

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

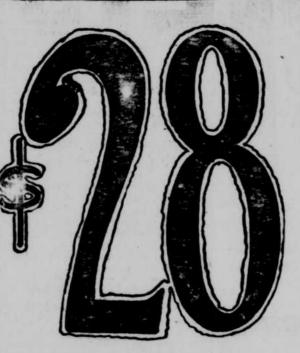
> Sixth Floor **Dresses and Gowns**

Seventh Floor **Beauty Parlor, General Offices**

Omaha has never been brought face to face with a dress sale of equal importance. Autumn's most favored creations, secured through the cooperation 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.



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.

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

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

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

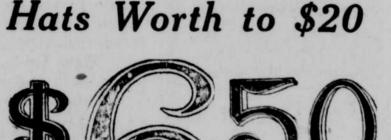
Easily the Greatest Hat Sale Ever Held in Omaha--Incomparable Values

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

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

Brown Cocoa Grey Sand Royal Blue Black Cartouche Navy Carmel

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



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, Duvetyne, Satin. Felt. The choicest quality fabrics throughout.

Embroidered Feathers Flowers Ribbons Jeweled Ornaments Applique Trims

> The widest possible diversity of shapes, from snugfitting cloche to the picturesque dress hat.



WITHOUT EXTRAVAGANCE"