

OMAHA WINDOWS USED TO BOOST LIBERTY BONDS

Considerable Skill Shown in These Displays Intended to Help Sale of Liberty Bonds.

The big, downtown stores are doing a great work in boosting the Fourth Liberty loan. Their window display men have designed some striking ideas which are sending their appeals to tens of thousands daily. Everywhere the central thought is "Buy a Bond."

The "Liberty Special," a miniature train which makes its steam by burning real dollars bills, is attracting great attention in one of the downtown street windows of the Benson & Thorne company store. The track is laid around a reproduction of the Statue of Liberty and the figure of a boy dressed in the uniform of an aviator. "Liberty" displays a sign bearing the legend, "Douglas County's Quota \$10,541,500. Help Go Over the Top." The young aviator holds a placard with the words, "Buy Liberty Bonds or Bye, Bye, Liberty!" R. H. Riley designed this display.

Buy Bonds. E. J. Berg, who is chairman of the Liberty Loan committee on window decoration, has placed as the background for the Burgess-Nash display, a large painting showing "The People and Uncle Sam Welding the Chains to Make the World Safe." The kaiser is the victim of their efforts. On either side are large pictures of soldiers with fixed bayonets, and the words, "Lend the Way They Fight—Buy Bonds to the Utmost."

A picture of "Liberty Enlightening the World" is the background for the Thompson-Belden display, the work of Frank Fiala. An American eagle and stacked guns are in the foreground. The message of the

window is "Buy a Bond and Keep It." Pictures of Generals Foch and Haig and posters with the admonition "Remember Belgium" and "Pave the Way to Berlin with Bonds" decorate the windows of Orchard & Wilhelm. They were arranged by J. L. Doan.

At Brandeis Stores. The sixteenth street windows of the Brandeis stores are decorated with large feminine figures fashioned from cardboard, bearing aloft shields of red, white and blue, between which are streamers with the words, "Buy Fourth Liberty Bonds." Phil Armour was the designer.

W. Gannon has centered the Hayden display around a wax figure of Liberty, who holds in one hand a picture of General Pershing and in the other a staff with a small shield bearing the words "Buy Bonds." Pictures of our great war presidents are hung in the background.

In front of the colors radiating from an American eagle, in the Browning, King & Co. window, are large pictures of the allied commanders and posters with the words, "Hasten Victory for Our Fighting Men," and "Buy Fourth Liberty Bonds." F. W. Oltmans was the designer.

Any merchant in any part of the city who wants to donate window space to the Liberty loan may have the free advice of an expert window dresser by telephoning E. J. Berg at the Burgess-Nash company.

Roads Are to Be Good for Ak-Sar-Ben Visitors. If there is no more rain between now and Wednesday night the Omaha Automobile club promises the condition of the roads will not hamper motorists in the state who wish to drive in for the parades. In Iowa the roads are very muddy and are traveled with difficulty.

Haskins Bros. Employees 100 Per Cent in Loan Drive. Thirty-eight employees at the plant of Haskins Bros. & Co., Second and Hickory streets, responded 100 per cent strong on Monday in their pledges to subscribe to the Fourth Liberty loan. Frank A. Freeman, manager, said he felt proud of his men.

Nebraska Women to Give Liberty Loan Boost Out in State

Mrs. Charles Wentz, chairman of Woman's Liberty Loan committee for Hamilton county, has arranged a patriotic program and flag raising in every school district in the county, a patriotic rally for every town and a big patriotic county meeting in Aurora, October 3. Mrs. A. G. Peterson, state chairman, and Miss Sara Hrbkova, state chairman to the Woman's Council of Defense, will be the speakers. Following the meeting there will be a parade in which all bands, Home Guards, Boy Scouts, Campfire Girls and Red Cross workers in the county will take part. Torches, campfires and banners will be a feature.

Mrs. C. E. Ladd, county chairman Lancaster county, and her committee are assisting the men in the preliminary work of getting out campaign literature for the Fourth Liberty loan.

Howard county women will have an organization separate and distinct from the men. They will be able to know at the end of the campaign how many women have subscribed. Mrs. J. P. Johnson is chairman.

A card canvass is being carried on in Hamilton county by the women. Every woman past 18 years old will be listed and indexed for future campaigns.

Butler county women, with Mrs. R. B. Coe, will make a house-to-house canvass. Omaha as a Grain Center Appeals to Houston Man. Believing that Omaha is one of the best grain markets in the country and that it will soon outdistance Kansas City and St. Louis, Sigmund Rothschild, who for years has been in the cash and commission grain business in Houston, Tex., has located here. Here Mr. Rothschild has associated himself with Warren I. Powell, who for a long time has been with the Armour Grain company.

