

# Monday! A Newspaper Advertising Test

## A Series of Furniture and Toy Specials to Determine "Reader Response" on Newspapers—Clip the Coupons

We desire to know exactly the degree of "reader response" of the newspapers in our city. To do this as quickly and efficiently as possible, we have listed below a remarkable assortment of values at prices that readers cannot afford to pass up! Scores of people will come in tomorrow with these coupons below. At the end of the day these coupons will be counted and the exact number will represent the number of people who respond to this announcement.

All you do is select the item or items you desire, clip the coupons and then come in tomorrow, being sure to bring the coupons with you. For instance, if you want the \$52.50 velvet rug advertised for \$39.50, clip the coupon for it and bring it in tomorrow. Every coupon is worth the exact amount printed on it. Without it, you pay the regular price of the article you want. There'll be a great demand for these coupon-values, so be early tomorrow for whatever you want. Easy credit terms on any purchase you make.

No Phone Orders

Goods Sold Out of Town

On easy terms. Write for information. Mail orders given prompt attention.

Your Old Furniture

Accepted as down payment on new furniture, rugs, stoves, draperies, phonographs.

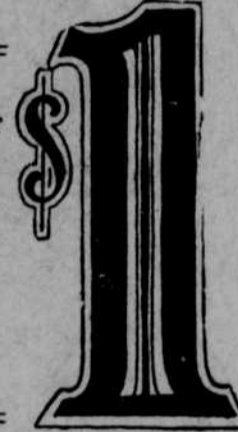
Big Live Or Dressed Corn Fatted Nebraska

**TURKEYS FREE** With all clothing purchases of \$19.50 or over during our big

Xmas Drive for 20,000 New Customers

In Our Men's, Women's and Boys' Department

Come in, select your new winter outfit—the latest styles just off Fifth Avenue are now on display—Get a nice big corn-fed Nebraska Turkey absolutely free Monday, or we will give you an order entitling you to a Turkey Christmas eve.



DOWN

is all you need, we'll cheerfully charge the balance Satisfaction Guaranteed or Money Refunded



During our drive for 20,000 new customers we are offering the greatest values in all Omaha

## Fur Trimmed Winter Coats

To Take Advantage of This Sale Is to Secure a Most Amazing Bargain—Monday

**\$19.75** No Alteration Charges

Others at \$24.50, \$29.50, \$34.50 and \$42.50

Economical shoppers will throng our Clothing department Monday, as we are offering smart new fur-trimmed creations in such well known materials as

Blocked Plaids, English Tweeds, Plushes, Etc.

at the one low price of \$19.75 and you will receive an order for a big Nebraska turkey for your Xmas Dinner FREE.

Smart New HATS

In all the latest styles for misses and women. **\$3.95**

Patent and Satin Pumps and Oxfords

New low heel styles. **\$5.95, \$6.95**

**Buy on CREDIT**

Men's Two-Pant

**Suits--O'coats**

MEN—Buy your outfit Monday—We're out after 20,000 new book accounts—and we've reached our height in value-giving. New rich plaid and overplaid Overcoats. Suits tailored in serge, herringbone, worsteds, etc., are offered in a complete style and size range Monday.

**\$24.50 \$29.50**

Others at \$34.50, \$39.50 and \$42.50

—FREE!—

Beautiful Metal Boudoir Lamp, ivory finish, parchment shade free with every \$9.95 clothing purchase.

7-piece imported china salad set free with every \$14.75 clothing purchase.

**Dress Sale Extraordinary \$19.75**

There is a great array of styles—featuring the favored straight line effects, in the popular winter shades. Stunning creations for business and afternoon wear in a complete size range up to 44.

**TURKEY FREE!**

**2-Pants SUITS**



and Overcoats

Made of good wearing fabrics, suited for school or dress wear. Sizes 8 to 15, in all desired styles and shades.

**\$7.95 \$10.95**

Boudoir Lamp Free on \$9.95 Purchases



Men's Dress SHOES

In good wearing leathers, all sizes. **\$5.95**

Bus Fare Allowed

On men's, women's or boys' clothing purchases of \$25 or over, we allow fare one way up to 75 miles, on purchases of \$50 or over your round trip fare will be allowed.

**TOYS**  
This Coupon is Worth 66c  
With It You May Buy Monday  
**\$3.15 Gilbert Tool Chest for \$2.49**  
Containing 14 useful tools, in oak chest, 27 inches long. Every boy wants one.  
None Sold at This Price Without This Coupon

This Coupon is Worth \$3.00  
With It You May Buy Monday  
**\$8.95 Hoosier Beauty Table \$5.95**  
The genuine "Hoosier" finished in white enamel with roomy drawer and porcelain top.  
None Sold at This Price Without This Coupon

This Coupon is Worth \$5.00  
With It You May Buy Monday  
**\$19.50 Davenport Table \$14.50**  
Graceful, period style well finished in a rich mahogany will make an excellent gift.  
None Sold at This Price Without This Coupon

This Coupon is Worth \$2.55  
With It You May Buy Monday  
**\$8.50 Dining Chairs for \$5.95**  
Well built, imitation leather seats, full box construction, walnut finish.  
None Sold at This Price Without This Coupon

**TOYS**  
This Coupon is Worth \$1.00  
With It You May Buy Monday  
**\$4.98 Ives' Electric Train for \$3.98**  
Train consists of Engine, Baggage car and Parlor car, on 8-piece circular track.  
None Sold at This Price Without This Coupon

