



One Day Only IN-STORE AD
 Friday, November 24 Doors Open 6:00 a.

BLACK FRIDAY

Save
50%
 PRICE REFLECTED AT REGISTER

Only sale of the Season!
All Apparel and Accessories for the Family

(excludes Clearance, Costa Brand, Mia's Mirror®, Role Play Toy Costumes, As Seen on TV and Pet Apparel) styles vary by store



Ladies Long Sleeve T-Shirts S - XXL
 REGULAR PRICE \$10

Fanned Cardigan, S - XXL
 REGULAR PRICE \$20



Puffer Jackets for Men or Women S - XXL, REGULAR PRICE \$20

Fleece Hoodies S - XXL, REGULAR PRICE \$8



Men's or Women's Slippers
 REGULAR PRICE \$10 - \$12

Toddler Girl T-Shirts 2T - 5T
 REGULAR PRICE \$5



Toddler Boy T-Shirts 2T - 5T
 REGULAR PRICE \$7



Save \$300

\$399
 Hitachi 60" Smart 4K Ultra HDTV with Built-in Roku
 Model #60R70
 • 2160p • 3-HDMI ports
 REGULAR PRICE \$699
 LIMIT-1, AT LEAST 12 AVAILABLE.



Save \$150

\$249
 Samsung 40" Smart LED TV
 Model #UN40J5200A
 • 1080p • 60Hz
 • 2-HDMI ports • 1-USB
 REGULAR PRICE \$399
 LIMIT-1, AT LEAST 6 AVAILABLE.



Save \$100

\$299
 Hitachi 49" TV with Built-in Roku
 Model #49R50
 • 1080p • 3-HDMI ports
 REGULAR PRICE \$399
 LIMIT-1, AT LEAST 5 AVAILABLE.



\$10
YOUR CHOICE!
 Disney Cars 3, Guardians of the Galaxy Vol. 2, or Pirates of the Caribbean: Dead Men Tell No Tales Blu-ray
 LIMIT-1 PER TITLE.



\$10
 Xtreme Karaoke LED Microphone
 Model #XBS91036PP
 assorted colors
 REGULAR PRICE \$15

Color assortment and styles vary by store.

Black Friday product is not available on Curbside.

While SUPPLIES LAST

Stocking STUFFERS

Your CHOICE

\$5

SoundLogic Light-Up Cell Phone Accessories



SoundLogic Portable Bluetooth Light-Up Speaker
Model #PBL512/056
assorted colors
REGULAR PRICE \$10



Sentry Headphone and Earbud Combo
Model #HPX-HC500
2 pk., assorted colors
REGULAR PRICE \$10

Your CHOICE

\$10

Sentry Bluetooth Earbud and Wired Earbud Combo
Model #ZZZ-BT2PK
2 pk., assorted colors
REGULAR PRICE \$15



SoundLogic Bluetooth Track & Find Remote Finder
2 pk.
REGULAR PRICE \$15



Sentry Portable Bluetooth Speaker
Model #SPBT3
assorted colors
REGULAR PRICE \$24.99



Xtreme Hydro Water Resistant Portable Bluetooth Speaker
Model #XBS91031PP
assorted colors
REGULAR PRICE \$15

Your CHOICE

\$15

LeEco 13400 mAh Power Bank
Model #LEUPB-211D
REGULAR PRICE \$30



Proscan or Sylvania Compact DVD Player
Model #PDVD1053 or SDVD1041C
REGULAR PRICE \$21.99



Sentry Bluetooth True Wireless Earbuds
Model #ZZZ-BT985
REGULAR PRICE \$30

Your CHOICE

\$25

SoundLogic Light-Up Sound Cannon Wireless LED Party Speaker
Model #JLS2/0451
REGULAR PRICE \$40



SoundLogic XT Cube Color Changing Wireless Speaker
Model #WC4/0709
REGULAR PRICE \$40



SoundLogic Itek Action Pro Sports Camera
Model #1HSC12/003
* 1080P * Ultra HD
REGULAR PRICE \$40



Your CHOICE

\$40

Audioverse 8" Portable Party Speaker
Model #AV8
• 4.4Ah rechargeable battery
• AC100-240V
• bluetooth
REGULAR PRICE \$59



SoundLogic XT WiFi Buddy Wireless Speaker
featuring Amazon Alexa
Model #DBWS1
voice activated
REGULAR PRICE \$59

While SUPPLIES LAST

Recent RELEASES

See store for additional titles

Your CHOICE

\$6⁹⁵



Your CHOICE

\$9⁹⁵



Your CHOICE

\$11⁹⁵



Retro Game CONSOLES

Your CHOICE

\$30



Atari Flashback 8 Classic Game Console

- 105 Built-In Games
- Plug & Play On Any TV
- 2 Controllers

REGULAR PRICE \$39

Sega Genesis Classic Game Console

- 81 Built-In Games
- 2 Controllers

REGULAR PRICE \$39

Atari Flashback Portable Game Player

- 70 Built-In Games
- Rechargeable battery
- USB charging cable

REGULAR PRICE \$39



Save \$100

\$199⁹⁹

PlayStation 4 1TB Gaming Console
Model #PS4SCE30

REGULAR PRICE \$299.99

LIMIT-1 • AT LEAST 3 AVAILABLE.



