

Bridge Whist Score Pads
FREE
Fourth Floor

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

Bridge Whist Score Pads
FREE
Fourth Floor

Commencing Monday --- The Event for Which Omaha Women Have
Anxiously Awaited --- Herzbergs Annual

C-O-A-T W-E-E-K



We Are
Devoting
Practically
Our Entire
Fourth Floor to
the Celebration
of Coat Week

The Fabrics

Jerona	Marvella	Lustrosa
Arabia	Fashona	Arabella
	Flamingo	Trebizon
Roi de Laine		Ormondale

The Furs

Natural Squirrel	Vialta Squirrel	Caracul	Kit Fox	Badger
Black Fox	Beaver	Wolf	Lynx	Taupe Fox

IT'S an event which we believe will stand out as the city's greatest merchandising success. Our every effort has been spent in preparing for this occasion, and starting Monday, we will present an array of coats which we consider as our crowning achievement. Quality of materials, craftsmanship, individuality in design and moderation of price will rival anything ever attempted locally.

In Addition to Our Regular Stocks, More Than 1,000 Coats and Wraps Were Especially Secured for This Wonderful Event

Our presentation this week includes the most complete coat variety that we have ever assembled. The finest of fabrics, tailored in fashion's most recent dictates of style and design and trimmed with richly selected furs of the finest quality. We offer models which will please the requirements of the widely varying type of figures.

Directing Your Special Attention
to These Four Headline Groups

\$24⁵⁰ **\$49⁵⁰**

\$59⁵⁰ **\$79⁵⁰**

The Greatest Collection of Beautiful Coats and Wraps
Ever Assembled in Any Omaha Store

Each coat is richly silk lined and warmly interlined, which assures both style and comfort during the coming cold weather. For Coat Week we have featured these wonderful coats in four groups.

This has been done to meet the buying choice of every woman in Omaha. It will enable you to get one of these fine garments at a price you are willing to pay.

A Selling Extraordinary of **\$9⁷⁵**
Charming New Fall Hats

The hats in this assemblage have been selected with the idea in view of crowding into them the greatest possible value. They're attractive in style, made of the finest materials and colorful as the autumn leaves. Besides the rich tones of brown, red, etc., we show gray in all its variations, also sand and black.

This is just another demonstration of the value-giving leadership of Herzberg millinery merchandising.

Millinery
Salon
Third Floor



A Feature for Monday from

Mezzanine **"Babyland"** Floor

Rubens Vests

Fine **39c** Silk and
All Wool Wool Mixture
sizes to 5 years

Mothers should supply the Baby's needs Monday. These values are most exceptional. Many other equally attractive offerings will greet you in "Babyland."

Modes May Come and Modes May Go



MODART CORSETS

But the Modart Front Laced Corset is with us to stay. In fact, in these days of rapidly changing silhouettes it is almost imperative that the Modart be worn. For prominent corsetiers will tell you that the Modart is the only corset so perfectly designed that it will give every type of figure a proportionate background for whatever lines fashion may dictate.

If you would keep pace with fleeting styles, visit our corset section for a trial Modart fitting. Prices range from \$3.50 up.

Surprising

Array
of Styles
in Clever



Pumps and Oxfords

\$8⁵⁰



A feature group, including the newest and smartest creations for the Autumn season.

You may choose from the favored colors and combinations, from the desired styles in heels and toes, from the leather of your choice.

We are delighted by the response accorded our showing of Footwear at \$8.50 to the same degree as those who have purchased them are delighted with their selection—our claim for them being the most attractive values in the city is well founded.



Mezzanine Floor

GIRLIE NOOK
HERZBERGS

Here Is Delightful News
for Little Miss Omaha

of 2 to 6 Years

and her Mother will be equally delighted when she views the pretty things we have assembled here.



Jaunty New Coats

With Hats to Match

It is difficult to find words to express the beauty and smartness of these matched sets. Richest of fabrics, in gorgeous colors and wonderful trimmings. Simply irresistible, that's all.

Early selection is decidedly advantageous, as many are exclusive creations. Bring the daughter down Monday.

The Coats

\$8⁷⁵ to \$24⁵⁰

The Hats

\$2⁹⁵ to \$4⁹⁵



Fifth Floor

Monday Selling

Genuine
Beacon Bath Robes
and
Corduroy Robes
\$3⁹⁵



These Robes are full cut and splendidly finished. The Beacon robes come in assorted patterns, styles and colors.

Corduroy Robes in several colors.

Beauty Parlor
Seventh Floor

**Marinello
Licensed Shop**

Prompt service.
Full line of hair
goods and prepara-
tions.

Hair Cutting Facials
Scalp Treatments
Electrolis Marcelling

Headquarters for Gotham Gold Stripe Silk Hose—They Wear