

1519-1521 DOUGLAS STREET

HERZBERG'S

"STYLE WITHOUT EXTRAVAGANCE"

Commencing Tuesday, Dec. 27th, we announce the launching of our

TWENTY-SECOND SEMI-ANNUAL

Half-Price Clearance

which involves, without a single reservation,

Our Immense, All New Stocks of Women's and Misses' Winter COATS—SUITS—DRESSES—FURS



HALF-PRICE at Herzberg's means JUST THAT—and nothing less!

From the minute the doors open on this sale a 50c on the dollar price scale will be in force on all lines involved.

This policy was instituted with our First Half Price sale and relentlessly adhered to through all which followed, and because of this policy Herzberg's Half Price sales are always the dominant garment events of the season.

Every reduction is based on the original marked price.

FROM every corner of this great city, and in every home where this advertisement finds its way today, there will be the immediate formation of plans to attend this mightiest of Garment Sales.

THE thought of being permitted to own a Herzberg Garment at just Half Price is enough to send a thrill of excitement through any group of women. Such price sacrifices are quite beyond resisting.

Our wonderful New Store, with its vastly greater stocks, gives this, our Twenty-second Half-Price Clearance, double the importance over any previous sale—Plan now to attend

The entire fourth floor is devoted exclusively to this great sale. All merchandise has been so arranged to facilitate easy selections.

1/2 PRICE

Omaha women fully appreciate the dominant style leadership in Herzberg's garments at all times, and when you realize the fact that these same garments can now be had at exactly half price, is it any wonder this sale will prove to be the talk of the town?

Our Thousands of Out-of-Town Patrons—

Will find untold advantages in responding promptly to this Half Price sale. Be here Tuesday if possible. Your wants will receive prompt attention.

Original Price Tickets remain on all Herzberg Garments—Just pay One-Half

There are no marking over, erasures, or use of new Price Tickets at a Herzberg Sale. Our all season, indelible ink stamped price tickets remain on every garment. Figure your own savings. Pay us just one-half the regular selling price.



—the COATS—

Trimmed with the most luxurious furs. Gorgeous linings, the cleverest of styles, and colors to meet every taste.

Duvel de Laines Pannevelaine
Normandies Orlandos Evoras
Mochatex Moussynes Veldynes
Marvellas

—the DRESSES—

The most adaptable of styles, dresses for every purpose, evening, afternoon and street wear. Your favorite color is here.

Laces Canton Crepes Poiret Twills
Roushnaros Crepe Tricotine
Crepe Back Satins Crepe de Chines
Satin Faced Cantons



—the SUITS—

Severe tailored suits for those who desire them, or elaborate fur trimmed suits. Styles of the hour. All sizes are here.

Veldyne Suits Pannevelaine Suits
Mochatex Suits Tricotine Suits
Wandora Cloth Suits

—the FURS—

Luxurious coats, wraps, capes and fur pieces. Newest creations developed from selected skins. A most advantageous buying opportunity.

Hudson Seal Minks Jap Minks
Marten Squirrel Muskrat
Lynx Near Seals



LET NOTHING KEEP YOU FROM SHARING IN THESE SENSATIONAL MONEY SAVINGS. Lay aside your every household duty, neglect your business or office duties for a few hours, be here, the savings will more than repay you for any inconvenience you might experience.

OWING TO THE TREMENDOUS NATURE OF THE PRICE REDUCTIONS, we are obliged to announce that every sale will be considered final. No approvals, exchanges or refunds will be allowed. A slight charge will be made to cover alterations.