

CLOSED

All Day Tuesday, Nov. 16th, to remark and rearrange stock for quick selling

HELVENSTON'S

TERMS of SALE

Strictly Cash
Nothing Sent on Approval

SALE EXTRAORDINARY

A Ten Day SALE that will prove extraordinary in the annals of Merchandising in Ocala

BEGINS WEDNESDAY, NOVEMBER 17 8:30 a. m.

LADIES READY-TO-WEAR

We pride ourselves upon the fact that our Ladies Ready-to-Wear has been built on the common meeting ground of Quality, Style and Economy. Every garment in this department has been reduced, whether this Season's beautiful creations which have hardly accustomed themselves in their new home or the Suits that have been carried over from last season. All go in at SALE PRICES.

Our entire stock of New Suits, this season's shipments have been condensed into three different prices, each line representing a saving to you of from 35% to 50% because we can offer them to you at a price that we would have had to pay for them regularly, which is an illustration of our buying advantages. The three prices which we are offering these SUITS in this sale are **\$12.75 \$15.75**

Here is an extra special offer in Coat Suits. These Suits are a year old in style, but if you have no objection you can get a suit worth up to \$25, at this time for **\$4.75**
We have a few good Wool Coats, in all colors, styles and sizes, and which are worth up to \$15, your choice while they last **\$3.85** at only.....

FOR months past we have planned for this Sale, we scoured the northern markets with ready cash to tempt the hungry manufacturers into giving us every possible concession, and we now invite you to the feast of bargains we have prepared for your selection and approval. If you are acquainted with this store, its high standards of merchandise, its high-toned methods of doing business and its standing in your community, you will understand, and not confound this merchandising EVENT with the so-called Special Sales common

DRESS GOODS

Real Reductions. Reductions that mean real saving to you, will be found in our Woolen Dress Goods Department, in fact they cover every line of Dress Goods. Read the bargains below and you will be convinced that we are giving you REAL BARGAINS.

10c and 12½c Fancy Outings, during this sale at the low price of, per yard..... **9c**
Our Best Apron Checks will go in this Sale Extraordinary at, per yard..... **6c**
One lot of 27-in Unbleached Domestic, to go in this sale at **3½c** per yard.....
Heavy Unbleached Sheetting, the regular 8c per yard kind, in this sale at, per yard..... **6c**
10c to 12½c Dress Gingham **9c**

50c to 65c Serges, All Wool, in all new colors, in this sale at only, per yard..... **44c**
35c to 50c Fancy Mixed Wool Dress goods, during this sale at only..... **26c**
15c Fancy Kimona Flanelett, during this sale at only, per yard..... **11½c**
We are selling our 12½c Pecales during this Sale Extraordinary, at, per yard..... **9c**