

NEW DEPARTMENT STORE IN TEMPORARY QUARTERS

Owing to the Fire in Felix Miles' Store on March 22nd, the Stock of Goods of S. HEINER & CO'S. SAMPLE STORE, Which was to locate there, will be temporarily opened in the Building Adjoining JIM ROBINSON'S Store on W. Market St.

FORCED SALE--- OPENING FRIDAY, MARCH 30

This EMERGENCY OPENING was forced upon us.

A large stock of fresh, up-to-the-minute new Spring Merchandise which was shipped in here from the important Eastern markets must be disposed of AT ONCE. Hence this EXTRAORDINARY opportunity to the people of Reidsville and surroundings to select their Spring Wants from a stock of Spring Goods that is not equaled in Reidsville and at Enormous SAVING in price. We, no doubt, have many friends in Reidsville. OUR RELIABLE BUSINESS METHODS--OUR HIGH STANDARDS OF MERCHANDISE--OUR REASONABLE PRICES--and added to the above this GREAT EMERGENCY will make this Opening an event to be remembered.

Wonderful Dress Goods Bargains

For This FORCED SALE OPENING

Good Reasons Why You Should Get Acquainted AT ONCE

WHITE LAWN, Wonderful 15c value, Forced Price 7½c
40 in VOILES, Value 25c, Emergency Price ... 12½c
MANCHESTER PERCALES yd wide, value 18c, Emergency Price ... 11½c
MIDDIE BLOUSES, Regular \$1.25 Grade, Forced Price ... 79c
MEN'S ¾ HOSE, the 10c kind, Forced Price ... 5c
FIGURED CREPE LAWNS well worth 15c, Emergency Price ... 8½c
SEA ISLAND DOMESTIC, 40 in. wide, worth 20c., Emergency Price ... 12c
LADIES' RAIN COATS Worth \$5, Forced Price \$2.35
WHITE CAMBRIC, Best yd. wide grade, worth 18c, Forced Price ... 12c
PLAIN GARBADINE, Worth 40c, Emergency Price ... 24c
WHITE AND FIGURED FLAXONS, Value 35c., Emergency Price ... 18c
FANCY STRIPED GAR-

BADINES, Worth up to 75c, Forced Price ... 32c
WONDERFUL China SILKS--Worth \$1 a yard, Emergency Price ... 48c
STRIPED MADRAS, Wonderful Quality, Suitable for Shirts and Shirtwaists, Worth 50c, Forced Price 19c
SOISETTES in all colors, worth 35c, Forced Price 19c
Best Bleached Jeans, Value 18c, Forced Price ... 11c
ALL GRADES SILKS Lower than Anywhere Else.
Extra Fine Long Cloth 25c Quality, Forced Price, 12½
Fancy Voiles, 40 in. Value, 25c, Forced Price ... 15c.
TURKISH BATH TOWELS, Extra Fine Quality 20c. Grade, Forced Price ... 10c
AMOSKENEG GINGHAMS, Value 15c, Forced Price 9½c
BEST 75c. CORSET, Forced Price ... 50c
And at Least 100 Other Extraordinary Dress Goods Bargains too numerous to mention

NEW SPRING SUITS DRESSES AND SKIRTS

Here's your opportunity to save 25 to 50 per cent on your Suit or Dress. EXTRAORDINARY OPPORTUNITY. We offer a wonderful array of charming Models and Qualities in Suits and Dresses.

RANGE OF PRICES
Ladies' Spring Suits, \$10 to \$18; value \$20 to \$30.
Ladies' Dresses \$1.25 to \$8.95 value \$2 to \$15.
Ladies' Dress Skirts, 95c to \$5.00; value \$2 to \$10.
You can not duplicate these at double the Money.

LADIES' WAISTS

Many Beautiful Styles, including new Tub Silks and Crepe de Chines at Sacrifice Prices at our Temporary Quarters.
\$1 Waists now ... 65c.
\$1.50 Waists now ... 95c
\$2.50 Silk Waists ... \$1.50
\$4.00 Silk Waists, now ... \$2.45
Other Styles to \$6.50.

LITTLE GIRL DRESSES

Infant sizes 25c to 75c.
WHITE LAWN--Embroidered Dresses, now 95c.; Value \$1.75.

