

# The Fashion

SPECIAL VALUES IN SUITS,  
COATS AND DRESSES

## Beautiful New Fall Dresses

Just received, in Silk Poptins,  
Serges and Taffetas, at prices from

**\$4.95 to \$27.50**

## Coat Suits of the Newest Fashions

There are Gabardines, Poptins,  
Broadcloth and Wool Velours,  
prices from

**\$12.95 to \$33.50**

## A Big Selection of Coats

Long, Medium and Short Coats in  
mixtures and solid colors.

**\$3.95 up to \$27.50**

New Goods are arriving daily. Call and see  
them. It will be our pleasure to show you  
our merchandise whether you buy or not.

PHONE 15.

# The Fashion

FRUCHTMAN BROS., Props.

# Economy Sale

TWO WHOLE DAYS

FRIDAY and SATURDAY  
OCTOBER 27th, 28th, 1916

For the benefit of our customers we are doing  
it again. A few of the bargains to be offered at  
The Economy Grocery to the consumers only.  
It may be your last chance:

Evaporated Milk, small cans	04
Evaporated Milk, large cans	08
Pure Ground Pepper (the greatest bargain; your money back if not as represented, per pound	25
Pet and Carnation Milk, small cans 6 for	25
Pet and Carnation Milk, large cans 3 for	25
All 10c National and Sunshine Cakes, this sale only	09
Pork and Beans in Tomato Sauce 6 cans for	25
Perry's best Rhubarb, the best on the market	14
Delray Crystal Table Salt, regular 5c, this sale	04
Magnolia Preserved Figs (just a few left)	11
Corn Starch, best grade A & N, goods	08
Royal Cream: give it a trial	08
Sardines, in oil, America's best, reg. 5c, this sale	04
Kipperd Herring, this sale	25
Table Salt, all 10c grades	08
Goose Berries, 2 lb. cans, fine quality	10
Head Rice, new crop	05
Early June Peas, extra grade, 2 cans for	25
Extra Sifted Peas, 2 lb. cans, reg. 20c, this sale	15
Corn Flakes	07
Soaps and Washing Powders, all kinds 6 for	25
California Table Peaches in syrup 3 cans for	25
Best Catsup, regular 25c, new	20
Best Catsup, regular 15c, new	10
Tomatoes, Maryland's best pack 3 cans for	25
Tomatoes, Maryland hand packed	05
Best California Asparagus, Kings River, 40c, now	25
Sauer's Extracts, all flavors, buy quick	08
Best Cream, nat'l Chocolate and Fudge Candy, lb.	15
Lord Calvert Coffee, sold with a guarantee, 40c, now	30
Shapleigh Sterling Coffee, 40c, this sale	35
Sunbeam Coffee, every can repeats, 40c, only	35
Maxwell House, the old reliable	28
Cottolene, No. 10 pails, as long as they last	145
Cottolene, No. 5 pails	70
Snow Drift No. 10 pails, ten cases only	150
Snow Drift Lard, No. 5 pails, five cases only	65
Snow Drift Lard, No. 2 pails, four cases only	30
Stone's Cakes, first and last time	09

A full line of Over-Sea goods: none better and sold  
with a guarantee. White Ring Self Rising Flour,  
handled by Palatka's leading Wholesale House, always  
in stock. Fruits and Vegetables, the season's latest  
and daily arrivals. "An apple a day keeps the doctor  
away"—try our high-grade Apples.  
Ladies especially invited to visit our store and  
prompt deliveries guaranteed.

**THE ECONOMY GROCERY**  
216 Lemon St., PALATKA, Fla.

### HAPPENINGS AND PERSONAL MENTION

Warner T. Hamm has returned from  
a business trip to Miami.

The Monday Night Bridge club was  
delightfully entertained by Mrs. S.  
Worden.

The Thursday Bridge club met with  
Mrs. George E. Gay yesterday after-  
noon and spent a delightful recreation.

R. C. Howell is spending a few days  
at Tate Springs, Tenn., for the bene-  
fit of his health.

Misses Lillian and Mabel Kanner  
spent the week in Bunnell where they  
visited friends.

Mrs. H. A. Stillwell and little  
daughter are visiting friends in Jack-  
sonville.

Miss Josephine Steed spent the  
week-end with her parents in De-  
Land.

Senator and Mrs. W. S. Middleton  
were motor visitors in the city yester-  
day.

Mrs. Norsworthy of Leesburg has  
returned home after a short visit with  
her parents, Mr. and Mrs. J. H. Yel-  
verton, Jr.

The Philathea class of the Presby-  
terian church will give a Hallow'een  
party next Monday evening at the  
home of Miss Winnie Barstow.

Dr. E. D. Lounds, the well-known  
pharmacist of Crescent City, with B.  
F. Purcell of that place were visitors  
in the city on Wednesday.

Mrs. J. F. Ganas and her sister,  
Miss Ellnor Allen of Huntington were  
among the shoppers in the city yester-  
day.

Miss Ellene Merryday returned on  
Monday from a delightful visit with  
her brother, Crill Merryday of Mad-  
ison.

Miss Marie Merryday returned to  
her home in Daytona Beach Monday  
after a visit with Miss Maud Ken-  
nerly.

Mr. and Mrs. George M. Boyd and  
daughters Misses Louise and Mayo,  
motored Saturday to New Smyrna,  
where they spent the week-end with  
friends.

The choir of the Presbyterian  
church will be entertained after re-  
hearsal this evening by Mr. and Mrs.  
R. S. O'Haver at the manse, assisted  
by Mrs. Edward L. Mann.

Mayor and Mrs. W. P. Meriam re-  
turned Monday afternoon from Atlan-  
ta where they visited their son Josh,  
a student in the Georgia Technical  
Institute.

Mr. and Mrs. I. E. Brown arrived  
in Palatka last Saturday from their  
honeymoon and are at home to their  
friends at the residence of Mrs. A. M.  
Haughton.

Mrs. Bollinger returned to her home  
Sunday after a visit with her grand-  
daughter, Mrs. Culp. Mrs. Fred  
Priest also returned to her home in  
St. Petersburg Monday after a visit  
with Mrs. Culp, her daughter.

Mr. and Mrs. Louis Tenny motored  
from Lakeland Saturday and spent  
the week-end with relatives in Palat-  
ka and Federal Point. They were ac-  
companied home by Mrs. Tenny's  
mother, