



Delight them with our Christmas Presents

THOSE WHO RECEIVE CHRISTMAS GIFTS OBTAINED AT OUR ESTABLISHMENT ARE ALWAYS DELIGHTED; THEY KNOW THAT EVERY ARTICLE COMING FROM US IS ELEGANT AND RELIABLE.

YOU CANNOT AFFORD TO SEND A PRESENT COMING FROM A STORE WITHOUT A "REPUTATION."

KINDLY COME EARLY THAT WE MAY HAVE TIME TO HELP YOU MAKE YOUR SELECTIONS.

WE MAKE "QUALITY" RIGHT; THEN THE PRICE RIGHT.

A. E. BURNETT
The Reliable Jeweler

Magnolia Meat Market

OPPOSITE FLORIDA HOUSE 340 North Magnolia Street JUST OPENED

Sarasota Market

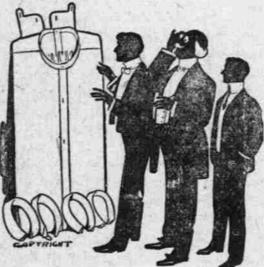
No. 10 S. SECOND ST. Established Three Years.

CHOICE OYSTERS RECEIVED DAILY BEST FRESH AND SALT WATER FISH Florida and Western Meats Poultry, Eggs and Vegetables PROMPT FREE DELIVERY

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18 Years Experience

The latest machinery, skilled labor and an abundant supply of soft water we are able to give the public an exceptionally high quality of work.

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FRUITS FOR CHRISTMAS

At our new store next to FISHEL'S we have a complete line of choice

FRUITS, NUTS and CANDIES for the HOLIDAY TRADE. Our entire stock of Fancy Groceries is brand new. Let us serve you. Free Delivery.

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White Star Line Transfer Co.

TEAMS FOR RENT—LIGHT AND HEAVY HAULING DONE
PHONE 296

We sell
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Superior to Plaster or
Ceiling in Quality
and Price—
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Packing, Storing,
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Pianos, and Safes,
Baggage Service
the Best

COLLIER BROS., Proprietors

Bits of Byplay

By Luke McLuke

Copyright, 1915, the Cincinnati Enquirer

Not Taking Any Chances.
Clancy and Brophy had been elected delegates to the national convention of an organization of which both were members. The convention was held in New York, and the first night they were there they decided to eat in the swell rathskeller of the hotel. The cabaret and tango stunts amazed them a little, but they managed to get a square meal. When they had finished the waiter said:
"Shall I bring you a couple of demitasses?"
"I should say not," replied Clancy. "Somebody might see them sittin' here with us and tell our wives."

P-h-e-w!
Lives of many pests remind us
We can get into that class
If we'll only leave behind us
Fumes of garlic when we pass.

Huh!
The hard guy walked into the swell cafe.
"Gimme a shot of booze," he demanded, as he tossed a dime on the bar.
"We don't sell 10 cent whisky here," sneered the barkeep.
"That's too bad," replied the hard guy, as he put his dime back in his pocket. "I'll have to hunt up a decent place. I can't stand that 5 cent stuff."

Advice.
This life is brief. To live your part
So we'll regret you're dead.
See that you always keep your heart
Much softer than your head.

Swallowed.
"Do you believe that the whale swallowed Jonah?" asked the old fogey.
"Sure I do," replied the grouch.
"There is nothing so wonderful about that. Why, I have an automobile that swallowed a seven room house."

Wuff!
"The man I wed must be a king," bragged little Mary Goose.
And then she married a male thing
Who proved to be a deuce.

Gee, This Is a Tough One!
Dear Luke—Why are blackberries red when they're green?—Louisville Reader.

Learn One New Thing Every Day.
An Illinois editor has discovered a way to get rid of mosquitoes. All you have to do is rub alum on your face and hands. When Mr. Mosquito bites you the alum puckers up his little stinger so he can't sting. Then he becomes alarmed and sits down in a damp place and tries to dig the pucker loose. This takes him so long that he catches cold and dies of pneumonia.

War Sure Is Bad!
If a European soldier is cowardly he is likely to be shot, and if he is brave his general is likely to kiss him.—Kansas City Star.

Bless His Little Heart.
He is tender hearted, deeply spiritual and is in great demand for funerals. He is one of God's sweetest spirits. He weighs 360 pounds.—Religious Exchange.

Names Is Names.
Wood Pile lives at Frankfurt, O.

Things to Worry About.
The first barber shop was opened in Rome in 300 B. C.

Luke McLuke Says:
When a man hates another man he goes around and tells everybody but the man he hates.
A rich man is often a poor husband. The woman who spends all of her time trying to shine in society always gets mad when her nose gets the habit.

The fellow who remains in the hay and pounds his ear until noon usually spends the rest of the day whining that he can't get up in the world.
A man doesn't mind paying his beer bill, but it is different when his water bill comes in.

Start to praise a man and your audience will yawn. Start knocking a man and your audience will sit up and pay attention.
When a man can't make a living any other way he can always become a reformer and find plenty of grouches to finance a society for the prevention of something.

The reason why a woman never succeeds when she marries a man in reforming him is because she forgets to take a course of lessons in the art of charming snakes.

The old-fashioned youth who believed that women were all built alike now has a son who knows a corn fed shape from an excelsiorized one.

When he begins to notice that she talks too much, and she begins to notice that his breath smells of tobacco, the honeymoon goes out and hunts for a man who knows how to use a put-motor.