Buy Liberty Loan Bonds and End the War Quicker

Brandeis Stores

Buy Liberty Loan Bonds and End the War Quicker

Visitors to the Ak-Sar-Ben Will Find Every Convenience and Perfect Service Here.



Here's an Opportunity To Buy Splendid Furs

At prices which are well below those which we would of necessity have to charge if we were to re-buy them in the market today. Our contracts months and months ago for these furs saved us many dollars in the purchasing price, which now reverts to you.

Manchurian Wolf Scarfs and Muffs

Pluffy and full haired, noted for their durability and long-wearing qualities. Animal-shaped large Rug Scarfs, head, tail and feet, with crocheted chain fasteners; good quality satin lining; in black, chestnut brown, taupe and Isabella; red and pointed.

Scarfs are \$9.95, \$11.50, \$15.00, \$19.50 and \$25.00. Muffs are \$5.95, \$7.50, \$8.50, \$9.50 and \$11.50.

See Our Special Sets at \$25.00

Here Are Other Low-Priced Items:

\$50.00 Scarfs, \$35.00

Fox Scarfs, Kit Fox, Brown Fox, Gray Fox, in animal shape, large head and tail.

\$25.00 Throws, \$20.00

French Coney Long Throws, with pockets. Very exceptional values at this price.

Second Floor.

OVER-SEAS SERVICE

Rendered FREE

By this Store

We will take orders, at our OVER-SEAS BOOTH on the Main Floor, from anyone who desires to send anything overseas and our Paris Office will buy and send direct.

This Service is Rendered Absolutely Without One Cent of Profit by This Store.

Come to the Over-Seas Booth on the Main Floor, and you will find a printed list of the merchandise carried by our Paris Office—

- 1.—You select the gift you wish to send.
- 2.—We mail order to Paris.
- 3.—Our Paris office finds out where your boy is stationed.
- 4.—Our Paris office sends the present to your boy, asking him for a receipt.
- 5.—The receipt is returned to us and sent to you.

Women's Kid Gloves Complete Stocks

At prices away below market quotations, for most all the gloves in this stock were contracted for much longer than a year ago, and we therefore own them at prices considerably below today's quotations and you derive the benefit. In addition, our early buying and foresight has secured for us an unusually complete stock of all desirable styles and colors in new Fall gloves.

We direct your attention to the fact that Brown in all the new shades, and Gray, the two most wanted colors right now, are here in great profusion, notwithstanding the scarcity prevailing elsewhere; and also there are other attractive shades, besides black and white, in plain and contrasting stitchings to be found here. As an illustration of the values we are offering, we quote the interesting items below.

Women's French Lamb Kid Gloves, \$2.00

Two-clasp light and medium weight gloves, in black and white and white with black backs and black with white backs, also in various shades of browns and grays. Excellent quality and guaranteed fit. Remarkable values at \$2.00 a pair.

Perrin's Real Kid Gloves, \$2.50

Light and medium weight, oversize gloves, the famous Eglantine make. A very special price because of our early buying—while this lot lasts, \$2.50.

Complete range of colors and styles also in the other popular brands made by Perrin & Co. assembled in this stock.

Main Floor.

Clothes For Your Boy That Will Last



That's the kind we want to show you here—that's the only kind that we care to sell—and that's the only kind that you want to buy. The government wants you to practice conservation in every way, and there is no better way than to buy the clothes that will wear longest, so that you will not have to buy so often.

Two Pair Pant Suits Give Double Wear.

Many have double suits and knees; an excellent variety of fabrics at last season's prices. Get that, because we are selling them on the basis we bought them.

\$7.75 to \$17.50

Corduroy Suits, \$7.00 to \$15.00

Look well and wear better. In dark drab tones, dark brown, government tan and olive drab. One pant, two pants and some with three pants. Buy them anyway you like, but buy them early, is our advice.

Second Floor, Men's Bldg.

Corsets Are Essential

The War Industries Board of the United States Government has said that Corsets are to be classified as among the first civilian essentials.



A demonstration of the construction of a Nemo corset shows that each particular model was designed to aid a certain type of figure, that each particular patented feature was added to aid or prevent some ailment—it is these special features that helped so much in having corsets classified as essential. Are you wearing a Nemo corset and taking advantage of the great aid it can be to you?

Please remember that only an experienced Corsetiere with a complete variety of models and sizes to select from can fit you in the proper manner—and that our stock of Nemo Corsets is as complete today as ever before.

If you have your corset fitted here, you have the service and advice of the most carefully trained corsetieres in the country. Their services are free. The government asks every woman to make her corset last as long as possible.