Bargains in Men's SHIRTS

Astonishing Values in Our Temporary Quarters.
Best 75c Shirts (Only 3 to a customer) Emergency Price ... 44c
Best \$1.00 and \$1.25 Shirts, Forced Price ... 68c
Best \$1.50 and \$2.00 Shirts, Emergency Price ... \$1.00
Silk Tub Shirts, Value \$5.00, Forced Price ... \$3.45

Our Men's Clothing Department

MORE STYLE
BETTER MAKES
LARGER SELECTIONS
AND POSITIVELY
LOWER PRICES
THAN ANYWHERE
ELSE IN THE STATE.

Select your Spring Suit from an exceptionally Fresh Stock. We have Clothes for Young and Old. Practically all the Models that are Creating such Good Impressions everywhere. We can fit men

of every build--even those who usually have a hard time of it. WE SUBMIT THESE PRICES without comment, except to say it is a case of swapping dollars for friendship. THESE ARE EMERGENCY PRICES.

Positively All Wool BLUE SERGE SUITS for men, worth \$14, Forced Price \$7.25
MEN'S WORSTED SUITS--In Fancy Brown, Blue and Gray, worth \$12, Emergency Price ... \$6.50
Highest Quality IMPORTED BLUE SERGE SUITS for Men, Well Worth \$20.00, Emergency Price ... \$10.75
WONDERFUL STYLES of all Wool Suits for Young Men in all Latest Shades

with Pinch Back Effect, Worth up to \$40, Emergency Price ... \$7.50 to \$14
Many Suits--a Good Many New Styles by Famous Clothes Makers, Worth up to \$40, Forced Price 10 to \$16
PANTS -- REMARKABLY LOW PRICES.
\$1.50 Pants, Forced Price 95c
\$2.00 Pants, Forced Price \$1.35
\$2.75 All Wool Pants, Emergency Price ... \$1.95
Other Pants, Value \$4 to \$7, Forced Price \$2.50 to \$4.50

LADIES' NOVELTY BOOTS, WONDERFUL STYLES, WORTH UP TO \$12 A PAIR, EMERGENCY PRICE \$2.75 to \$7.00.

Profit by these Substantial Savings due to this Extraordinary Emergency.
MEN'S SHOES, Value \$3.50
Emergency Price ... \$2.15
MEN'S SHOES, Value \$4.50

Spring Shoe BARGAINS

Insist upon Good Shoes. You can get them here. We say to you: "You are the Judge and Jury. Whenever you say to us that the Shoes did not come up to our Guarantee we will make them good. We want Satisfied Customers."

Emergency Price ... \$3.10
MEN'S SHOES, Value \$5, Emergency Price ... \$3.65
MEN'S SHOES, Value \$6 and \$7, Forced Price ... \$4.25

Good Values in Oxfords.
LADIES' SHOES, Value \$3.50, Forced Price ... \$2.45
LADIES' SLIPPERS, \$3.00 Grade, Forced Price ... \$1.35

MEN'S SAMPLE SHOES

\$4.00 AND \$5.00 GRADES,
EMERGENCY PRICE ... \$2.75

CHILDREN'S SHOES and OXFORDS \$1.25 to \$2.50 Value, Forced Price 75c to \$1.75.

Boys' Shoes and Oxfords Proportionately low for this Emergency Sale.

YOUR BOYS' SUIT will cost 50 per cent less at the New Store owing to conditions over which we have no control.

All Wool Blue Serge Norfolk Suit (sizes up to 17); value \$5; Forced Price \$3.00.
Boys' Suit, value \$3.50; Emergency Price ... \$1.95
Boys' Suit, value \$4, Emergency Price ... \$2.50
Boys' Suit, Value \$5; now ... \$3.25
Other Suits ... \$1.25 to \$7.00
KNEE PANTS BARGAINS
50c Pants now 35c; 75c Pants now 50c
\$1 Pants now 75c; \$1.25 Pants, 95c.
\$1.50 Pants, Forced Sale \$1.15.

Temporary Quarters in Building Adjoining Jim Robinson's Store.

Save Money By Buying it at
S. HEINER & CO'S. SAMPLE STORE

West Market Street
REIDSVILLE, N. C.