

**Father and Son
Week Will Open
on November 11**
Program in Churches and
Over Radio to Observe
Period in Omaha
This Year.

A week from today begins national father and son week.

Walter W. Head of Omaha is chairman of the national father and son committee.

J. H. Beveridge is chairman of the Omaha father and son committee. E. E. Micklewright, boys' secretary of the Omaha Y. M. C. A., is secretary of the Omaha committee, and Hugh Wallace is music chairman. Churches, clubs, lodges, scout troops, schools, all take part in the observance of the week under the auspices of the boys' division of the Y. M. C. A.

The week will be started next Sunday by services in all churches of the city in memory of the millions of fathers and sons who gave their lives during the world war. During the week there will be scores of banquets in churches, clubs, lodges, etc.

Friday night there will probably be more than 25 banquets in various churches and other organizations. Sunday, November 18, will be observed as father and son church day and practically every church in Omaha will hold a special service either in the morning or evening.

Radio will play a special part in the promotion of father and son week this year. The Woodmen of the World station has given the Omaha father and son committee a block of time each day of Father and Son week including both Sundays and the Omaha father and son message will be heard all over North America.

Walter W. Head will officially open Father and Son week from station WOAW Sunday morning November 11 at 9:30. Following his opening address, Rev. R. R. Brown, radio pastor, who has charge of all Sunday morning services at this station will hold a special father and son religious service.

Sunday night, November 11, a special father and son service will be held by Rev. Oliver M. Adams of Cortland, Neb. Monday night, November 12, Rev. John L. Brown, president of the Omaha Ministerial union, will speak under the auspices of the father and son committee over the radio.

Tuesday night G. W. Noble, general agent of the New England Life Insurance company, will speak on "Father, Son and Home." Thursday night N. J. Weston, physical director of the Y. M. C. A., will have a special father and son message on "Father, Son, and Recreation." Friday night J. G. Masters, principal of Central High school, will speak on "Father, Son and School." Saturday night John L. Kennedy, president of the United States National bank, will speak on "Father, Son and Country." Sunday morning November 18, J. H. Beveridge, chairman of the Omaha father and son committee, will speak on the results of the week's activity in closing the week. Rev. R. R. Brown will have another radio father and son service in the morning and there will be another in the evening.

The Omaha Bee will devote its entire cover of the Rotogravure section Sunday, November 11, to photographs of 10 prominent Omaha fathers and their sons representing different professions interested in the father and son movement.

Army Orders

Week ending November 2:
Capt. D. W. Hickey, Jr., Coast Artillery corps, Little Rock, Ark., on duty in connection with the inspection for federal recognition of the combat train, anti-aircraft artillery regiment, Arkansas National guard.
Maj. R. B. Cole, Infantry, will proceed to duty in connection with the organized reserves.
Capt. H. C. Kilmer, Quartermaster corps in addition to his other duties is detailed as Executive officer, Capt. G. H. Hurrell, Quartermaster corps, will proceed to St. Joseph, Mo.
Maj. F. E. Payton, Infantry, will proceed to St. Joseph, Mo.
Maj. J. L. Keeler, 17th Mo. Infantry, Fort Omaha, will be on duty from Omaha, seven days.
Lieut. Col. Gordon Robinson, Coast Artillery corps, five days.

The following leaves of absence have been granted:
Lieut. J. L. Keeler, 17th Mo. Infantry, Fort Omaha, Minn., two months.
Capt. A. G. Chase, Infantry, Fort Omaha, seven days.
Lieut. Col. Gordon Robinson, Coast Artillery corps, five days.

Why be Feeble?
ADVANCING years should not mean the approach of a period of dependency—of crutches and canes—of worry, care and fatigue! Don't dread the days ahead! Be prepared to grapple with the henchmen of Old Age—with rheumatism with undermined health—with feebleness. The system that is free from impurities—through which rich red blood tingles need not worry about advancing years. Enlist the aid of S. S. S.—the builder of red blood cells—to fight off the infirmities of Old Age.

