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## Canned Beans are Baked Beans when the label reads BAKED

All beans in cans are not baked. Read the labels. If the label reads "baked beans", they are baked. Heinz Oven-Baked Beans are baked-with dry heat and labeled "baked" on the can for jour guidance in buying.
HEINZ OVEN-BAKED BEANS
with tomato sauce
~ 57
$\qquad$


## -

## Driving a bargain

## $-a$ first-a second-a third-a twentieth ASKING PRICE

O REAL price-only an ASKING price, such was one of the lamentable
impediments to commerce through the centuries. No wonder the twin spee impediments to commerce through the centuries. No wonder the twin spec-
tres of doubt and distrust curtailed the purchasing power of the ancient British when they dealt with the Phoenicians-the magic of the medicine man must be very sure indeed if they would get the better of the trader who could persuade a whole tribe to part with many pelts for a few beads and a little cloth, when it was known that he had given many beads and much cloth elsewhere for a scanty
store of pelts. The trader's standards were unknown, but his cunning was a by-word
Tohay yide one eathiniald prite piete of the
 boy who buys his mother a sewing cabinet
and his father a smoking stand secures as great a bargain as the man with a thorough
knowledge of the furniture business, -and regarding this matter of bargains-values; we
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$\qquad$ of merchandise. Seasonal merchandise that fast enough - remandts, oddds and ends of
broken lines, of which thousands are con-
(alrays described as such) - dropped patIn advertising all such sales, our poliey is In advertising all such sales, our policy is
unalterably opposed to anything that ap-
proaches misleading statements either in our proaches misleading statements either in our
printed word or by our salesforce. There is
always a good legitimate business reason for always a good legitimate business reason for
an Orehard \& Wilhelm Company Sale, and those who have attended such events have.
found them unusually interesting and profit. doubt as to who offers the bost yalues in
furriture, piece for piece, kind for kind, qual. ison, and for our part we will give you every assistance, such as putting the furniture in
your home for the ppurpose of more careful We carry all grades of furniture in extensive sseortment, for mansioa or cottage, and we
weleome everybody's business and strive to
win confidence and comfiendation

## of series de <br> his advertisen

## Orchard \&o Wilhelm Company

