

# S. Heidingsfeld

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## S. HEIDINGSFELD & SON.

At the corner of Jefferson and Washington streets, in the handsome Dickey building is the ornate store of S. Heidingsfeld & Son. That name is familiar to Greenfielders for years and years. When you think of men's and boys' clothing and gents' furnishings, you naturally think of the Heidingsfelds, for they have been so long in the business that it is a matter of difficulty to dissociate them. When this enterprising firm was in the Bell Block across the street it did an enormous business. It handled only a high grade

class of goods and sold them at a low margin. But now since its removal into its new quarters its volume of trade has been greatly increased. No doubt, the beautiful show windows and the charming interior has had much to do with the increase of business. When beautiful things are tastefully exhibited business is sure to result. The Heidingsfelds are fully alive to the fact and are conscious that in no town of whatever size is there a store that surpasses this in beauty. The interior furnishings are of rich material and artistic design, and at night, especially, in the brilliant light, their beauty is strikingly shown.

Heidingsfeld's buy in large quantities and are therefore enabled to sell at a low figure. Sterling integrity has contributed largely to success. When they represent an article to be such and such, it can be depended on that it is. Those who trade at Heidingsfelds' get the value of their money.



S. HEIDINGSFELD & SON—GENTS' FURNISHERS.