

"The House That Treats You Right."

OFFERS

You the benefit of long experience and good taste in whatever you buy here. That sounds very much like "fishing," doesn't it?

Well,

It is "fishing," and we use the right kind of bait, viz: Good Goods and Right Prices.

How About Losing the Bait?

Well, we can take care of that all right, for you know we have a big store and plenty of reserve stock.

You

Are thinking about your Xmas purchases now and will probably put them off until the middle of next week. We ask you, however, to do your shopping as soon as you can, for two reasons.

Next Week

Everything will be hurry and bustle, and, although we have added to our force of clerks, you may not be able to get the individual attention that you are accustomed to having. For those reasons we ask YOU to do your buying NOW, that we may give you prompt and EFFICIENT service. That is our endeavor always.

We anticipate a big trade and are now ready to meet your demands, whatever they are.

In Our Dry Goods Depot

You will find everything necessary to make your dress or waist. Heavy and medium weight dress goods, and a beautiful line of silk waist patterns, with all the necessary trimmings to match.

Stock Collars, Collarettes, Stolls, Handkerchiefs,
Gloves, Notions.

For Your Feet?

Well, you know that's at the bottom of all things, and if you don't have a good foundation, you can't stand.

You will find that good foundation here

In

B. & P. Correct Shape Shoes,

Ralston Health Shoes,

Walk-Over Shoes,

Excelsior Shoes,

Crimson and Civillon medium price Shoes and a full line of Brogans.

The Ladies?

Bless them, they are got forgotten. They will find daintiness and style in
Drew-Selby and Julien-Kokenge Shoes.
For misses, the Irving-Drew Shoe is the best.
Children's and Babies' Shoes in abundance.

Clothing.

Our Clothing is the best to be had. You may have to pay a little more for it than elsewhere, but you get the best, and that is none too good for YOU.

Suits.

Underwear in in all Styles.

Odd Trousers.

Stiff and soft-bosomed Shirts, white and fancy.

We have that Necktie for your sweetheart.

Everything to clothe yourself with.

Groceries.

Fancy, staple and heavy are here for you.

Fancy crackers in pretty boxes.

BAYLES' CONDIMENTS. ARMOUR'S CANNED GOODS

Xmas edibles in large variety.

Try Maple-Flake, you'll like it.

Moos & Co's. Imported Sardines. The Best.

Fancy Olives,

Cluster Raisins,

Fancy Pickles.

Choice Nuts.

Huyler's Chockolate.

Now

How about that gun for your boy?

Remington Hammerless and Hammer Guns.

Smith & Wesson.

Revolvers.

Colt.

Air Rifles.

Shells.

Cartridges.

* Powder and Shot.

Sporting goods of all kinds.

Hardware

For everybody and all purposes. Now is the time to buy, and this is the place to buy from.

H. B. MASTERS,
OCALA, FLORIDA.