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This Store Does Not Believe In the Special Cut Rate Sales<br><br>We will not price and sell you an article today at $\$ 10,00$ and then in a few eeks offer your friend that same article at $\$ 5.98$. We know that the man who has paid the high price will now feel very pleasant when he sees that he has neeg stung. We know how he must feel about the merchant who is doing that kind of business. That man will go elsewhere for his next purchase,<br>Men who invest thousands of dollars in buying a stock of merchandise and fixtures for the buying public must have a profit on these goods. Every fair minded person knows that, and expects pay the merchant a fair profit. But  <br>Our aim is to treat you right at all times, to avoid the special sale by asking

# HEILBRONNER'S NEW STORE 

Agency for KAHN TAILOR-MADE CLOTHES, $\$ 18$ to $\$ 45$ BUDD<br>$\$ 2.00$<br>HATS<br>Complete Line of MEN'S FURNISHINGS

Do Your Saturday Shopping Dex yimize MANN'S $\substack{\text { Reat That oil } \\ \text { dotin serd }} 19 \mathrm{c}$

Central ave., near p. o.
Best Cotton
Challies, yd.

## Great Halif Price Sale of Coats and Suits

$\$ 10.00$ Winter Coats $\quad \$ 5.00$ \$12.50 Winter Coats $\quad \$ 6.25$ \$15.00 Winter Coats....... $\mathbf{\$ 7 . 5 0}$ \$18.00 Winter Coats... .... $\mathbf{8 9 . 0 0}$ \$20.00 Winter Coats...... $\mathbf{\$ 1 0 . 0 0}$
\$25,00 Winter Coats $\quad \$ 12.50$ $\$ 30.00$ Winter Coats..... $\quad \$ 15.00$ *35.00 Winter Coats...... $\mathbf{\$ 1 7 . 5 0}$ $\$ 40.00$ Winter Coats $\quad \$ 20.00$ \$55.00 Winter Suits.

*15.00 Winter Suits \$18.00 Winter Suits. $\$ 10.00$ | $* 30.00$ | Winter Suits |
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## FREE--Save Your Saleslips and Get Wm. Rogers' Silverware--FREE

DRESS GOODS FOR SPRING ARE ARRIVING DAILY Special values in Fancy Cherks,
38 inches wide, on sale
Saturday, yd.........

## Last Day of Our January White Sale

Women's Muslin Gowns, Corset Covers and Drawers, all well
made, values up to $75 \mathrm{c}, \quad \mathbf{2 9} \mathrm{C}$
this sale, each..

## Sheets and Pillow Slip

 $72 \times 90$ Bleached Sheets, good 42 and 45 -inch Pillow Slips, 20 c grade, now .............121/2 $\varphi$ grade, nowGood Heavy Bed Spreads, Good Heavy Bed Spreads, ${ }^{12.22}$
grade, each

Women's Gowns, Drawers and Combination Suits, values up to


Table Damask
Merecrized Table Damask, 50 c grade, now, yard..............39 $\mathbf{3 9}$ All $\$ 1$ Linen Table Damask now

Women's Combination, Suifs, to *2.00, sple price, $\$ 1.19$

Bleached Muslin, worth $121 /$ e,
now, yard 36-inch Cambric, worth $121 / \mathrm{c}$,
now, yard Good Heavy Towels, worth 15 C , Bleached Bath Tovels 180
grade, now, yard
$121 / 26$