Save \$90

\$189⁹⁹

Xbox One S 500GB Gaming Console
Model #ZQ9-00001

REGULAR PRICE \$279.99

LIMIT-1 • AT LEAST 3 AVAILABLE.



Buy

Nintendo Switch Console

LIMIT-1 • AT LEAST 6 AVAILABLE

\$299⁹⁹

Get one (1) Nintendo Game

FREE!

(reflected at register)

While SUPPLIES LAST

Color assortment and styles vary by store.

BFT04p32A

APPLIANCES

Your CHOICE

\$20

PRICE REFLECTED AT REGISTER



Casserole Black/White Slow Cooker, Model #SCCPCM350
or Crock-Pot Dallas Cowboys 6 Quart Slow Cooker
Model #57281
REGULAR PRICE \$39.87



\$25

PRICE REFLECTED AT REGISTER

ChefStyle®
4 Liter Stainless Steel
Deep Fryer with
3 Baskets
REGULAR PRICE \$39.97

Your CHOICE

\$39

PRICE REFLECTED AT REGISTER



Ninja Fit Single Serve Blender, Model #QB3000SS • Keurig K50 Brewer, red, LIMIT-1
• Toastmaster 2.5 Liter Digital Air Fryer, Model #TM170AF, LIMIT-1
REGULAR PRICE \$59.99 - \$79.97

Save up to \$40

FOR THE COOK!

YOUR CHOICE
Save

50%



Cook-Prep-Eat! 12 Piece Non-Stick Aluminum Cookware Set

metallic rose gold or aqua
• 1 & 2 Quart Saucepan with Glass Lid
• 5 Quart Dutch Oven
• 8" & 10" Fry Pan
• 4 Nylon Kitchen Tools
REGULAR PRICE \$50
AT LEAST 16 AVAILABLE.

\$25

PRICE REFLECTED AT REGISTER



6 Piece Pre-Seasoned Cast Iron Cookware Set in Wood Crate

• 6.3 Quart Casserole
• 16.93" X 9.17" Double Reversible Griddle
• 11.8" Fry Pan
• 9.25" Square Grill Pan
• Meat Press with Handle
REGULAR PRICE \$100
AT LEAST 12 AVAILABLE.

\$50

PRICE REFLECTED AT REGISTER

make great GIFTS!

Your CHOICE

\$5

PRICE REFLECTED AT REGISTER



Save up to \$9.97

Mr. Coffee 5 Cup Coffee Maker • IMUSA Juicer • 2 Slice Toaster
 • Electric Tea Kettle • 1.5 Cup Mini Chopper • Can Opener • 5 Speed Mixer • Non-Stick Iron
 REGULAR PRICE \$9.97 - \$14.97
 LIMIT - 4 OF EACH

Your CHOICE

\$10

PRICE REFLECTED AT REGISTER



Save up to \$19.97

Black and Decker 10 Speed 550 watt Blender • IMUSA Double Electric Burner
 • Hamilton Beach 12 Cup Digital Coffee Maker • ChefStyle® Flip Over Waffle Maker, red
 • ChefStyle® Personal Blender, black or red • ChefStyle® 10" X 20" Griddle
 • ChefStyle® 7 Quart Programmable Slow Cooker, gray
 REGULAR PRICE \$17.97 - \$29.97

FOOD STORAGE & more



Save 50% WITH IN-STORE COUPON

Any Rubbermaid Food Storage or Beverage Container



\$6 Star Wars Sculpted Mug
 assorted designs
 REGULAR PRICE \$9.97

While SUPPLIES LAST

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BFT24p52A

KODI

H-E-B COOLERS



H-E-B KODI® Stainless Steel Tumblers

- Tumbler, 22 oz., **SALE \$9.97**
REGULAR PRICE \$14.88
- Tumbler, 32 oz. or Hydration Bottle, **SALE \$12.65**
REGULAR PRICE \$18.88



YOUR CHOICE

Save

33%

PRICE REFLECTED AT SHELF

H-E-B KODI® High Performance Coolers

- 20 Quart, **SALE \$105**
REGULAR PRICE \$157
- 38 Quart, **SALE \$165**
REGULAR PRICE \$247
- 75 Quart, **SALE \$219**
REGULAR PRICE \$327
- 125 Quart, **SALE \$266**
REGULAR PRICE \$397



Save \$19.97

\$20 Crest Mills Supersoft Box Stitch Comforter
full or queen, assorted colors
REGULAR PRICE \$39.97



\$12

Your CHOICE Licensed 11" Cloud Pillows or Star Wars Throw or Hugger Sets assorted designs
REGULAR PRICE \$19.97

