MONEY PROTECTION OF THE PROTEC



Fur Storage and Repairing

winter garments in our modern storage vaults. In sure dagainst fire, theft and moths. Charges moderate. We call for and deliver. Phone AT 3845.

After Easter Selling of

"Elsie Dinsmore"

DRESSES

For Girls 6 to 14

Values up to \$5.95

Every dress of highest count gingham,

smartly fashioned and prettily trimmed with pocket and sash. They are extreme values

Fourth Floor

ERZBERGS 1519 LAS ST

Now in Progress a Spirit of Most Itensified Value Giving Throughout the Herzberg Store in This

Women's every apparel need is answered in this store-wide sale. Prices are cut to the quick, but in no instance has quality been sacrificed. Again Herzberg specialization brings the most remarkable savings

Thursday's Headline Attractions A PHENOMENAL SALE OF 980 BEAUTIFUL SPRING

COATS and FROCKS

The Result of the Year's Most Successful Purchase Combined with Scores of Models from Regular Higher Priced Lines

GARMENTS WORTH TO \$44.50 TO GO AT



A Beautiful Selection of

Spring Hats Go in This

After Easter Sale

SPORT HATS ROLL BRIMS DRESS HATS

Types for every occasion and many of them priced at less than production cost. Smartly trimmed types in the bright spring colors. Every hat an interpre-tation of the leading models in the Paris and Fifth Avenue Promenade.

Coats-

Fourth

Floor

The Coats

Berkshire Plaids

Velvetone

STYLES

Downy Wools

Cut Chinchillas

Blocked Chinchillas Twills

Kirkland Fleece

Kasha Plaids

Swagger Flare Back

Side Fastened Motor Coats

Sport Coats Dressy Coats

Polaire

Cameo Cloth

FABRICS

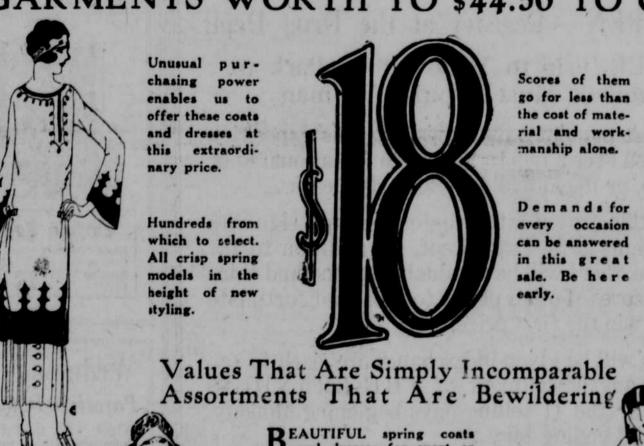
Millinery Solon-Third Floor

Featuring for Thursday Little Boys' Coats

Sizes to 4 Years

Tans, greys and herringbone stripes, mannishly tailored, with belt and pockets. They are tremendous values at-

Mezzanine Floor



BEAUTIFUL spring coats and dresses for sport or afternoon wear, also dressy models you would willingly pay double for. Every taste can be satisfied. Every pur-

chase means a tremendous saving. Never before and possibly never again will a sale of such

money - saving possibilities present itself to Omaha women.

> The Frocks **FABRICS**

Scores of them

go for less than

the cost of mate-

rial and work-

Demands for

every occasion

can be answered

in this great

sale. Be here

manship alone.

Canton Crepes Satin Canton Georgettes Crepe Elizabeth French Crepe Roshanara Printed Crepe

Jacquard Crepe

COLORS Jade Black Navy Cocoa Maya Copper Rust Poudre Blue

Chiffon Hose



Tomorrow Only

This price prevails for \$\frac{3}{1}\$ Thursday only, as ho-\$\frac{3}{2}\$ siary of this quality must bring a higher price. Every new color. The quantity is limited. Shop early.

Entrance Floor



Sale

Blouses Spring

> In the Newest Modes Strikingly Reduced

yle variance, newness, quality, saving possibility. They are easily one of the strong features in this great sale. Tailleurs, monograms, silks in beautiful colors for the new

Ultra Smart

Throw Scarfs Exquisite silk and knitted scarfs are much in demand.

We were fortunate in securing these far under actual \$





New Footwear In This Great Sale

250 Pairs Choice

Every Wanted Style

Sizes Are Complete

Every wanted leather in the heel you prefer. Every new style in a quality that ordinarily would sell for double this price.

Mezzanine Floor



DIDADICA DI CALDACA CALCACA CALCACACA CALCACACA CALCACA CALCACA CALCACA CALCACA CALCACA CALCACA CALCACA CALCACA CALCACA CALCAC

Novelty

Crepe

Dresses-

Sixth

Floor