

**Fur Storage and Repairing**

Protect your furs and other valuable winter garments in our modern storage vault. Insured against fire, theft and moth. Charges moderate. We call for and deliver. Phone AT 3845.

Fourth Floor

STYLE WITHOUT EXTRAVAGANCE **HERZBERGS** 1519 1521 DOUGLAS ST

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

**Great After-Easter Sale**

**Silk Chiffon Hose**

Tomorrow Only

This price prevails for Thursday only, as history of this quality must bring a higher price. Every new color. The quantity is limited. Shop early.

Entrance Floor

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 of the entire season.



After Easter Selling of "Elsie Dinsmore" DRESSES

For Girls 6 to 14

**\$1.95**

Values up to \$5.95

Every dress of highest count gingham, smartly fashioned and prettily trimmed with pocket and sash. They are extreme values at this wonderful sale price.

Girlie Nook—Fifth Floor

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



Unusual purchasing power enables us to offer these coats and dresses at this extraordinary price.

Hundreds from which to select. All crisp spring models in the height of new styling.

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Scores of them go for less than the cost of material and workmanship alone.

Demands for every occasion can be answered in this great sale. Be here early.



Values That Are Simply Incomparable Assortments That Are Bewildering

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 purchase means a tremendous saving.

Never before and possibly never again will a sale of such money-saving possibilities present itself to Omaha women.



Coats—Fourth Floor



Dresses—Sixth Floor

**The Coats FABRICS**

- Downy Wools
- Cut Chinchillas
- Blocked Chinchillas
- Kirkland Fleece
- Berkshire Plaids
- Velvetone
- Twills
- Polaire
- Kasha Plaids
- Cameo Cloth

**STYLES**

- Swagger Flare Back
- Side Fastened
- Sport Coats
- Motor Coats
- Dressy Coats

**The Frocks FABRICS**

- Canton Crepes
- Satin Canton
- French Crepe
- Jacquard Crepe
- Georgettes
- Crepe Elizabeth
- Roshanara
- Printed Crepe
- Novelty Crepe

**COLORS**

- Jade Black
- Maya Copper
- Poudre Blue
- Navy
- Rust
- Cocoa



Thursday Sale Spring Blouses

In the Newest Modes Strikingly Reduced

**\$4.95**

Style 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 season's wear.

Ultra Smart Throw Scarfs

Exquisite silk and knitted scarfs are much in demand. We were fortunate in securing these far under actual worth. They're offered to you at a wonderful reduction.

**\$2.95**

Entrance Floor



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 interpretation of the leading models in the Paris and Fifth Avenue Promenade.

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Millinery Salon—Third Floor

Featuring for Thursday Little Boys' Coats

Sizes to 4 Years

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

**\$5.95**

Mezzanine Floor



Spring's New Footwear In This Great Sale

250 Pairs **5** at 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