Save \$7.97

Your CHOICE

\$10

- Essence of Copper Knit Jumbo Pillow
 - Essence of Bamboo Memory Foam Clusters Bed Pillow
 - Iso-Pedic Ultra Cooling Cotton Pillow
- REGULAR PRICE \$19.97



Save \$9.97



Save 50%

\$5 Essence of Bamboo Jumbo Knit Bed Pillow
REGULAR PRICE \$10



Save \$12

\$17.97 Feit Electric 30 Ft. String Lights
REGULAR PRICE \$29.97

YOUR CHOICE

Save 25%

PRICE REFLECTED AT REGISTER



As Seen on TV Products

While SUPPLIES LAST

Jolly good DEALS



Save \$7.97

H-E-B EXCLUSIVE!
Texas Girl Dolls
REGULAR PRICE \$12.97



Star Wars
12" Hero Figures
REGULAR PRICE \$9.97

Save \$4.97



Save up to \$7

H-E-B EXCLUSIVE!
All Things Sweet
12" Doll Playset
or Baby with
Musical Potty
REGULAR PRICE \$10 - \$12

Your CHOICE
\$5



Save up to \$28



Ferrari Scooter • Hauck Doll Travel and Care Set
• Disney Princess Play n Carry Castle • Zuru X-Shot Bug Attack Combo
• Star Wars Interactech Figure
REGULAR PRICE \$20 - \$40

Your CHOICE
\$12



Save up to \$14

The Corps! Combat Strike Vehicle Set • Block Tech 6-in-1 Block World, pieces
• Dickie Toys 24" Fire Rescue or Helicopter
REGULAR PRICE \$29 - \$34

Your CHOICE
\$20



\$10 Unique Me
5-in-1 Color Change
Fashion Set
REGULAR PRICE \$24



\$10 Unique Me
Mega Make-Up Box
REGULAR PRICE \$20

YOUR CHOICE
Save
50%



\$14.98
Wonder Woman
Fashion Doll
& Horse
REGULAR PRICE \$29.97



\$9.98
Wonder Woman
Deluxe
Fashion Doll
REGULAR PRICE \$19.97



\$7.48 Wonder
Woman
Fashion Doll
REGULAR PRICE \$14.97



Save \$6.99
\$7
Elmer's Slime Kit
REGULAR PRICE \$13.99

DON'T FORGET the batteries!



Save \$5
WITH IN-STORE COUPON
Duracell Coppertop
AA or AAA, 16 pk.
or Quantum Batteries
AA or AAA, 12 pk.

While SUPPLIES LAST

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Save

50%
PRICE REFLECTED AT REGISTER

ALL *Barbie* TOYS

(EXCLUDES BARBIE DREAMHOUSE)



\$14⁹⁸ Barbie Animal Rescuer Playset
REGULAR PRICE \$29.97



\$7⁴⁸ Barbie & Shoes or Barbie & Fashions
REGULAR PRICE \$14.97



\$49⁹⁹ Barbie DreamHorse
REGULAR PRICE \$99.99



\$19⁹⁸ 2017 Holiday Collector Barbie
REGULAR PRICE \$39.97



\$7⁴⁸ Barbie & Pets
REGULAR PRICE \$14.97

While SUPPLIES LAST

Save

50%



\$29⁵⁰ Fast & Furious Blast & Burn 16" Ice Charger
REGULAR PRICE \$59



\$10 H-E-B EXCLUSIVE!
Nikko Tough Gears Remote Control 1:18 Scale Ford F150
• 27MHz • Range up to 66 feet
REGULAR PRICE \$20



\$49⁵⁰ Cars 3 Ultimate Florida Speedway, includes 1 car
REGULAR PRICE \$99

OVER 5 FEET LONG!



H-E-B EXCLUSIVE!
Select Tough Gears Toys
REGULAR PRICE 75¢ - \$7.97



\$22⁴⁸ Playskool Galaxy Heroes Star Wars Millennium Falcon
REGULAR PRICE \$44.97

Your CHOICE

\$5

Fisher-Price Select Fisher-Price Toys
REGULAR PRICE \$6.97 - \$9.98



Your CHOICE

\$8⁸⁸

Select Mattel Games
REGULAR PRICE \$17.97 - \$19.97



While SUPPLIES LAST

PRICES GOOD FRIDAY, NOVEMBER 24TH

Only at your Austin, Bastrop, Beaumont, Belton, Boerne, Brownsville, Bulverde, Bursleson, Copperas Cove, Corpus Christi, Hutto, Katy, Killeen, Kyle, Laredo, Leander, Lytle, Mission, New Braunfels, Pearland, Pharr, Rio Grande City, Round Rock, San Antonio, San Juan, Schertz, Victoria and Waco H-E-B plus! Stores. Some items may not be available in all stores. Due to the popularity of our Extra Low Prices Every Day, we reserve the right to limit quantities. Limited Rights Reserved. We accept Lone Star Card, WIC and Manufacturers' Coupons. Visit www.heb.com ©2017 HEB