



Saturday Is Little Boys' Day in "Babyland"

A day of unusual offerings. A day in which Omaha mothers should supply the many apparel needs of Daddy's little Man.

Boys' Wash Suits

\$1.95

Middy and Oliver Twist styles. All colors and color combinations. White and tan collars and cuffs. Hand-smocked, long or short sleeves.

Play Suits

\$1.25

Cunning little styles. Chambray, romper cloth. Colors: blue and tan with red trimming. These are very special. Sizes to 4 years.



Boys' Topcoats

Sizes 2-3-4 Years \$5.95

Swagger styles just like Dad's. Shown in tweeds, twills and flannels, all wool, both box and belted styles. Your lad should have such a coat as these.

Hats to Match

\$1.95

Hats to match these smart coats, both tams and polo styles.

Boys' Pajamas

\$1.95

Crepes, cross bar nainsooks and madras, sizes 2 to 8. These are very specially priced.

Boys' Summer Union Suits

75c 85c

Knit Nainsook

Sizes 2 to 6 years, shown in knit and cross bar nainsook.



Protect Your Furs from Fire, Moth, Theft

In our big modern storage vaults your furs are absolutely safe during the summer months. The cost for this storage is very slight. Phone or call at our Fur Department for particulars.

Furs—Fourth Floor

HERZBERGS

"Style Without Extravagance"

1519-21 Douglas Street

Specialists in Artistic Permanent Waving on either long or bobbed hair, \$25.00 Consult Us First Kiddie Hair Bobs, 25c Beauty Parlor—Seventh Floor

SATURDAY--A Most Extraordinary Sale of New Spring

Introducing to Omaha Women "Herzberg Special" HOSIERY



Entrance Floor

A fine quality silk thread hose in both chiffon and service weights. An incomparable value at the pair—

\$1.65

Shown in every color. Investigate this unusual value base, it is the product of America's greatest hosiery maker, and sold under our private label.

Saturday—An Unusual Selling of Footwear



Mezzanine Floor

From our regular stock we have selected for Saturday selling a score or more of the season's very smartest styles from higher priced lines and offer at \$7.85.

This means unusual values at a time when new footwear is most in demand; it means you should come direct to Herzbergs Saturday for your footwear needs.

\$7.85

Every New Leather—All the Favored Colors—Every Size and Width—all the New Heel!

COATS

Values that compel attention. Beautiful coats in an array of smart styles so great that you are certain to find several to meet your most exacting style whims.



Beautiful Fur Trimmed Coats in Sale at

\$24.50

Silk Poplins, Lorseens, Poirtsheens, Doreena, Twills, Flannels, Kasha

Poudre Blue, Tiger Eye, Chili Pablo, Gravel, Wigwam, Black Beige, Navy

Here is another demonstration of Herzberg predominance in value giving. Another opportunity for Omaha women to partake of money savings on new and wanted coats that have no near rival this season.

Final Day of Our 33.75 Sale of Coats

A sale that has been accorded the most enthusiastic buying crowds of the year. Beautiful befurred coats, developed from the most favored fabrics, and offered at a price which in many instances does not represent one-half their true worth. \$33.75

Rarely Does One Encounter the Equal of This

Sale of Girls' Coats



More than 200 from which to make your selections, every coat a jaunty new spring style, a coat that was made to sell at a much higher price.

\$7.95

Sizes 7 to 14 Years

Wonder Values Junior Coats Sizes 13-15-17

Morning Sale of 200 Girls' Hats

A close out of new spring hats, every color, many styles, sizes 6 to 14 years, silks, straws and combinations. Come early please.

\$1

Values to \$3.95



Girls' Nook—Fifth Floor



New Millinery

Emphasizes the Vogue for Sheer Hats

\$5

Bluet Rust Copen Marmora Castillian

Sand Gray Wood Pablo Terrapin

The charm of the picture hat returns with these exquisite models of sheer straw and hair. Embellished with bright flower clusters or large single blooms and combined with clouds of matching lace. Large and small head sizes.

Millinery Salon—Third Floor

For Saturday We Offer

A Rare Selling of Smart New Ensembles

\$24.50

Beautiful suits, developed from flannels, kashas, charmees and twill cords. Frocks of pleasing silks.

At \$24.50 you'll pronounce these the season's greatest values; all of the most desirable colors are included. Sizes 16 to 44. Ensembles for dressier wear as well as for sports wear.

Fourth Floor



Jaunty New

Suspender SKIRTS

\$5.95

Just what you want for sports wear: very jaunty, shown in many colors and in a variety of suitable fabrics.

Entrance Floor

Madam X Stepins

Closing out these famous Reducing Garments—

\$4.95

Sizes 0 to 8

Made of finest quality para rubber and silk, Madame X stepins are pronounced the most successful reducing garment.

Rubber Reducing Girdles and Brassieres

Odds and ends, discontinued lines, broken sizes. Your choice of the lot Saturday at only—

1/2 Price

Including Such Nationally Known Makes as Betsy Ross, Treo, American Lady, Warner's

Stylish Stout Reducing Garments

Styles 806-808. Sizes 24 to 34.

First quality para rubber covered with silk milanese, satin trimmed. Beautifully made. A most remarkable opportunity for stout women to save on a most desirable reducing garment.

\$4.95

Corset Salon—Mezzanine Floor