With the aid of S. S. S. when you reach this stage of life the nerve power that has been built up by ever increasing blood cells—the vim and vigor of youth that you possess will capably enable you to enjoy the advantages of passing years, while others less fortunate are feeble and dependent.

S. S. S. for nearly a century has been serving as a valuable and time honored assistant in the fight for hale and hearty Old Age. It is made only of pure vegetable ingredients and is sold at all good drug stores. The large size bottle is the more economical.

SSS Makes You Feel Like Yourself Again

Union Outfitting Co.

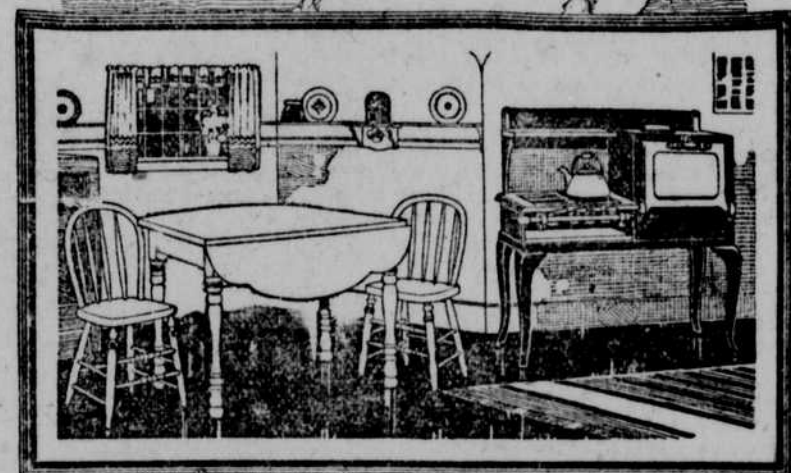
The People's Store

Union Outfitting Co.

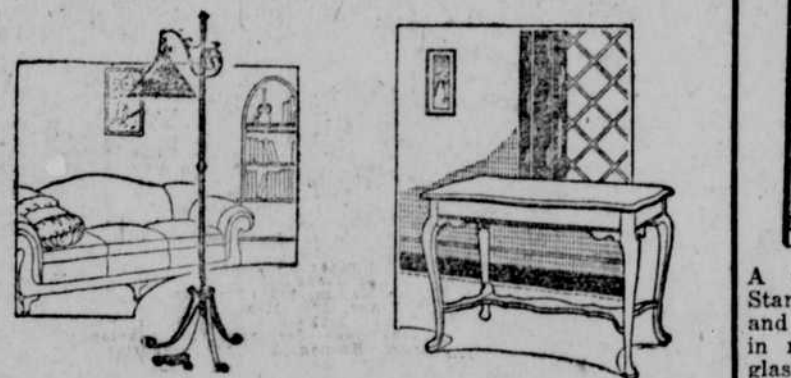
Out of the High Rent District

Union Outfitting Co.

Home Outfits

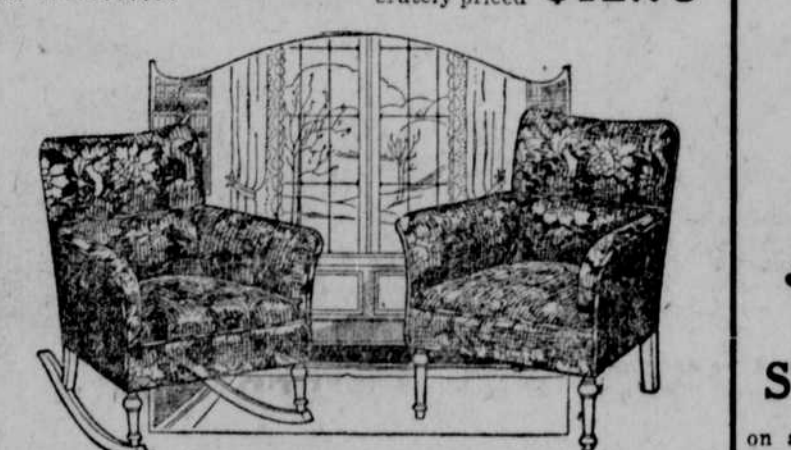


Handsome Living Room Suite of three pieces, carefully built throughout with steel construction, heavily padded spring seat and back, covered with fine taupe velour, an \$157.50 example of the values in suites, only.....



