

What Cash Buying Means to You!

You have to pay the bills. You have to work hard to earn the money you spend for your clothing—you know that. So then why should you use your money to pay someone's bills who will not pay? Why should you pay the expenses of the old-fashioned credit business with its leaks and losses, its dead beat accounts?

STOP DOING THIS—

Begin today making your money buy the utmost in value for your family. Get the benefit of the savings this up-to-date cash store makes. Quit paying the dead beat's bills. Doesn't this sound like good logic? Well, here are the prices that prove it:

Women's and Misses' Winter Coats Reduced to \$12.75



These coats are of all-wool materials made in plain belted styles with set in or raglan sleeves; practical coats for utility wear; sizes for misses and women.

Dresses of Poiret Twill or Canton Crepe Reduced to \$15.00

Fall dresses of Canton crepe and Poiret twill in draped or paneled styles; shown in navy and black. Some are trimmed with braiding or embroidery. Exceptional values at \$15.00.

Women's Bath Robes at \$3.95 and \$4.95

Ideal for Christmas gifts are these robes for women. Made of Beacon robe cloth in an assortment of pleasing patterns; light and dark shades; collar, cuffs and pockets trimmed with silk; cord ties.



Every Hat in the Store Goes on Sale at Exactly Half Price

Tailored and trimmed hats and a few pattern hats at just half their former price.

Silk Jersey Petticoats \$2.95

These petticoats are made of a good quality of silk jersey with flouncing of contrasting shade. Very appropriate for gifts.

Pull-over Sweaters Reduced to \$2.98



Were \$3.95. The popular pull-over style sweaters for misses and women; Navajo designs and plain colors with contrasting body stripes.

Silks, Gingham, Woolens, Outings, Blankets

Your dollars will show greater purchasing power at our counters than in any other market.

Amoskeag quality dress gingham, 27 inches wide, shown in a good assortment of stripes, checks, plaids and plain colors, yd. 19c

Our standard quality of silk messaline, yard-wide, a good range of colors, yd. \$1.75

32-inch Jap crepes, a standard material for dresses, aprons, etc.; all wanted colors, yd. 27c

A heavy quality fancy outing, 27 inches wide; blue and pink striped and checked patterns, yd. 15c

40-inch all-wool French serge; colors navy, black, gray, maroon, etc., yd. \$1.98

A good quality of medium weight bleached muslin, 36 inches wide, yd. 15c

Wool finish bed blankets, 76x84 size, blue, tan, gray

and pink and plaid patterns, each \$3.95

Regulation "Esmond Bath Robe" blankets, 78x84 size, in patterns suitable for men's or ladies' bath robes, each \$3.95

Women's Jersey Jackets \$3.95

Sport jackets made of all-wool jersey; shown in black, navy and brown. Made with pleated back and all-around belt.

SOME WONDERFUL VALUES IN SHOES FOR MEN, WOMEN AND CHILDREN, HERE

Men's dress shoes, black gun metal, blucher style, half double sole, solid leather, pair— \$3.95



Men's 6-inch top work shoes, black waterproof blucher, double sole, solid leather through-out, pair— \$3.90

Men's 6-inch top work shoes, wing tip, two full double soles, full grain inner sole, pair— \$4.95

Women's black kid bal, round cap toe, medium low heel, reduced to— \$3.45

Women's black kid one-strap pump, military heel, rubber lift, reduced from \$6.00 to— \$4.85



A Sale of Men's All-Wool Suits at \$20

Twenty dollars is a very low price for suits that are all wool. There are cassimeres and hard finished worsteds in brown, gray and blue patterns, staple three button styles for older men and the belted models for young men; all sizes from 35 to 44.

Money Saving Prices on Men's Furnishings—Many of the Items Listed Are Suitable for Christmas Gifts

Men's wool mixed union suits (50% wool), medium weight; come in natural and buckskin colors; reduced to each— \$2.95

Men's "Sportknit" all-wool sweater coats, shown in brown, gray and green mixtures, reduced to— \$3.95

Men's regulation O. D. all-wool army shirts, made with two pockets and patch sleeves, each— \$3.85

Men's blue chambray work shirts; well made; one pocket; each— 65c

Men's gray wool shirts; medium weight; flat or military collars; two pockets; full cut; reduced to— \$2.95

Boys' and Youths' O'Coats Reduced to \$9.75

All-wool overcoats for boys and youths that were \$11.50 to \$15.00, reduced to the extremely low price of \$9.75. They are shown in the new belted styles in brown and green mixtures.

Youths' Mackinaws on Sale at \$7.85

Pure virgin wool mackinaws, "Oregon City," for boys from 12 to 18 years; belted styles in brown and green plaid patterns.



Helliwell, Bangs & Marksbury
The Daylight Store for Quality and Service