.; **29c** special at

Mill Remnants
Aladdin Suiting and Romper Cloth for boys' and girls' school suits and rompers, etc.; per yard **32c**

Dress Calico
Genuine American and Simpson Dress Calico. Light and dark colors, plenty of wanted blue grounds. Warranted fast colors, at **18½c**

Doughnuts for Doughboys. Do Your Bit for the Salvation Army.

Brandeis Stores

Salvation Army First to Aid and Last to Ask for Funds.

BASEMENT

The Economy Center of Omaha

With the immense stocks which this Basement has to offer right now, and the fact that we bought them months and months ago, thus obtaining a lower price than would otherwise prevail, we are in a position to share with you the savings we made because of our foresight

Buying Now Means Saving Later, Greater Cost

Fall and Winter READY-TO-WEAR, Immense Stocks

Complete Assortments, Low Prices---Right Styles and Qualities

This wonderful Basement Ready-to-Wear Section now offers garments up to \$25.00. And because we were foresighted enough to buy months and months ago, you will find that we can save you many dollars now. Good workmanship, style, service and satisfaction, combined with low pricing.

Do You Want a New Fall Suit?

Women's and Misses' Newest Style Suits, copies of higher priced models; the new long coats, hundreds of styles and priced

at \$12.95 to \$25.00

Another Group of Wool Suits, with silk and satin linings, many different styles and materials; some are heavy enough to be worn all winter. You save considerable on every suit you buy in this lot. All-Wool Poplin Suits, All-Wool Burella Cloth, Fancy Velour Suits, etc.

\$22.50 and \$24.50

Other Good Suits at \$12.95, \$14.85, \$18.75 and upward. Wool Mixed Suits, Fancy Mixtures, Plain Cloths, etc.



Fall or Winter Coats

here at right prices. Hundreds to choose from. Long and short Coats, Silk Coats, Satin Coats, Cloth Coats, etc.

Fall Coats,

\$3.95, \$4.95, \$6.95 to \$9.95

And a wonderful assortment at every price. All Wool Poplin and All Wool Velour, black and colors. All Wool Chinchilla Coats. All Wool Serge Coats. Fancy Plaid and Mixture Coats.

Winter Coats, \$12.95 to \$25.00

All the newest styles, Real Plush, Plain and Fancy Cloths, Egyptian Velours and Zibelines—you will be surprised at the wonderful variety.

Basement.

Girls' Fall Coats

at \$3.00

A big lot in sizes 2 to 6 and 6 to 14 years. Serge, Fancy Checks and Plaids, Silk Poplin, etc. All new and up-to-date; made to sell up to \$6.50.

Women's and Misses' Dresses

Satin, Jersey, Serge Poplin and Fancy Cloths in this lot. Hundreds of dresses for women and misses at lowest prices.

All-Wool French Serge **\$12.95 to \$22.50**

All-Wool Fancy Cloth **\$12.95 to \$22.50**

Satin Dresses **\$10.95 to \$22.50**

Jersey Dresses **\$19.00 to \$24.50**

Wool Mixed Dresses, **\$6.95, \$8.95 and \$9.95**

Silk Poplin Dresses **\$6.95 and \$8.95**

We have a Dress in a style and size to fit everyone.

Basement.

Corsets at Lowest Prices

We looked ahead and bought a good stock of Corsets before the big advance came and thus we are able to offer Corsets now at prices you cannot duplicate anywhere today.

at 75c

This is a price you will look in vain for most everywhere else—we were fortunate in obtaining a stock some time ago—and when these are gone there will be no more at this price.

Guaranteed rust proof, well boned, in low top styles, made of pink batiste and heavy white material.

American Lady Corsets; low and high top styles; long over hip, with elastic band in back **\$1.50**

Front Laced Corsets, perfect fitting, made of fine quality coutil and very well boned **\$2.00**

Athletic Girdle, hooks in front, with or without lacings in back; very low priced at **\$1.00**

Basement

Trimmed Hat Sale

\$4.95



Hundreds of New Trimmed Hats just arrived, made of silk and velvet, for street and dress wear, with colored facing, trimmed with ostrich bands, flowers, fancies, etc., in large and small shapes and all new colors.

Just one of the groups of Hats that will cause you to wonder how we can assemble such pretty millinery to sell for this money.

Basement—Millinery Department.

