

STYLE WITHOUT EXTRAVAGANCE **HERZBERGS** 1519 1521 DOUGLAS ST



Introducing to Feminine Omaha—This New Arrival

**Evelyn**

A pleasing new Poppy creation.

Block heel; very graceful



**\$7.50**

All Sizes

—all over patent leather.  
—all over tan calf.  
—Mandarin Ooze, brown kid trim.  
—Black Satin—dull kid trim.

Footwear—Mezzanine Floor

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**S-A-T-U-R-D-A-Y**  
1,000 Pairs Onyx  
All Silk Chiffon  
**HOSE**



All silk from top to toe

**\$1.65**

Two Pair \$3.25

Black, Gunmetal, Peach, Dawn, Nude, Beige, Russet, Fawn, Polo, Gray, Cordovan, Alredale

Easily Worth \$2.50 Pair

These extra quality, firm chiffon all-silk hose secured in an extraordinary purchase. Every pair perfect.

As such an extreme low price, Omaha women will respond with their usual enthusiasm to supply their hosiery needs. Don't delay, be among the early shoppers Saturday.

Hosiery—Entrance Floor.

Herzberg Babyland



Mezzanine Floor

**Saturday in Babyland**

Infants' Dresses

Dainty little slips in sizes infants' to 2 years. Lace-trimmed neck and sleeves. You'll want several at this low price.

**75c**

Nainsook Gertrudes

Daintily trimmed in lace. To be had in sizes from 6 months to 2 years. Very special at—

**95c**

Plain Gertrudes, 65c

Infants' Vests

Silk and Wool, and Cotton Vests, front fastening, sizes to 2 1/4 years. Extra special Saturday at—

**75c**

"Girlish Styles for Stylish Girls"



Saturday—A Remarkable Offer in Girls' Jersey FROCKS

Sizes 6 to 12 years

**\$5**

The very smartest of styles and decidedly the best dress values this store has ever offered at this price.

Rose Tan Brown Mahogany Navy Rosewood Copen

Dresses enlivened with bright embroidery. Yarn trimmed and novel applique effects. An early selection is urged.



A Sale of Smart New Fall HATS

Styles of the hour for little Miss Omaha, every new color.

Two Wonder Value Lots

**\$1.95**

and **\$2.95**

Felts Duveltyne Velvets, Broadcloths

Sizes for the girl of 3 to 14 years. The assortment is wonderfully complete.



A Sale of Girls' "Elsie Dinsmore" Gingham

**DRESSES**

6 to 14 Years

**95c**

Good quality gingham, in plain and pretty patterns. You'll want several at this low price.

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Saturday Final Day of Our Second Annual

**D-R-E-S-S W-E-E-K**

New Fall Hats

A Wonderfully Complete Showing for Saturday at



**\$5**

Velvets Felts Hatters Plush Combinations

Off-the-face models, pokes, roll brims are but a few of the shapes in this extensive group of new Fall Hats. Bright colorings are made even more brilliant by appliques and metallic embroidery. Dark, rich tones are also in evidence.



Stunning HATS

Featured Special at

**\$10**

Those delightful high crown effects that are in such favor this season. For all types of costumes are both large and small hats.

Hatters Plush Felts Velvet and Felt Combinations Satins Panne

Every color that has met with favor is generously represented in this group for Saturday.

Exclusive Creations in Autumn



HATS

Incomparable Values at

**\$15**

The most approved new styles, copies of imports, smartest of fabrics and colors. Hats of extreme beauty at a price surprisingly low for such rich quality.

Millinery—Third Floor

Special Purchase and Sale of Fox and Wolf CHOKERS

**\$19.50 \$24.50**

**\$29.50**



You may select your new choker in any of the season's newest bright or dark shades. Fine select skins, luxuriously soft and silky, and full. These are wonderful furs for gifts.

Furs—Fourth Floor

HERZBERG STYLE REVUE Week Starting Saturday, September 27 RIALTO THEATER Presenting Ivan B. Martin's Famous Fifth Avenue Models in a Fashion Promenade Extraordinary



Re-Assembling of Lots Makes Possible Greatest Values of the Week for Saturday

**\$15.00**

Comprehensive selections of the newest fall modes, featuring the favored autumn shades and fabrics; exceptional values at these four prices:

**\$24.50**

Dresses in every size, 14 to 48.

**\$34.50**

**\$49.50**

Dresses for every occasion.

Dresses—Sixth Floor

Fur-Trimmed COATS

Attractively Priced for Saturday

**\$59.50**

The coats offered at this low price are extreme in value-giving, being fashioned of excellent materials in the season's latest models. They are trimmed with beaver, natural squirrel, skunk, Jap mink, muskrat, fox, marmot and mink-dyed squirrel. All are crepe lined.

Other Coats \$39.50 to \$150

Coats—Fourth Floor

