

LITTLE BOYS' OVERCOATS

Smart, new models with raglan or set in sleeves. Plain or inverted pleat back. Some are belted. Shows in chinchillas and novelty coatings. Sizes 2 to 5 years. All the new colors. **\$9.95**

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

Starting Monday, October 20, We Launch Our

In accord with the ruling of The Associated Retailers of Omaha merchandise should not be accepted for credit or exchange unless it be returned within three days from date of sale, accompanied by sales check and in same condition as when purchased.

ANNUAL COAT WEEK

In Girlie Nook

Fifth Floor

October Sale

Girls' Coats



Two outstanding feature groups. Coats in wonderful variety, all new materials, many fur trimmed.

Two Big Lots

Sizes 2 to 6 years.

\$8.75

Sizes 8 to 16 years.

\$14.75

Polaire Bolivia Broadcloth Astrakan, Plaid Backs

Several hundred from which to choose.



This 48-inch Northern Seal Fur Coat

\$89.50

Fashioned from prime select skins. Silk brocade lined; large collar; new sleeve effects; all sizes. An unusual value for Coat Week.

Fur Jaquettes

\$49.50 to \$350

All the favored furs, a splendid assortment.

Fourth Floor



A period that brings to Omaha the most amazing values of the year in high class desirable coats.

Annual Coat Week is the Herzberg plan of establishing record-breaking coat buying each season.

Sizes and Model for Every Type 14 to 52

After Weeks of Unremitting Planning, We Announce This Greatest of All Coat Selling Events

Omaha is right on the threshold of cold, blustery weather. You will need a new coat; you have been planning on getting one. With these facts before you and these values ready for you, surely all selling records will be shattered during Coat Week.

Practically 2,000 Coats in Four Never-to-be-Forgotten Sale Groups

\$24.50 **\$34.50**
\$54.50 **\$74.50**

New Colors

- Cinnabar
- Palermo
- Malay Brown
- Rosewood
- Kaffir
- Copper
- Penny
- Cranberry
- Saddle
- Cossack
- Dusk
- Navy
- Black

The money savings are so remarkable in this great sale that it will well repay any woman to make a journey of 200 miles to share in this sale.

Marvelous Fur Trimmings

Many Alone Worth These Sale Prices

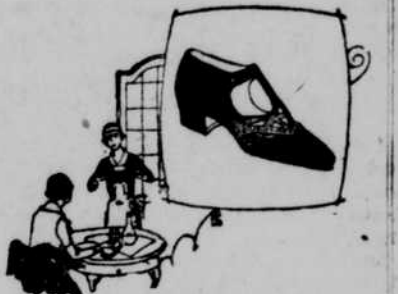
- Natural Squirrel
- Golden Beaver
- Jap Mink
- Fine Fox
- Sealine
- Marmink
- Viatka Squirrel
- Nutria
- Manchurian Wolf
- Ringtail Opossum

Materials

- Velverette
- Flamingo
- Ormandale
- Formosa
- Pollyana
- Fashona
- Gerona
- Marvella
- Preciosa
- Veldette
- Kashmana
- Poi de Laine
- Velota

Practically our entire fourth floor is devoted to this great sale. Extra salesladies to give you instant attention. Try to arrange your shopping in the forenoon.

Smart New Footwear Underpriced



Incomparable Values!

\$5

You cannot possibly resist such extreme values as these. Hundreds of pairs at this low price.

- Black Satins
- Patent Leathers
- Black Kid
- Brown Kid
- Brown Suede
- Tan Suede

Choose from low, high or medium heels. A practically complete range of sizes.

- Pumps
- Oxfords
- Cutout Effects

Every pair in this feature selling has been greatly underpriced when offered at \$5.00.

Footwear—Mezzanine Floor



A Rare Opportunity for Large Women to Buy Brassieres

A close-out of several lines at prices that are truly remarkable. Majority are back-fastened brassieres; all favored materials.

Values to \$5.95 \$1.95
 Sizes 40 to 52

Values to \$2.95 \$1.39
 Sizes 42 to 50

Such celebrated makes as "De Bevoise," "Bien Jolie," "Stylish Stouts," "Lovers Form." Supply your every brassiere need Monday.

Brassieres—Mezzanine Floor



Our Greatest Sale of Fine New HATS!

Hundreds of Bewitching Creations, including many Show Pieces from Our French Room are Offered in this Marvelous Sale at . . .

The most remarkable millinery surprises await your visit here Monday, you may expect unheard of values, and we promise you now that they will be here in great numbers.

Satin, Lyons and Panne velvet, silver, gold and metallic laces, metallic, tapestry and allover embroidery cloths, are fashioned into every new shape.

Such trims as monkey fur, badger fur pompons, burnt goose, hackle feathers, French flowers, laces, metallic ribbons and embroideries.

Soft draped brim hats, close-fitting hats and turbans. Styled correctly and in the most favored colors of the season—with plenty of black.

\$7.50

Millinery Section—Third Floor