## The Semi-Weekly News-Herald


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We went to New York on the Great Buyers' Excursion. The Greatest dry goods market in the world has furnished us with the greatest bargains in dry goods we have ever seen

Our purchases for the coming season's trade have all been made, and the goods are here holding up beckoning hands, inviting your picking and choosing.

Such a gathering of dry goods and all that goes with dry goods was never seen in this town before.

The new customs tariff is advancing prices nearly all along the line, and we were lucky to make our purchases just in time.

The Low Prices will remain while the goods last. But the next few days will make big breaks in the assortments and it is a wise woman who comes early

## Remnants, Mill Ends, Remnants! Underwear Department

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Ribbons! Ribbons! Ribbons!

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## ..Dress Coods Department..




Cloaks! Jackets! Capes!



BLACK DRESS GOODS comprise the cornerstonc ment of all the popu
tariff became effective

## A Lesson in Economy...

$\qquad$
Shoe Selling

Is growing steadily with us. Growing easir

Don't Fail to Get Our Prices Before Buying

40 doz Men's Extra Heavy Cheviot Work Shirts worth
and sold everywhere else for 65 and 75 cents, our price
35 cents 20 doz Men's Flannel Shirts-neat stripes
worth from 75 cents to $\$ 11$,

## WM. HEROLD \& SON.

505-507 MAIN STREET.


