

## 歓 Mreched or Dyed Eyecrows add piquancy  Starting Friday, 9:00 A. M.--Our Great <br> ANNUAL AFTER-THANKSGIVING SALES



Incomparable Values!
Incomparable Styles In This Wonderful After Thanksgiving

## SALE OF COATS s4

A real demonstration of unusual money savings on New and Wanted Coats and Wraps. A sale that
clearly emphasizes the Herzberg leadership in clearly emphasizes the Herzberg leadership in
values, in assortments, in styles and quality.

Coats and Wraps With Richest of Fur Trimmings

Black Fox Viatka $\begin{array}{r}\text { Fox } \begin{array}{c}\text { Opossum Baccoon } \\ \text { Beaver }\end{array} \text { Squirrel }\end{array}$
For weeks plans have been materializing to make this
After Thanksgiving Sale of Coats one of the greatest After Thanksgiving Sale of Coats one of the greatest
occasions on the Herzberg merchandising calendar.

Lustrosa Normandy Raritan Francine Brytonia Sports Fabrics
The shrewd shopper will, select her Coat now, while she may enjoy a full season's service from it, and yet par-
take in the greatest money savings of the year.

A series of merchandising events hat unfailingly afford the most extraordinary money savings of the entire season.

For Friday in GIRLE NOK A Startling Sale of Girls' Coats and Dresses

With no school Friday, Omaha
Mothers will find this sale a most Mothers will find this sale a most opportune time to outfit their
Daughters in Coats and Dresses. Note the extraordinary savings.
Styles of the moment. Garments that every girl will take a keen Delight in wearing.
 Dreses to $\$ 12.50 \$ 95$



[^0]Friday-On the Sixth Floor
A Marvelous Sale of 550 DRESSES

Secured in Our Greatest Purchase of the Year and Offered Friday at

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These Beautiful Dresses Were Intended to Sell at Double and More

> Emphatically: No woman or miss within miles of Omaha can afford to miss this remarkable sale of fine dresses.

Satins Cantons Flat Crepes Moire Crepes Laces Lizard Crepes Poiret Twills Charmeen Beautiful Combinations

| Manufacturers gave us <br> wonderful co- operation | The magnitude of this <br> event cannot possibly be |
| :--- | :--- |
| and exceptional price con- | realized untily you actually |
| cessions to make this one | see the dresses and com- |
| of the greatest sales of of | pare their style, quality |
| the year. | and value. |




[^0]:    The importance of this ale ean-
    not bo vereatimated. Plan on
    on early