Nemo Self Reducing Corsets \$4.00 to \$6.00
Nemo Wonderlift Corsets \$6.00 to \$12.00

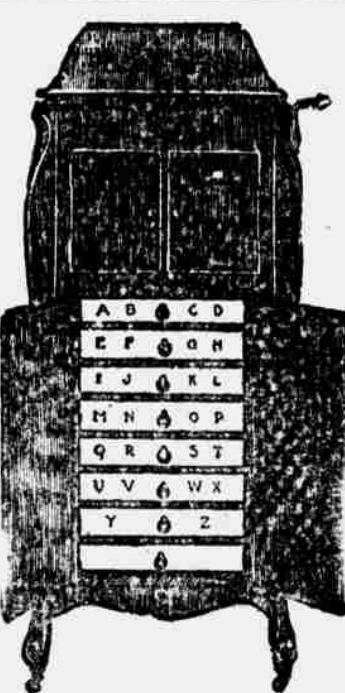
Third Floor.

A Few Friends and the Victrola

—all that's necessary for an evening's delight. You can invite the friends; we invite you to pay our superb Victrola Department a visit and select your Victrola.

Our stock is the most complete in the city and our service will appeal to you.

New October Records Now Selling
Pompeian Room



Victrolas, \$22.50 to \$395.00
Easy Terms

Fall Suits for Women

Autumn and Winter styles—suits that are shown in such a variety of styles that you are sure to find what you want. We are able to quote these moderate prices because we made arrangements for the shipment of these suits a long time ago—selecting the styles that are the best at the price.

Tailored Suits

Exceptional values, in a collection of the newest styles, showing the latest shapes in Coats of serge, poplin and other good fabrics; braid trimmed with plain or velvet collars and cuffs. All sizes.

\$25

Tailored Suits

Of Serge, Poiret Twill, Mixtures and Velours, in Browns, Taupe, Black, Navy and others. Styles are copies of much higher priced models, smart and youthful. All sizes.

\$39

Tailored Suits

Plain tailored effects, novel pleated or rippled coats, belted models with convertible collars, some fur trimmed in Velours, Silvertones, Mixtures, Worsteds, etc. Many odd sample suits.

\$59



One Minute Store Talk

One building wasn't big enough so we opened another for our clothing sections; one floor wasn't big enough so we use another. More square feet of floor space devoted to Men's Clothing here than you'll see in a day's ride in any direction.

Ak-Sar-Ben visitors save money by buying clothes at Great Nebraska. In visit in Liberty Bonds with what you save.

The Nebraska

WM. L. HOLZMAN, Treas.

STYLE HEADQUARTERS
Society Brand Clothes



Society Brand Clothes

WOOLENS are hard to get and the right kind of labor is scarce in war times, but

Society Brand Clothes

maintain the dominant quality that long has made them leaders. Your confidence in Society Brand is as warranted now as it ever was.

Come to this store and see. You will find in Society Brand clothes the finest materials, the exceptional style and the skilled tailoring that you did before the war.

A suit or overcoat with the Society Brand label in it is as good an investment as ever. It is real economy to buy one because it exchanges real value for your money.

Fall Suits \$25 to \$60 Fall Top Coats \$25 to \$45
Winter Overcoats \$25 to \$85

Men's and Young Men's Clothing—Entire Second Floor Main Building, and Annex and Fourth Floor.

SEE OUR WINDOWS TODAY

Nebraska Clothing Co.
J. A. SWANSON, Pres.
WM. L. HOLZMAN, Treas.

COMPARE OUR VALUES

"Style Headquarters"—Where Society Brand Clothes are sold.

CORRECT APPAREL FOR MEN AND WOMEN.

This Is the Most Complete Blouse Dept. in Middle West

There is a Blouse in every style, at every price, for everybody.

New Striped Tub Silk Blouses, \$1.95
Semi-tailored models, with roll collar and turn cuffs; buttons in front.

Crepe de Chine Blouses, \$2.95
In white and flesh; some lace trimmed, others band trimmed.

Georgette Crepe Blouses, \$4.19 to \$6.95

Hand beaded and hand embroidered; in white, flesh, navy, taupe, brown and green.

Crepe de Chine Blouses, \$5.50
Extra quality, in white and flesh only. Some with two-in-one collars, can be worn high or low neck; very special at this price.

Second Floor



Three Rug Offers

9x12 Seamless Velvet Rugs, good colorings and designs, suitable for any room in the house. These rugs could not be retailed under \$50.00 if bought at to-day's prices. Wednesday, at \$31.98

9x12 and 8-3x10-6 Axminster Rugs in all-over Oriental and medallion patterns. This is a good rug at a reasonable price and those wishing rugs this Fall should take advantage of this number. Wednesday, \$32.50 and \$29.98 at

Smith's Axminster Rug, 36x70. These rugs are a little undersized to be regular should be 36x72; sold in regular at \$7.50, Wednesday \$3 at

Second Floor