

HERZBERGS

1519-1521 Douglas Street



Make This Your Uptown Meeting Place.
Rest Room on Mezzanine Floor

Saturday—a Remarkable Sale of Luxurious Winter Coats

Strikingly attractive Fur Trimmed Coats in such vast assortments that choosing is indeed a pleasant task.

The woman who contemplates the purchase of a New Coat owes it to herself to see these marvelous value garments, so out of the ordinary, so different in style, so unbelievably low in price.

EVORAS VELDYNES
RAMONA MARVELLA
SUPERBA NORMANDIE
Trimmed With NATURAL SQUIRREL
BEAVER MOLE OPOSSUM
WOLF RACCOON

\$75 and \$85 Values at

4950

This greater new store is daily demonstrating the full strength of its value giving ability, and in Saturday's coat event you'll be brought in the closest possible touch with the new meaning we have built around the word Values.

Directing the Attention of Feminine Omaha to Our Super Display of

MODART CORSETS Front Laced

Well groomed women appreciate the value of Modart Corsets. Those graceful lines are assured no matter what model you require if you choose the Modart.

\$4.50 to \$19.00

Expert Corsetiere in Charge

First Floor



The Season's Value Surprises in These \$4.95 Blouses

Bewitching new creations, just unpacked and to be shown for the first time Saturday. Crepe de Chine, Georgettes, and Pongee in severe tailored as well as beautifully beaded and embroidered effects.

Corduroy Velour Robes

Shown in all those rich high shades. Wide wale corduroys and narrow wale embossed corduroys. Decidedly underpriced when offered Saturday at only

\$4.95

Slip-over Sweaters

A rainbow of colors. Some are collarless, others with Peter Pan collars of contrasting colors. All-wool knit as well as Jerseys. An extreme value at only

\$3.95

Pure Thread Silk Hose

An extra quality, extra weight silk hose. Black, brown and cordovan. Special, the pair, only

\$1.95

Prunella Novelty Skirts

Clever plaited and plain models, in stripes and plaids. Here are values that are most unusual—

All Sizes \$9.85 to \$14.85



First Floor



Style Without Extravagance

—an assemblage of BEAUTIFUL NEW AUTUMN FROCKS

in an extraordinary sale of

\$24.50

Involving Values to \$45.00

Women who most appreciate values will be the first to take advantage of these out-of-the-ordinary values. The styles are simply bewitching.

CANTON CREPES SATINS
CREPE METEORS SATIN CANTON
TRICOTINES POIRET TWILLS

Fourth Floor

Virtually 1,000 New Hats For Saturday's Selling



WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT
GEORGE W. E. AITING, VICE-PRESIDENT
SELVIDESE BROOKS, VICE-PRES.

RECEIVED AT 1321 FARNAM ST., OMAHA, NEB. ALWAYS OPEN.

1921 OCT 13 PM 2:45

CLASS OF SERVICE SYMBOL
Day Message 50c
Day Letter 50c
Night Message 75c
Night Letter 75c
If you wish to have your message or letter delivered at a certain time, please specify the time when you make the message or letter.

PAUL SCHAYE
CARE OF HERZBERG MILLINERY
OMAHA, NEBRASKA.

CONFIRMING YOUR ORDER FOR OUR ENTIRE STOCK OF SHOW ROOM SAMPLE HATS. WE HAVE SENT YOU TODAY NINE HUNDRED AND SEVENTY BEAUTIFUL HATS AND AS PER YOUR REQUEST WE HAVE BILLED THEM 50 CENTS. WE WISH YOU MUCH SUCCESS IN YOUR NEW UNDERTAKING.

FIFTH AVE MILLINERY CO

Toney Red and Mahogany Brown are the colors most favored in

Street and Afternoon Footwear

And Milady, who appreciates distinctively stylish creations in her footwear, will enjoy shopping in this wonderful new Shoe Shop. The last word in style greets you here, and behind the assurance of correct style stands the fullest measure of real value that you'll encounter anywhere.

featuring at

\$5.95

featuring at

\$7.95

featuring at

\$9.95

- Mahogany Brown Boarded Calf Brogue Pumps with three straps and brass buckle
- Mahogany Brown Boarded Calf Brogue Oxford with five lace eyelets.
- Both of these styles are made in military heels.
- Toney Red, Orange Stitched Pump with two instep straps, military heel.
- Tan Grained Leather Scotch Oxford with five laced eyelets, military heel.
- Mahogany Brown Kid, two strap pump, with junior French heel.
- Mahogany Brown Kid Apron Five Eyelet Lace Oxford, Cuban heel.
- Brown Kid Five Eyelet Lace Oxford, semi-Cuban heel.
- Tan Grain Boarded Lace Oxford, soft tip, English heel.
- Tan Calf Wing Tip Oxford, English heel.

Mezzanine (Second) Floor

Omaha Women Are Asked to Share in the Greatest Values of the Year

DUVETYNES
LYONS VELVETS
HATTER'S PLUSH
PANNE VELVET
TERRA COTTA
NIGER BROWN
SAND LEATHER
NAVY BLUE
PILL-BOX RED
PLENTY OF BLACKS

\$6.85

VALUES TO \$15.00

OFF THE FACE STYLES

LARGE ROLLING SAILORS

CLOSE FITTING TURBANS

MATRONS' STYLES

If you have the slightest need of a new hat, Saturday is surely your opportunity to secure it and at a price so low that we expect assortments to be broken during the opening hour of the sale.

We cannot urge you too strongly to be here promptly at 9 a. m. Saturday

Third Floor