

GO TO
THE BIG STORE

PALATKA'S BEST

THOUSANDS OF GOOD, USEFUL CHRISTMAS GIFTS

FOR YOU TO SELECT FROM

He Will Appreciate a Gift From "THE BIG STORE ON THE CORNER"

The Christmas Store

DEDICATED TO

"His Majesty--The American Gentleman"
By "SANTA"

SOME YULETIDE SUGGESTIONS:

Silk Shirts, Silk Umbrella, Gloves, Smoking Jackets, Bath and Lounging Robes, Sweaters, Fancy Waistcoats, Suit Case, Travelling Bag, Auto Gauntlets, Hats, Madras Shirts, Pajamas, Cravats, Silk Sox, Initial Handkerchiefs, Cuff Links, Initial Belt, House Slippers, Moccasins, Trunk, Scarf Pin, Underwear, Collars, Cane, Pair of Shoes, Cap, Full Dress Suit and Accessories, a Box of Interwoven Sox, Mackinaw, Overcoat, Suit of Clothes.

Always something new at the "Big Store"—

"DOPY"
For the Boys

The Chas. Chaplin Suit

Coat, Pants and Hat and Cane and Moustache

\$1.50

tub silk shirts

shirts in tasty Xmas boxes — dozens of classy patterns.

\$3 to \$3.50

Madras Shirts

hundreds of the latest patterns—an IDEAL GIFT.

\$1.00 to \$5.00

one hundred dozen ties to select from—

JOHN DAVID
55c

Individual patterns in Xmas boxes. The latest New York patterns.

Dozens of patterns in 50c Neckwear. We pride in our Neckwear Department. Dozens of shapes in 25c Neckwear.

"Hully Gee," Santa Bought it at "The Big Store."



Xmas Serge Suit

ALL WOOL **5.00** ALL WOOL

VISIT OUR BOY'S DEPARTMENT
SANTA'S SUGGESTIONS:

Mackinaw, Cap, Shoes, "Dopy Suit," Overcoat, Shirt, Norfolk Suits, Boy Scout Gloves, Blouses, etc.

Suits \$2.50 to \$15.00.
Make the Boy Happy.

A Christmas Gift to You
By "The Big Store"

53 BLACK SUITS

Sizes 32, 33, 34, 35.

By the World's Greatest Manuf'r.
Original values \$15.00
and up, now

\$6.75 a Suit

DURING XMAS WEEK

Bath Robes

an ideal gift for HIM

4.00 to 15.00

Travelling Bags

Always useful.

Large assortment to select from.

5.00 to 25.00

The Home of
Hart, Schaffner & Marx
CLOTHES

and
STYLE-PLUS

\$17.00

CLOTHES

also

Kirschbaum

Klothes

\$10.00 to \$20.00

OVERCOATS



Copyright Hart Schaffner & Marx

The Home of
EDWIN CLAPP
and
RALSTON
SHOES

"The Better Shoes"

also

Manhattan Shirts

Interwoven Socks

Munsing Wear

Faultless Pajamas

Stetson Hats

Barker Collars

XMAS SPECIAL

\$12.50

All-Wool

Blue

Serge

Suit

and remember—

"If it comes from Fearnside, it is guaranteed."

SHOP WHERE SHOPPING IS A PLEASURE

FEARNSIDE
THE BIG

CLOTHING
STORE ON THE

COMPANY
CORNER

ORDER BY MAIL—DO IT TO-DAY

Palatka, Florida

ALL ARTICLES IN XMAS BOXES