

Watch  
for  
Our  
Autumn  
Opening

*Hein & Co*

212 North Genesee Street

Next Door to American Express Office

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## A LITTLE CHAT ON THE SUBJECT OF FINE FURS

**I**T IS NONE too early at this time to commence to consider the matter of that winter fur, and we have made such decidedly favorable arrangements for our customers that we cannot refrain from telling them about it right now.

In purchasing furs no one thing is more essential for your satisfaction than implicit confidence in the firm with which you deal, for the opportunity for deception is so great in the making up of furs, that if you cannot rely implicitly upon the guarantee of the store from which you purchase, no matter how apparently handsome and well made the article is, harrassing doubts as to its real value and wearing qualities will detract much from the enjoyment of your purchase.

**YOUR SATISFACTION CAN BE DOUBLED BY MAKING YOUR FUR SELECTIONS AT THIS STORE, MONEY SAVED AND QUALITY BEING A SURETY.**

**FOR BACK OF EVERY FUR THAT LEAVES THIS HOUSE IS OUR PERSONAL GUARANTEE** as well as that of the foremost furrier in the country, with whom we are so intimately connected that we know that every article is built on honor.

Not only will the fur that enters into the article be the finest that can be selected, but the workmanship and linings will be of the best. It will have superior excellence, be it inexpensive, medium or high priced. In it will be every penny of real value that can be given for the price you pay.

The fur bearing creatures of the world have contributed to the exposition which will be found at this store for our autumn opening week and, in fact for the whole of the fall and winter season. Such an unique and exclusive display will be hard to rival in cities many times the size of this.

**AND THE PRICES WILL BE SO ASTONISHINGLY BELOW THOSE PREVAILING ELSEWHERE** that bearers of the most modest purses will be able to find something within their means that will enable them to share in the comfort that comes when one is properly shielded from wintry blasts.

This wholesale fur establishment with which we are connected has a branch house in Chicago and in case we should fail to have on hand what you desire, it will be our pleasure to take you to the city and let you make your selection from the wholesale stock of this manufacturer, and in case you purchase, car fare will be refunded.

In this connection we wish to add that in case you have a fur that you wish remodelled or repaired, we will be glad to undertake to have the work done for you and guarantee that the price will be right and the work perfect.