Dress Goods

Remnants of All-Wool
Challies in both light and dark grounds. Stripes, dots, buds, floral designs, etc., in lengths from 2 to 7 yards. Suitable for ladies' waists and dresses and children's dresses. Sell regularly at 69c and \$1.00 a yard. Special for Friday, **39c** per yard.

Mill Ends and Samples
Mill Ends and Traveler's samples and matched pieces all wool dress goods. Suitable for all kinds of purposes, in almost every wanted color or weave. Special for Friday, each piece **15c**

Wool Dress Goods and Coatings.
Remnants and Mill ends of Wool dress goods and coatings in almost every wanted weave, such as poplin, serge, gabardines, etc., in all the new fall colorings, in lengths from 2 to 5 yards. Sold at a fraction of their worth. Especially priced for Friday, each piece, **98c TO \$4.95.**

Shoes

Boys' Shoes, \$1.65
500 pairs in box and saten calf, Blucher and lace style, half double sole. Any size wanted from number 9 up to 5. Friday only.

Misses' and Children's Pumps, 98c.
300 pairs in white canvas, heavy rubber sole, ankle strap and made up for good wear, sizes from Nos. 9 up to 5 in ladies' sizes.

Children's Shoes, \$1.15
Vici Kid and Box Calif. Hand turned sole. Patent leather or stock tip. Sizes from 2 to 5.

Men's Work Shoes, \$3.50.
Tan or black, Elk skin, heavy sole. Seamless. Will stand hard wear. All sizes from 6 to 12.

Tennis Oxfords, 69c
For men and boys; good quality rubber, 5 eyelets, lace; sizes for boys, 2 to 5½; for men 6 to 11. Per pair **69c**

Linens

54 inch Blue Print Lunch Cloth \$2.17
These Cloths are made on English cloth, printed in Japan. One piece, hemstitched all round, all very pretty, up-to-date designs.

For Friday, only **\$2.17**
30x36-inch Tea Cloths, ea. **75c**
18x54-inch Scarfs, each **50c**

Towels, 37c

One lot bleached Turkish Towels with fancy borders, hemmed ends.

Damask, 67c

This is a fine quality of mercerized damask, 64 in. wide, wears and launders like linen, in range of pretty patterns.

Spreads, \$1.97

For Friday we will place on sale one case of crochet spreads, hemmed ends, regulation sizes, our \$2.50 numbers, special for Friday.

Housefurnishing Offerings

Special Soap Combination

6 bars of Diamond C Soap, at 3½c.....**21c**
3 pkgs. Lux at 9c.....**27c**
3 five cent cans Sunbrite Scouring Powder.....**10c**
1 large 25c pkg. "Golden Rod" Washing Powder.....**19c**
Total.....**77c**

We do not break or change assortments. One assortment to a customer. No delivery. Telephone or mail orders are not accepted.

Roasters



Genuine "Savory" Sanitary seamless self basting Roaster **\$1.39** and **\$1.98**

Stove Sundries

Stove Pipe, a good quality uniformed color, per joint.....**25c**
Corrugated Elbow, a good quality, special **29c**
Six Inch Stove Pipe Dampers.....**10c**
10c can Stove Polish, any brand, special **7c**
Russian Cement Stove Putty, per can **15c**
A Good Kindling Wood Hatchet, Hatchet **50c**

"Wizard" Mops and Polishes

"Wizard" soft cotton wall dusters, complete, with long handle, two sizes, **\$1.25** and **\$2.00**

"Wizard" Extra wide Floor Brush Pattern, chemically treated, dustless polishing mop, **\$2.00**.

"Wizard" triangle, chemically treated, dustless polishing mops, two sizes.....**\$1.00 and \$1.25**

Friday only—a bottle of "Wizard" polish and a dust cloth included with any of the above "Wizard" items.

Boys' Suits and Shirts

Norfolk Suits with belt all around. Coats with slash pockets and a good many of them with two pairs of full lined pants. Afford double the wear of the suit. Colors are brown and gray mixtures. All sizes in this lot, 6 to 18. Special at **\$6.50**

Boys' Corduroy Suits—A School Norfolk Suit unequalled for wear. Corduroy with full lined Knickers. Sizes 6 to 18, at **\$7.50**

Percalé Shirts—Beautiful colors, fast striped effects on light grounds; all sizes, at **95c**