THE OCALA BANNER.

The paper "Of the People, for the People and by the People."

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BRISTLING WITH WINTRY INTEREST

H. B. MASTERS'

• POPULAR • DEPARTMENT • STORE •

THE STORE OF STORES FOR VALUES

A LARGE COLLECTION. A BRILLIANT ARRAY OF NEW, FRESH, CHOICE, HANDSOME, SEASONABLE GOODS NOW READY FOR INSPECTION AT THIS POPULAR ESTABLISHMENT.

Black Dress Goods

Our showing this season is without parallel. The largest, most beautiful, most complete line ever exhibited in Ocala—the very newest things out in Sebastopohe, Repsling, Satin, Prunellas, Satin finished Soliels, Sharkskin, Granite and Venetian Suiting, Parollers, Fancy Crepons, Plain and Fancy Brilliantine and Cicilians, Serges, Cheviots, Melrose, Silk Warped and all Wool Henriettas, etc., and all grades and prices.

Jackets and Capes

Ladies', Misses' and Childrens' Jackets and Capes—all grades and prices, Swellest Fall Styles and materials, some are plain tailored, others beautifully trimmed. Don't fail to see these good before purchasing elsewhere.

Rainy Day Skirts

Pretty line, good values, made of choice and the latest materials in black and navy with white stripes gray brown, etc., prettily made up, perfect fitting, from $2.00 to $6.00. See our colored underskirts in mercerzed silk from $1.25 to $3.50

Underwear

Rousing values in Knit, All Wool, Fleeced and Mixed Underwear. Our Fall and Winter stock of these goods were selected with a view of pleasing all classes of men, women and children.

Flannelettes and Outings

Big stock, most beautiful colors in plain and fancy, 5, 7, 8, 10, 12, 15 and 18c.

Great Values In Dress Goods!

We present this season an array of values in our Dress Goods Department that will equal and eclipse anything we have yet accomplised in dress goods selling and this is saying a great deal. Our counters and shelves in this department are overflowing with exquisite novelties consisting of Stephanas, Venetian, Satue Prunellas, Soliel, Sharkskin, Cheviots, Hop Sacking, Homespun suiting, striped all wool canvas, Broadcloth, Zebeline Stripes, Side Band and Stripe Waisting, Granite Suiting, Whip Cord, Plain and Striped Cheviots and suiting for ladies' skirts, Herrenbone Venetian, Corded, Metalic, Pann and and Plain Velvets in all colors, French and German Flannels and Challies for Waists in Persian, Plain and Stripe effects, double faced suiting for skirts, etc.

Carpet Dept---2nd floor.

In this department we are showing many beautiful goods in All Wool Ingrain and Tapestry, Brussels, Mattings, Rugs, Portiers, Lace Curtains, Window Shades, Portier Poles, Etc. Carpets made up and laid on your floor on a few hours' notice. We don't charge for laying mattings and hanging window shades.

WHOLESALE DEP'T.

A masterful collection of all kinds of Dry Goods, Notions, Etc. We ask the merchants to inspect this stock. We can interest you as well as save you money.

Silks

Many beautiful novelties in Cockled Persians and Persian Stripes for Ladies' Waists, also plain Colors all grades and all prices, see our handsome assortment in black dress silks in Peau de Soir, Taffetta, Gros Grain, Armour, Duchess, Radsmare, India, Florentine, etc.

Dress Trimmings

A masterful collection of novelties, braides, applique, pleatings, etc.

Corsets

All makes in Dr. Warner's Rust Proof, Dr. Thompson's Glove Fitting, and the "R. & G." which received the gold medal at the Pan American a few days ago. The new straight front models in all the above makes.

Ladies' Neckwear And Ribbons

A large stock, beautiful colors and designs, among which are beauty, elegance and pure refinement to a remarkable degree almost incomprehensible. We take great pride in our showing in these goods this season. Come and see them.

Hosiery

Of every desirable quality and style in plain, black and fancy effects. Remember we are headquarters for hosiery.

Domestics

All grades bleached and unbleached, from 4½c up. See our yard-wide unbleached at 5c. Best goods for the price in Ocala.

We give splendid values on goods because, among other reasons, we ourselves obtain them, special opporunities ever coming to us as large buyers. Not a week passes without our obtaining bargains in desirable merchandise for both wholesale and retail departments, and hence our reputation as the "Store of Stores for Value." Come in and make our store your headquarters.

H. B. MASTERS

ALL MAIL ORDERS WILL RECEIVE OUR PROMPT ATTENTION. SEND FOR SAMPLES.