Bridge Lamp with an artistic wrought iron base and pretty parchment shade \$3.49

Library Tables, a Queen Anne model in dark mahogany finish with a roomy drawer, is moderately priced \$12.75



Overstuffed Rockers \$27.50 or Chairs, Special at

We have sold a great many of these to home-makers, wanting an odd Rocker or Chair around the house, as they match almost anything—they are attractive in design with mahogany finished frames and full spring seats, all covered in a rich taupe velour.



Seamless Velvet Rugs, new patterns in 6x9 sizes are—

\$16.50

Axminster Rugs, 7-6x9 sizes in artistic designs—

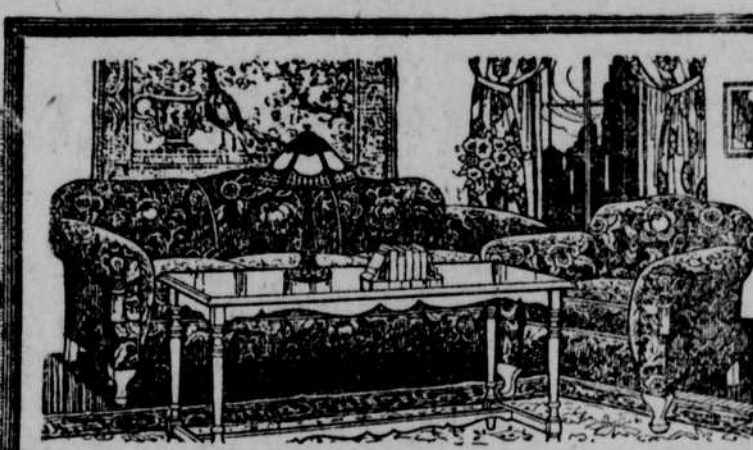
\$24.75

Long Wearing Axminster Rugs, 8-3x10-6 sizes, in good patterns, for—

\$36.50

Rich Seamless Velvet Rugs with linen fringe in 8-3x10-6 size, at—

\$42.50



3 Rooms of Furniture for \$269

Your Credit Is Good

FOR years this store has prided itself upon its ability to start couples in homes of their own with the right kind of home furnishings. Realizing that Furniture is a life-time investment, every outfit we offer has behind it the kind of materials, workmanship and finish that in themselves are a guarantee of long and continued satisfaction.

The Living Room

There is a promise of genuine luxury in the over-stuffed suite, comprising Davenport and Chair, covered with velour—the Davenport Table is finished in mahogany with a 60-inch top.

The Bedroom

Here is an attractive Queen Anne period suite—Dresser, Chiffonette and Bed—built of genuine walnut veneer.

A Combination Room

This combination Breakfast Room and Kitchen includes an attractive Breakfast Set (unfinished so you can paint it to please your taste) and a Four-burner Cabinet Gas Range.

18 Months to Pay for This

Monday! Smoking Stand \$2.49



A very attractive Stand, well braced and nicely finished in mahogany, with glass ash tray and match and cigar holders.