This is a queer world. In one end of town a woman who has denied herself enough to eat so that the children might have milk for supper will pick up a piece of newspaper and see a big headline over the news that a woman in the other end of town has just paid \$10,000 for a Pekinese poodle.

Your credit never gets so poor that you can't borrow all the trouble you are looking for.

VALUE OF A CHILD'S GIFTS

Those Made With Their Own Hands Teach Good Lessons and Give Inspiration.

If we stop to think about our Christmas giving we realize that a gift means more to the giver than it does to him who receives. If it is given in the proper spirit the donor finds out to the full that it is really "more blessed to give than to receive," a fact that is lost sight of in an age of the commercial spirit.

With children there is a great educative value in their present giving if it is encouraged to be really their own giving. If the mother, however, simply prepares some little remembrance, and says "Mary, this is your Christmas present to Aunt Ellen," the gift has no meaning in the thoughts of the young giver. And not only has it no meaning, but it becomes actually harmful for the reason it presents the idea to the child that the gift without the giver is really a gift. And the child has put no thought or self sacrifice into the giving of that present.

On the other hand, if the child be given pocket money which it may consider its very own, or, better still, if it is enabled to earn pocket money and is then encouraged to set aside a portion of its very own money for present making the idea of true giving is acquired. The sacrifice, the forethought, the love necessary to make a gift a real gift are there.

The home-made gifts of children have many valuable lessons to teach the young givers. Many lessons in sewing, raffa, bead-work or painting may be given under the guise of making a gift. In one family, where the older sister had never made gifts, and really never learned to sew well until she was eighteen years of age, the younger sister, a girl of ten, inspired by the example of a small friend, wished to make birthday gifts for her family. Once she asked her mother to teach her how to crochet; another time to scallop, and before she was twelve years old she had become as proficient a little seamstress as one would want to see.

Thus practical lessons are learned, while the child is inspired with the idea that "Not what we give, but what we share; the gift without the giver is bare."

FRIENDLY ADVICE.



"Can you suggest something for me to get for my wife for Christmas?" he asked of the shopkeeper.
"You'd better get her a box of cigars, I expect," said the shopkeeper.
"She was in here this morning and bought a lace parasol for you."

MORE SLIPPERS COMING.

"The time is at hand," said the preacher, with wrath showing plain on each teacher.
"When slippers will be showered down upon me by every feminine preacher."

Fishel still has some ENAMELWARE and DISHES to dispose of at cost. 3t-wky

E. C. Jordan & Co.

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Licensed Embalmer

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CAPITAL STOCK \$50,000.00

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Than the protection of the Country's industries.

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E. M. OSBORN

HOLDER BUILDING Ocala, Fla.

A. C. L. SCHEDULE

Trains of the Atlantic Coast Line will arrive and depart in Ocala at the following times:

- No. 37, Jacksonville to St. Petersburg, 2:18-2:25 a. m.
- No. 38, St. Petersburg to Jacksonville, 2:25 a. m.
- No. 10, Leesburg to Jacksonville, 5:40 a. m.
- No. 151, Ocala to Wilcox, Monday, Wednesday and Friday, 6:10 a. m.
- No. 35, Ocala to Lakeland (Sunny-jim), Tuesday, Thursday and Saturday, 6:40 a. m.
- No. 141, Wilcox, Gainesville and Palatka to Ocala, 11:15 a. m.
- No. 40, St. Petersburg to Jacksonville, 12:54-1:14 p. m.
- No. 48, Homosassa to Ocala, 1:05 p. m.
- No. 49, Ocala to Homosassa, 2:25 p. m.
- No. 43 Jacksonville to St. Petersburg, 2:36-2:40 p. m.
- No. 140, Ocala to Palatka, Gainesville and Wilcox, 4:10 p. m.
- No. 150, Wilcox to Ocala, Monday, Wednesday and Friday, 5:45 p. m.
- No. 9, Jacksonville to Leesburg, 9:05 p. m.
- No. 32, Lakeland to Ocala (Sunny-jim), Tuesday, Thursday and Saturday, 9:50 p. m.

TO CURE CHILDREN'S COLDS

Keep child dry, clothe comfortable, avoid exposure and give Dr. Bell's Pine-Tar-Honey. It is pleasant, soothing, antiseptic, raises phlegm and reduces inflammation. The first dose gives relief, continued treatment with proper care will avoid serious illness or a long cold. Don't delay treatment. Don't let your child suffer. Get a bottle today. Insist on Dr. Bell's Pine-Tar-Honey. 25c at druggists.

HOTEL FIRE ESCAPE SIGNS

The Star office has the regulation hotel-room fire exit sign cards in stock, as prescribed by the state law and the hotel inspector. Price, 25 for \$1; 50 for \$1.50; 100 for \$2.25. Postage prepaid. d7-w-tf-11-25-15

Self-Deception.

Another pathetic little feature of everyday life is the way every bullet-headed old cuss in the audience will prick up his ears and look keenly interested when the candidate announces that he now wishes to address a few remarks to thinking men.—Columbus (Ohio) Journal.

SEE THE FARM on the Silver Springs road which furnishes the Merchant's Cafe every day with fresh vegetables, milk and eggs. tf

Holeproof Silk box at Fishel's. 3tw

We Want YOU to become better acquainted with

BOTTLED



Every day we will give a lady or gentleman an opportunity to treat a friend to a BOTTLE of Coca-Cola at our expense. Watch the columns of the Star for your name.

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Natural Question.
"I will wash mine hands in innocence," said infant class Hilda, memorizing her Sunday school lesson. "What is innocence, mamma? Is it a new kind of soap?"