

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

Friday -- The Entire Greater Herzberg Store Co-Operates in the

# Final Day of Our Opening Week of Sales

A week of intensified selling that has demonstrated most effectively the dominant position which this greater store holds in local apparel retailing. Friday, the last day, brings with it many attractive offerings which no shrewd shopper will ignore.



---another marvelous  
 Sale of  
**HATS**  
 FRIDAY  
**\$5.95**

Every Hat Worth Decidedly More Money

Creations so distinctively smart that you'll wonder how such hats could possibly be sold for as little as \$5.95. It's a selling occasion in which you should share without fail.

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

Brown Sand Cocoa Royal Blue Navy Gray Black Cartouche Carmel

Embroidered Feathers Jeweled Ornaments Appliqued Trims Flowers Ribbons



---a wonderful Sale of  
**DRESSES**

Greets You on the Sixth Floor Friday

**\$24.50**

No doubt you have encountered many unusual dress sales in the past, but in this big Friday event you will share in dress offerings that overshadow the best that Omaha has afforded in recent months.

In many instances these Dresses are worth double

Models fresh from the New York showrooms for this event. Styles that are truly distinctive. Models for the miss as well as her mother.

Satins Charmeen Jacquelin Crepe Flat Crepes Cantons Poiret Twills Georgettes

Styles for dinner, dance, party, afternoon, theater and street wear, including every new autumn color.

Many visitors to this sale will make selections of two or three of these dresses. The big values easily justify it.

Third Floor

Featuring for Friday in our New  
**Corset Salon**  
**NEGLIGEE BELTS**

**\$1.50**



A timely offering, this is a most unusual value. Avail yourself of the savings.

Our showing of corsets embraces the most select lines obtainable. The services of expert corsetiers are at your command.

Mezzanine Floor

Mothers Delight in Shopping in  
**"Babyland"**

Not only are the surroundings so appealing, but assembled here are all those little articles of apparel which Baby requires, and they are priced less than you would expect to pay.

Dainty Hand Made Dresses

And you'll say they are simply irresistible; their fine fabrics, sheer, dainty laces and fine embroidery cleverly fashioned into pretty dresses. Your choice from an extensive showing at only

**\$1.45**



Mezzanine

Floor

Final Day Specials from  
**GIRLIE NOOK**

Fifth Floor

Girls' Flannel  
**MIDDIES \$3.95**

Shown in green, navy, red; sizes 8 to 20. Fine all wool flannel, neatly trimmed.

Slip-on and Coat  
**SWEATERS**

A wide range of colors and color combinations, sizes 6 to 12. This is a most attractive special offering for Friday. **\$3.95**

Girls' Gingham  
**DRESSES**

Many with bloomers, in sizes 2 to 6 years only. Neat patterns, all colors. Buy at least two. **\$2.95**



An Exceptional Sale of  
**Blouses**

Smart Jacquette styles in beautiful Novelty Silks.

Values to \$9.85

**\$4.95**

Many of allover embroidery; a wide and pleasing range of colors. We doubt if the equal of this blouse offering will be offered again this season.

Entrance Floor

The Jauntiest Coat Creation of the Hour  
**SPORT JACQUETTES**

in a feature offer Friday

**\$24.50**

Fashioned From Boclay Astrakan, Kerami and Shaggipu Shown in Brown, Black, Kit Fox, Mole, Beige

Smart Fur Collars and Cuffs

These Jacquettes are meeting with exceptional popularity. They are the rage with well dressed women everywhere. As smart in style as one could imagine.



This Friday offering at \$24.50 was made possible through a most opportune purchase. Not a Jacquette in the lot but what is worth decidedly more. Take advantage of the savings.

Fourth Floor

--An Extraordinary Sale of  
**Fox Scarfs**  
 featured Friday

**\$39.50**



IN THE REGULAR CHANNELS OF BUSINESS SCARFS OF EQUAL QUALITY WOULD SELL FOR DECIDEDLY MORE MONEY

Gray Fox Brown Fox Cross Fox Black Fox Blue Fox Platinum Fox Silvered Fox Taupe Fox Beige Fox

To be properly dressed this season Misses must wear a Fox Scarf. Friday's sale affords an exceptional opportunity to secure one most reasonable.

Fourth Floor



STORE DIRECTORY

First Floor  
 Blouses, Hosiery, Sweaters, Underwear  
 Second Floor  
 Infants' Wear, Corsets and Shoes  
 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 close-out of

**200 Pairs PUMPS and OXFORDS \$5.95**

Values to \$10.00

This represents broken lines from our most successful selling numbers. The values are indeed rare.

While all sizes are not to be had in each style, yet the assortment is quite broad. You cannot afford to miss this footwear buying opportunity.

Mezzanine Floor



Herzberg's  
**BEAUTY SHOP**

Manicure Shop, Immediate Service, Prompt Attention



Electrolis Facials Scalp Treatment Manicuring Marceling Permanent Hair Waving Children's and Ladies' Hair Cutting

Seventh Floor