

Starting Thursday 9 a. m.
MANAGERS'

Our Annual February
SALE



MISS PETERSON
"Girls' Nook"



MISS FAYMAN
Dresses



MRS. GRAY
Beauty Parlor



MR. WEISS
Footwear



MRS. GAGE
Millinery



MISS ELBERT
Entrance Floor



MISS MAHONEY
Coats and Suits



MADAM DAHL
Corsets

Three days of intensified selling, in which startling offerings from every department will be presented, Managers are keenly competing to overshadow one another in the magnitude of the values offered: Easily the new season's greatest Sales event.

HERZBERGS
"Style Without Extravagance"

1519-21 Douglas Street

Beautiful new Spring wearables, secured especially for this extraordinary sale. The money saving possibilities are most exceptional. Plan now to be here early Thursday morning, and watch our daily announcement for other great offerings by the various Department Managers.



MISS FAYMAN
Buyer of Dresses, Offers

1000 Fresh, Crisp New
Broadcloth and Linen FROCKS

Marvelous Values to \$24.50---in Three Groups

\$5⁰⁰ - \$7⁵⁰



- Goblin Blue
- Helio Tan
- Mustard
- Lavender
- Rose Coral
- Reseda
- Pink Steel
- Leather Mahogany
- Natural

\$10

- Novelty Belts
- Short Sleeves
- Half Sleeves
- Hand-Drawn Work
- Embroidered
- Eyelet Work
- Clever Pockets
- Button Trimmed
- New Collars
- New Cuffs

Advance selling of tub Frocks that overshadows anything ever inaugurated by this store. Beautiful creations, fresh from their packings and offered at prices that will hold you spell bound.

New Dress Free if They Fade From Any Cause

Every dress involved is absolutely guaranteed fast color, if they should fade, for any reason whatsoever, we will give you another dress. You will want several of these extraordinary value dresses, all sizes 14 to 54. More than 60 distinct styles.

Dresses—Sixth Floor

1200 Gorgeous New Spring

H-A-T-S

Secured Especially for This Great Event

Hats worth \$10.00, \$7.50 and \$5.00

YOUR CHOICE THURSDAY

Colors

- Rose Pablo
- Yellow
- Wood Sand
- Green
- Orchid Gray
- Pheasant
- Henna Rust
- Castilian
- Bluet Black
- Terrapin

\$3

Materials

- Crepes
- Faille and Silk
- Milans
- Combinations
- Hemps
- Ombre Felts
- Two Tones
- Straw
- Combinations
- Embroidered Silks



A yearly event in the Herzberg merchandising policy, proving to the women of Omaha extraordinary value plus real economy can be effected at this time. Mrs. Gage, Millinery manager, has made every effort to make this the greatest Millinery event in the city.

Hats of Indescribable Beauty and Charm

Every new creation. Paris inspired modes, Hats for the bobbed haired Miss and Matron, as well as hats for the woman requiring large head sizes. Roll brims, off the face, Tyrolean and dented crowns. Pierrette modes, new pokes.

You'll Buy 2 or 3 Hats at this Low Price We Urge Your Early Attendance Thursday

Millinery—Third Floor

MISS GRETCHEN ELBERT
Manager of Entrance Floor, Offers

500 Krepe Knit Silk
Petticoats - Bloomers

That Should Sell to \$3.95, Thursday

\$1⁹⁵



Splendidly made, every imaginable color. Petticoats with novelty trimmed bottoms.

Bloomers with double elastic fancy cuffs. Cut full and roomy.

Striped Jersey Silk Vests

All the pastel shades, a wonder value, ribbon straps. Supply your needs for months to come.

95^c

Values to \$2.00, Thursday—Entrance Floor

MISS MAHONEY
Buyer of Coats, Offers

200 Cleverly Styled New
SPRING COATS

\$24⁵⁰

Coats that Were Intended to Sell at Higher Prices



Miss Mahoney holds a real value surprise for the women who have need for a jaunty new Spring Coat. The cleverest of styles; and, my, what a variety from which to choose.

- Angora Downy Wools
- Flannels
- Wool Ottoman
- Kashona-Crystalana
- Gay Plaids
- Charmeen

All the new shades, Harvest Thrush, Arabic, Woodland Brown, Corn, Gold, Blue, Chalk Tints.

Coats—Fourth Floor

Madam Dahl
Buyer of Corsets, Offers

Silk Brocade
GIRDLES

Values to \$10

\$4⁹⁵

Finest quality Silk Brocade with Elastic Sections. A favorite with particular women.

Sizes 27 to 34

Madam Dahl pronounces this as a corset offer extraordinary. Such values should prompt your early attendance here Thursday.

Corsets—Mezzanine Floor