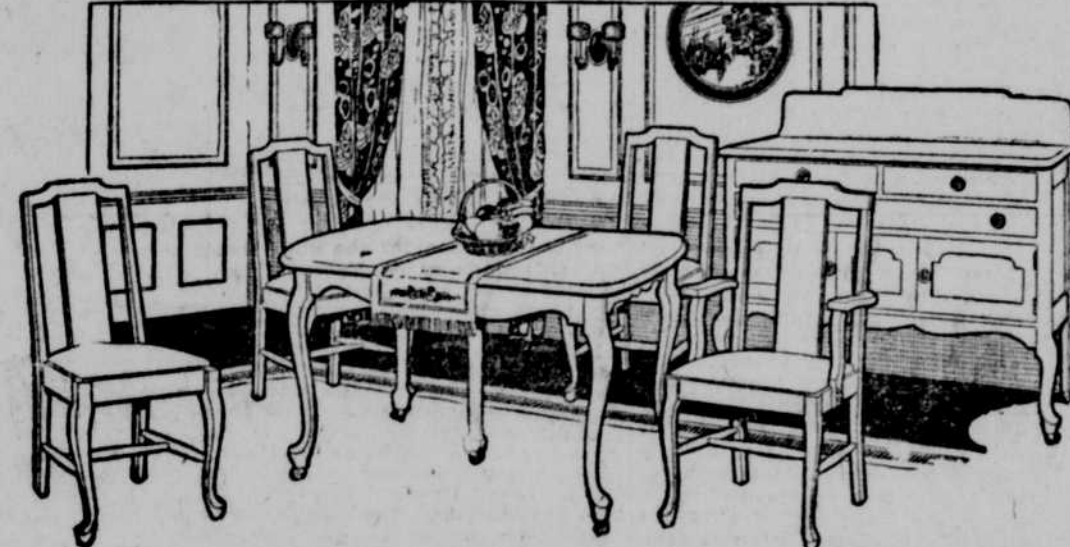


We Give S.S.S. GREEN STAMPS

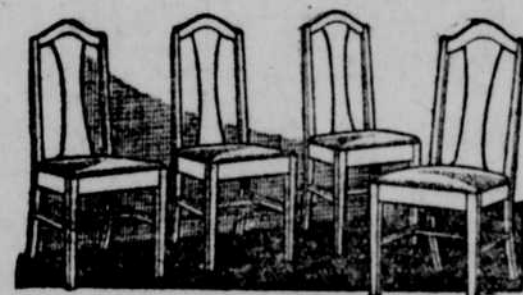
on all purchases, a few trademark lines excepted. Stamp redemption station on our Fourth Floor.



Kitchen Chair Comfortable, well braced model in golden finish with braced legs is \$1.39



Six-Piece Dining Room Suite in Walnut Finish Only \$98.50
Queen Anne design comprising 48-in. Buffet, Oblong Table with 45x54-in. top that can be extended 6 feet, and FOUR attractive Dining Chairs, seats upholstered genuine leather.



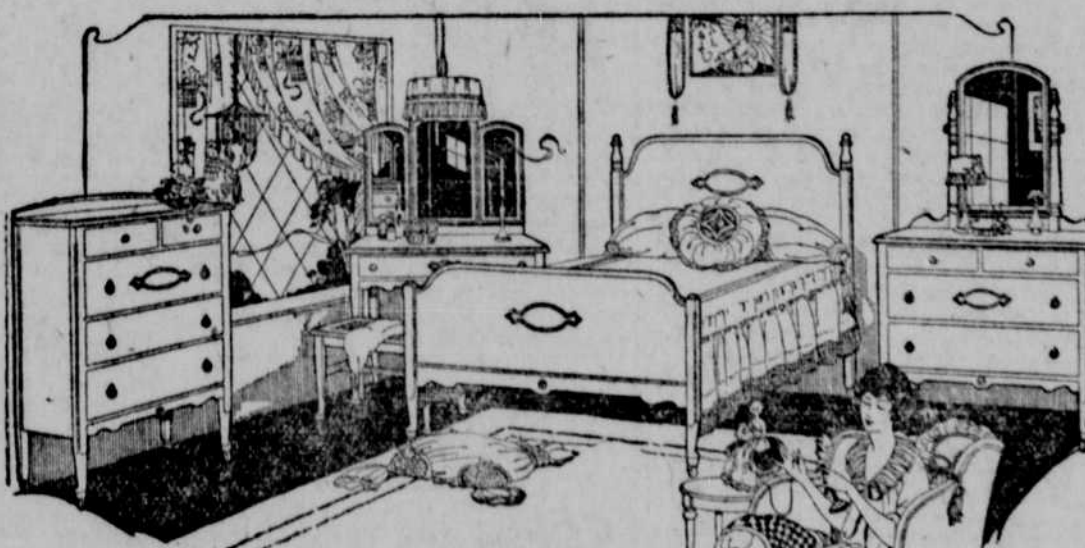
Set of Four Dining Chairs

Monday you can replace those wornout Dining Chairs with handsome new ones, in beautiful walnut finish, with comfortable seats, upholstered in genuine leather; for \$23.50 the complete set.....

