



1519-1521 Douglas Street

HERZBERG'S

"Style Without Extravagance"



The Greater Herzberg Store Announces as the Initial Event in Its New Merchandising Calendar a Wonderful

OPENING SALE

That Is Store-Wide in Scope and Unrivalled in Point of Value Giving

Months of planning for the opening of this greater store bears fruit tomorrow. The apparel markets have been searched for their greatest offerings. Manufacturers have co-operated with us in this event by making price concessions which permit us to offer the most remarkable values in local retailing.

Every department offers merchandise at prices that would do justice to any end-of-the-season sale, and when you consider the fact that these vast stocks represent the last thoughts in Autumn styles, there is surely every reason why you should adopt the habit of making the new Herzberg Store, your store.



This Greater New Store Stands As Evidence That Truthful, Progressive Merchandising Has Its Own Reward—

THE AMBITION of Herzberg's has been realized in the completion and opening of this Greater New Store. From a small room, 20 by 25 feet less than fifteen years ago our business has grown steadily. New friends, new customers were added to this store's clientele daily until the old quarters would no longer suffice. The result is this splendid new store that stands ready to serve you for the first time tomorrow.



Girls' Stunning Dresses

Sizes 6 to 16

The jauntiest of styles, with fancy pockets, sashes, bright embroideries and linen collars and cuffs. These fine serge dresses are surely just what any girl would most admire.

Values to \$12.50 Values to \$19.50

\$5⁵⁰ **\$10⁵⁰**

Flapper and Junior Dresses

Fashioned in crepes, jerseys, serge and soft velveteen. You'll choose from every wanted color and from styles decidedly different than one encounters in the average shop.

\$14.50 to \$19.50

Rompers and Dresses **79c**

Gingham and chambray dresses with or without bloomers.

Bob Evans' Middie's **\$1.50**

Plain white, others trimmed with colored braid.

Wool Middie's **\$4.50**

Fine serge and flannel, sizes 8 to 20.

Fourth Floor

Opening Sale of Beautiful Frocks

How can such dresses possibly be sold for so little as \$24.50? That will be the thought of hundreds who view them Monday, and we are frank to state that only through the generous co-operation of several big manufacturers it is possible to offer such values.

Satins Crepe de Chines Canton Crepes Satin Back Crepes
Crepe Meteors Tricotines Poiret Twills Picotines

Frocks Positively Worth to \$55 and \$60

\$24⁵⁰

The Year's Dominant Suit Sale

To gauge these suits by the price of \$29.50 would be doing them the greatest injustice. They are strikingly beautiful, wonderful silk linings, richest of fur trimmings, and in styles of the hour.

Veldynes Moussynes Boli'ias Duvet de Laines
Tricotines Poiret Twills

Involved Are Valued to \$75

\$29⁵⁰

Luxurious Fur Trimmed Coats

Women's and misses' smart straight line Coats, Blouse Back Coats, Coats with Tuxedo and Shawl Collars, Convertible Cold Weather Collars, Gorgeous Fur Trimmings. All the new Autumn and Winter shades.

Evoras Veldynes Ramona Marvella Normandie
and Other High Pile, Soft, All-Wool Fabrics

Extraordinary Values When Offered at \$70 and \$75

\$34⁵⁰



Opening Sale Feature Groups

Main Floor Departments

Two-Tone Taffeta Breakfast Coat

A real beauty, several wanted colors. A remarkable value at \$8.55. Opening Sale Special, only

\$6⁷⁵

Silk Hose

Extra quality silk hose. Black and cordovan only; all sizes; Opening Sale Special, per pair, only

\$1⁴⁵

Camisoles

Lace trimmed and embroidered crepe de chine camisoles in flesh, white, black, navy and brown; an unusual value at

\$1²⁵

Blouses

Gorgeous new creations in georgettes, crepe de chine and satins; beaded and embroidered creations; a dominant value at

\$6⁷⁵

Tuxedo Sweater Coat

Fine all wool, in several combinations of colors. Here's an opportunity for splendid money savings at

\$5⁷⁵

Corduroy Breakfast Coat

Fashioned from wide wale velour corduroy in a splendid range of wanted colors; choice in Opening Sale only

\$3⁹⁵

Prunella Skirts

Beautiful plaids and novelty stripes in the richest of colorings; all sizes. You'll be delighted with the values

\$7⁸⁵

Warner and R. & G. Corsets

Low and medium bust, elastic top; brocaded and plain. These are regular \$5.00 values; Opening Feature price

\$3⁷⁵

Silk Petticoats

Jersey and taffetas in all the new colors. Well made. Choice during the Opening Sale, at only

\$3⁹⁵

Main Floor

Opening Sale—

Brings Wonderful Off rings in America's Finest

Footwear

For Exacting Women and Misses



Footwear is new in Herzberg merchandising. We have long appreciated Omaha's need for a truly metropolitan shoe center, where quality footwear could be had at prices the buying public would consider moderate. It has been our aim to make this new department conform to this ideal.

Latest patterns in novelty one and two-strap slippers. Black kid, patent, satin, suede. Heels are either French Junior or Baby Louis.

\$7⁹⁵

Newest Lace Oxfords. Black, patent, kid and calf, brown kid and calf, military, Cuban and English heels. All sizes and widths.

Only the productions of America's foremost shoe makers are represented in the Herzberg stock, and it's through the co-operation of these manufacturers that we are permitted to offer such remarkable values in this Opening Sale.



Featuring at **\$9⁹⁵**

Fashion's newest creations in black, suede and patent moccasins, Toney red Sally sandals. You'll admire these striking styles.

Mezzanine Floor

The largest and finest equipped Marinello Shop in the central west is located on our Mezzanine Floor



An Opening Demonstration of Super Value-Giving in

HATS

Hundreds are involved in this striking Opening Sale.

\$6⁸⁵

Offering Values to **\$15**

Developed in black and all of the season's most popular shades, these Hats have the individuality and charm of much higher priced models, and at this price are positively irresistible.

There are unusually smart Suit Hats of panne and Lyons velvet trimmed with flowing veils, jet ornaments, lacquered quills and showers of ribbons; Semi-Dress Hats of panne and metal cloth, trimmed with quills, glycerined ostrich and applied designs; stunning Dress Hats of velvet, embroidered with glistening tinsel and cellophane braids, jet and steel studs, clipped pompons and burned plumage.

Entire Second Floor