This Coupon is Worth \$12  
With It You May Buy Monday  
**\$39.50 Tall Chiffonade at \$27.50**  
Built of solid oak with roomy wardrobe, many drawers and hat compartment.  
None Sold at This Price Without This Coupon

This Coupon is Worth \$15  
With It You May Buy Monday  
**\$39.50 Leather Rocker for \$24.50**  
Massive, fire side model with wing sides and spring seat covered in real brown leather.  
None Sold at This Price Without This Coupon

This Coupon is Worth \$2.50  
With It You May Buy Monday  
**\$5.95 Bassinette for \$3.45**  
Well constructed, with noiseless rubber tired wheels, comfortable woven wire spring.  
None Sold at This Price Without This Coupon

**TOYS**  
This Coupon is Worth 80c  
With It You May Buy Monday  
**\$4.25 Pioneer Coaster Wagon \$3.45**  
Full ball bearing, disc wheels, rubber tired and heavily bolted throughout; 28-inch long, 14-inch wide.  
None Sold at This Price Without This Coupon

This Coupon is Worth \$2.00  
With It You May Buy Monday  
**\$4.85 High Chair for \$2.85**  
Comfortably built chair in golden finish with braced legs and self-locking tray.  
None Sold at This Price Without This Coupon

This Coupon is Worth \$5.00  
With It You May Buy Monday  
**\$14.75 "Simmon's" Spring for \$9.75**  
High grade heavy gray coil spring, will fit any size bed. Get yours early.  
None Sold at This Price Without This Coupon

This Coupon is Worth \$5.00  
With It You May Buy Monday  
**\$13.95 Restful Mattress for \$8.95**  
Heavy, all cotton, roll edge, biscuit tuft, art ticking, all sizes.  
None Sold at This Price Without This Coupon

**TOYS**  
This Coupon is Worth \$1.00  
With It You May Buy Monday  
**\$5.25 Doll Go Cart for \$4.25**  
Well made, heavy wire wheels, substantial axels, tilting hood; 20 1/2 inch long, finished in colors of fawn, natural and mahogany.  
None Sold at This Price Without This Coupon

This Coupon is Worth \$15  
With It You May Buy Monday  
**\$47.50 Vanity Dresser for \$32.50**  
Full size model in rich walnut veneer with triple French plate mirrors.  
None Sold at This Price Without This Coupon

This Coupon is Worth \$13  
With It You May Buy Monday  
**\$52.50 Velvet Rug for \$39.50**  
This is a new fall pattern in a 9x12, seamless velvet rug with fringed edge.  
None Sold at This Price Without This Coupon

This Coupon is Worth \$10  
With It You May Buy Monday  
**\$25.75 Floor Lamp for \$15.75**  
A stately model with polychrome base, 2 light socket and beautiful geometric silk lined shade.  
None Sold at This Price Without This Coupon

**TOYS**  
This Coupon is Worth 39c  
With It You May Buy Monday  
**\$1.98 Mamma Dolls for \$1.59**  
20 in. long, with incriminated dresses in colors of blue, rose, green and pink, with caps to match. P a t e n t shoes and half hose.  
None Sold at This Price Without This Coupon

This Coupon is Worth \$2.10  
With It You May Buy Monday  
**\$4.95 End Table for \$2.85**  
An attractive design finished in 2-tone mahogany with turned legs sturdily braced.  
None Sold at This Price Without This Coupon

This Coupon is Worth \$4.00  
With It You May Buy Monday  
**\$18.50 "Simmon's" Bed Couch for \$14.50**  
Genuine Simmon's bed, with neat cretonne cover. It opens into a full sized bed.  
None Sold at This Price Without This Coupon

This Coupon is Worth a 25% Discount on Any Purchase in the Drapery Dept which includes: Cretonnes, Chintz, Drapery Sunfasts, Nets and Swisses.  
None Sold at This Price Without This Coupon

**FREE! 31-Piece Dinner Set or a Big Box 'Advo' Groceries With Each "Hoosier" Cabinet Sold in Our Xmas Club Plan Sale**

Wouldn't it be splendid this Christmas to give her a cheerful, year-round gift that will preserve her health and make her kitchen hours shorter by saving needless steps?

**Xmas Club Plan Sale** Down Deliver the "Hoosier" No Interest Charged



We will deliver the "Hoosier" Xmas Eve together with your choice of a beautiful 21-piece Dinner set, or a big box of "advo" groceries.

With the "Hoosier" Beauty You get a 19-piece Domestic science Cutlery set, a 14-piece Crystal glassware set, and your choice of the Dishes or "Advo" Groceries.

Great Xmas Phonograph Offer

**\$1** Down Delivers To Your Home Monday!  
Console Phonograph, Bridge Lamp, Polychrome Mirror, 10 Records, 29 Selections, all for the one low price of—  
**\$89.50** No Interest Charged  
Just picture the added beauty this beautiful Console Mirror and artistic Bridge Lamp will bring to your home and think of the pleasure and entertainment this handsome Console Phonograph will give you year after year. Bring \$1.00 Monday, we'll furnish the Records free and deliver immediately or Christmas Eve if desired.



**UNION OUTFITTING COMPANY**  
S. E. COR. 16th & JACKSON STS.  
**COMPLETE HOME FURNISHERS**