Monday Only! This Useful Pantry Set \$2.29



This is a useful SIX-PIECE outfit in white enamel finish, comprising an extra large Bread Box, Bix Cake Box, Flour, Tea, Sugar and Coffee Containers; \$2.29 the complete outfit.....



De Luxe Bedroom Set in Genuine Walnut Veneer

Do not confuse this suite with suites ordinarily sold at this price, as all pieces have walnut veneered fronts, tops and ends, full boxed in, 3-ply mahogany bottom drawers with dovetailed front and back, while Dresser and Dressing Table have French plate mirrors. An excellent value \$147.50

Goods Sold Out of Town
On Easy Terms—Write for Information



Brunswick Leadership

The name "Brunswick" on your phonograph is your guarantee that your instrument has everything a truly great phonograph should have.

—The "Brunswick" stands for the greatest musical achievement in recent years.

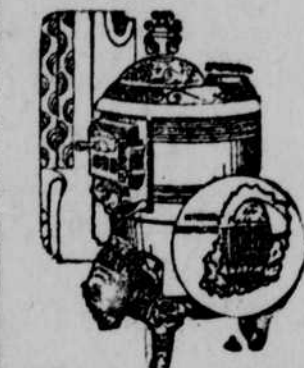
—Its tone chamber is built like a violin and with its reproducer you can play any make of record. A wide range of models at \$45 to \$250 Easy Terms

Prize Beauty Show

and Dance next Friday evening at Empress Rustic Garden.

Valuable prizes to the most beautiful girls in attendance; souvenirs for all. Girls planning on participating are requested to bring their photograph to the store. Ask for Tickets

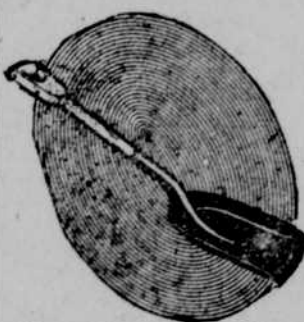
Howard Heaters
on Easy Terms



"Howard" Overdraft Heaters draw in the cold air and burn the coal gases usually lost in smoke; models selling as low as \$32.50

Perfection Oil Heaters \$6.00
Perfect Baking Ranges with 18-in. oven, only \$49.50

Furnace Scoops 64c



Not the light, flimsy kind, but a heavy, well-made Scoop, just the right size for a furnace door, with shaped handle (exactly as pictured). No phone orders and no deliveries.



No Need Waiting for Your **Fall Coat**

Buy it Now on Easy Terms

Our special charge account plan was devised for your convenience. Even though you never had a charge account before, our easy-to-pay plan is ready to dress you in a warm, stylish Winter Coat—just when you need it—and while you are enjoying its warmth and beauty you can pay for it in convenient little amounts, so you never miss the money.

Hundreds of Becoming Coats to Select From Many are being unpacked as this paper goes to press. There are rich-looking plushes, fine coatings, diagonal velours, bolivias, etc.; many becomingly trimmed with fur. Prices range from—

\$24.50 \$29.50 \$32.50 up

Fall Dresses are \$14.75 up
Fall Millinery at \$4.95 up

Sale of Pumps and Oxfords
An excellent selection of good-looking styles in satins, tan, black, patent and suede \$5.95
leathers that are worth \$9.00; pair.....



Monday! Men's **Suits**

and **Overcoats**
Selling Up to \$39.50

\$27.95



Our upstairs Store is meeting the demands of men for good-looking, well-tailored Suits and Overcoats at a moderate price. In this Sale are correctly styled garments with that inherent goodness and quality that is a guarantee of satisfactory wear; up to \$39.50 values for \$27.95.

Boys' O'Coats and Mackinaws

Just what mothers are looking for—warm, protective garments, tailored from fabrics that will stand the hardest kind of play \$6.95 wear, at..... Up

Sale of Stockings
The famous "Rollins," heavily ribbed, fast black Boys' Stockings in size 6 1/2 to 10; regularly 40c; pair..... 25c

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