



Santa Claus Shopping Guide.

Shop Where Your Money Goes Farthest

Everybody wants to get the most possible for their money. And getting the most for your money is very largely a matter of going where there is the greatest possibility of choice in the article you want to buy.

Now, Paducah is the natural shopping place for everyone of you who are reading this paper. Greater stocks are carried by Paducah merchants than in any city 165 miles of you. These big stocks mean huge-quantity buying, with its resulting saving. The immense combined purchases of all the 100,000 people who always shop here means that Paducah merchants can make money on tiny profits which would starve the ordinary small-town merchant. That's why it is money in your pocket to

Come to Paducah to Buy

In these busy days just before Christmas, people want a thousand and one trifling things which they think it would not justify them to come here to buy, even though they get their railroad fare handed back to them. Thousands of your neighbors are taking advantage of the money-saving special sales which Paducah merchants advertise, however, without stirring outside their homes—they LET "UNCLE SAM" SHOP for them.

Mail customers of Paducah stores are treated precisely as are buyers who come to the stores; if things are not right, if there is any legitimate cause for complaint, it is MADE right at once or money is refunded without a question.

Why Don't You Shop by Mail?

Read the announcements of Paducah merchants and see for yourself how many undreamed-of dollars you can keep in your purse by shopping in these big, fine stores where beautiful stocks of the newest merchandise is always carried in stock and sold at prices which will COMPEL the interest of people who value a dollar saved as much as a dollar made.

Christmas Goods Are Being Shown Now in Tempting Variety

It's the part of the big merchant to scour the markets of the world and have just the proper thing for each occasion and, for this Christmas, Paducah merchants have succeeded wonderfully well. Never have more beautiful gift-things been offered you—and the prices are actually surprising, they are so reasonable. There is not a member of the family for whom you couldn't select a gift at any price you could imagine.

Most folks are not so fortunate as to KNOW just what they want to buy for their friends at Christmas time, however, and to these we say, by all means take advantage of the liberality of Paducah merchants and come here in person. IT WON'T COST YOU A PENNY, so far as your railroad or boat fare is concerned, for these merchants have an association which enables them to pay your way to Paducah and back when you desire to buy a sufficient quantity of goods. It's surprising, but true, that

Paducah Merchants Pay Your Way to Paducah and Home Again

All you have to do to get advantage of this liberal offer is to buy a round trip ticket when you come and, when you go to the first Paducah store in which you wish to make a purchase, just say, first thing,

"Give Me a Rebate Blank"

In this rebate blank the merchant enters the amount of your purchase at his store; the next merchant does likewise and so on until you are ready to go back home, having bought all you desired; then you take that blank, with your return ticket, and present it to D. E. Wilson, Secretary of the Association, whose store is at 313 Broadway, and if you have bought the required amount of goods, he hands you back the actual cash to pay for your railroad or boat fare. If you have NOT bought enough to entitle you to the full fare, you will get back a certain part of the money which you have spent—enough to make it well worth your while to have come here to shop.

Come to Paducah This Christmas---Come Soon

The early shopper, like the early bird, always has a worth-while advantage in the completeness of stocks and, in many instances, low prices. Merchants are frequently able to pick up comparatively small lots of extra good things and, because the lots are small and to induce early shopping, sell them at exceedingly low prices.

Read the Advertisements of Paducah Merchants Every Day

and SEE what these advertised bargains are. Whenever the merchants of this city have anything good to be offered to the public of West Kentucky, they advertise it in THE SUN. If you read the ads. in THE SUN, you can learn where to buy everything you use at lower prices than you have been accustomed to paying.

Learn Where to Buy at Lowest Prices

MISS ZULA COBBS,
ROY L. CULLEY & CO.,
F. N. GARDNER JR. CO.,
HARBOUR'S DEPARTMENT STORE,
E. GUTHRIE & CO.,
J. W. GLEAVES & SONS,
LADIES' BAZAAR,

L. W. HENNEBERGER HARDWARE CO.,
NAGEL & MEYER,
L. B. OGILVIE & CO.,
POWELL-ROGERS & CO.,
PURCELL & THOMPSON,
RHODES-BURFORD CO.,
MRS. DOUP,
BARKSDALE BROS.,

J. A. RUDY & SONS,
WALLERSTEIN BROTHERS,
J. L. WANNER,
B. WEILLE & SONS,
D. E. WILSON,
J. L. WOLFF,
GARNER BROS.,