



Inaugurating for Friday the New Season's
Outstanding Merchandising Event--Our

OPENING WEEK OF SALES

A week of most compelling values. A demonstration which emphasizes the dominance of this greater new store. With our many added facilities for serving you, with greater stocks than ever before, with several new and interesting departments, the Herzberg store may say with the utmost confidence: "We are most splendidly prepared to serve the apparel needs of feminine Omaha."

Friday in Our Beautiful Sixth Floor Dress Salon--The

GREATEST DRESS SALE OF 1923

Hundreds of
Irresistible
dress creations
from which
to choose.

An occasion
so important
as to command
your early
attendance.



Including
all sizes from
14 to 48½.

Extra
salespeople
to render
prompt, efficient
service.

Omaha has never been brought face to face with a dress sale of equal importance. Autumn's most favored creations, secured through the co-operation of several manufacturers in making the opening sale in our new dress salon truly a sale never to be forgotten.

Frocks and Gowns created with the
idea of selling at a great deal more
money all go at one price Friday

Our entire sixth floor will be devoted to this great sale. The assortments are simply bewildering. No woman who loves style and desires extraordinary values will permit other duties to hinder her attendance at this sale Friday.

\$28

In every detail these are high type dresses, possessing real distinctiveness. Importance is added to this sale because of its timeliness, just at the threshold of the social season. Every woman can conveniently use one or two of these beautiful creations.

Satins Canton Jacquelin Crepe
Georgette Broche Crepe
Poised Twills Charmeen Flat Crepes

Every autumn color is generously represented. Styles for dinner, dance, party, afternoon, theater and street.



The
Herzberg
Store--

An institution built that
you might be better
served.

And because of maintaining a
policy of service this greater
store has been possible.

And service here means its
close application to every
phase of our merchandising,
whether it be buying or selling.
Our obligation of service to the
customer is rigidly observed.

We want you to consider this
store as YOUR STORE. We
invite you to enjoy its every
facility. Make it mean to you
all that its builders intended it
should mean to you.

STORE DIRECTORY

- First Floor
Blouses, Hosiery, Sweaters,
Underwear.
- Second Floor
Infants, Corsets and Shoe
Department
- Third Floor
Millinery
- Fourth Floor
Coats, Suits, Furs and Skirts
- Fifth Floor
Children's Wear and Fitting
Rooms
- Sixth Floor
Dresses and Gowns
- Seventh Floor
Beauty Parlor, General Offices



Friday--A Truly Wonderful Sale of 1000 BETTER TYPE HATS

Easily the Greatest Hat Sale Ever Held in Omaha--Incomparable Values

A group of leading makers have co-operated with us to make this the biggest value-giving event ever held in Omaha. Every hat is fresh from the workroom.

Hats Worth to \$20

The newest styles, the highest quality materials. Pains-taking workmanship. Never before and possibly never again will such a hat buying opportunity present itself.

\$650

Brown Cocoa Grey
Sand Royal Blue Black
Navy Cartouche
Carmel

Our entire third floor will be devoted to this immense sale.

A sale so out of the ordinary that many women will select two or more hats. This is the introductory event of the greater Herzberg store and easily our greatest offer.

All the newer materials--
Velvets, Duetyne, Satin,
Felt. The choicest quality
fabrics throughout.

Embroidered
Feathers Flowers Ribbons
Jeweled Ornaments
Applique Trims

The widest possible diversity of shapes, from snug-fitting cloche to the picturesque dress hat.



Every facility for
prompt attention has
been provided. No
waiting.

"STYLE WITHOUT EXTRAVAGANCE"
HERZBERGS
1519-1521 DOUGLAS ST.