

REDUCING HIGH COSTS

SPRING AGAIN!

In the present **competition for goods**--more keen than any merchant of this generation has ever witnessed--the **BIG STORE** enjoys **buying advantages** that other stores can not hope to obtain, and in utilizing these advantages for the **benefit of our customers**, we occupy a position at the very forefront.

BECAUSE we have a good deal of **ready cash** we can buy our stocks many months before we need them. In an advancing market like the present one, this policy of **long ahead merchandising** means **LOWER COSTS** and **BETTER GOODS**.

In Values

S. HEINER & COMPANY

Leads All Others

Springtime Dresses---

Specially Priced

We are opening the 1920 Spring Season with an extensive line of Dresses of the newest Models and Materials, such as

Georgettes, Crepe de Chines, Taffetas, Etc.

Prices ranging from \$12.50 to \$37.50

You are invited to call and inspect them whether you buy or not

Fashions New Styles for Spring

Ladies' Suits and Spring Coats



Really a **SUPERB** Showing of Spring Suits and Coats for Ladies and Misses.

Prices \$25 to \$45

Made of Highest Quality Serges and light Weight Tricotines and embodying the Season's Latest Touches and most Popular Shades.

Pretty Waists and Middyblouses

at Low Prices

INCLUDING

Voiles, Silks, Georgettes
Pretty Lawn and Voile Waists
98c \$1.25
Value \$1.50 to \$2.00

Crepe de Chines and
Georgette Waists
\$3.95 to \$6.95
Value \$5.00 to \$10.00

Jap Silk Waists - - - \$2.75

Middy Blouses
\$1.45 and \$1.95
Value \$2.00 and \$3.00

And Many Other Good Waist Values



Clothes for Men and Boys

We carry the biggest stock of **GOOD CLOTHES** here. Very special prices:

Prices range: For **BOYS** \$5 to \$19.50
For **MEN** \$15.00 to \$45.00

Ample showing of Good Weight Serges, Worsteds, Flannels, etc., as well as Summer Weights. Dependable Fabrics, Skillfully Tailored and Priced **RIGHT**. Made in styles so much in demand by Young Men who want **CLOTHES** with present "Snap" tendencies. Also many good styles in Conservative makes.

Our prices are the lowest in the State for **GOOD CLOTHES**

A Wonderful Array of

Dress Goods

Offering Very Attractive Savings

Beautiful Spring Fabrics--Voiles, Linities, Pretty Waist Materials, Organdies, Printed Voiles, Unusual Varieties of Dress Patterns in all Latest Materials--In fact we have almost anything you could call for in Dress Goods for Spring. These **Prices Cannot Be Beat. WE HAVE ROOM FOR ONLY A FEW.**

35c GINGHAM	25c 65c CHECKED DIMITY	45c 50c NAINSOOK	35c
Pretty Dress Patterns	Finest Quality	Good Quality	
29c SUITINGS	35c PAJAMA CHECKS	50c LONG CLOTH	35c
An Exceptional Value	A Good Value	Best Quality	
35c COTTON CHECKS	60c PERCALE	40c FIGURED VOILES	29c
Fast Colors	Yard Wide	Many Pretty Patterns	
29c APRON GINGHAMS	29c BLEACH	50c MEN'S SHIRTINGS	35c
Durable Quality	Good Quality	Good Designs	
35c WHITE LAWNS	50c BLEACH	65c LINEN DRESS GOODS	39c
Nice Quality	Best Quality	Solid Colors	
50c WHITE VOILES	35c CURTAIN GOODS	85c POPLIN	58c
40 in. wide	Pretty Grade	65c POPLIN	48c
32 inch GINGHAMS		90c ORGANDIE	69c
Regular 50c Grade		Finest Quality	

SHOES AND OXFORDS

For the Man
For the Woman
For the Boy
For the Girl

WHO WANT STYLE, COMFORT AND WEAR

Thousands of Dollars Worth of Good Shoes to Satisfy all Tastes and Purposes. **FAR BELOW ACTUAL WHOLESALE COSTS**

This is another instance of Buying a long time ahead of our needs--thus enabling us to offer **BETTER SHOES FOR LESS MONEY**

We have All Styles
All Leathers
AT LOW PRICES
COME TO US FOR YOUR SHOES



S. HEINER & COMPANY

REIDSVILLE, N. C.

&

MADISON, N. C.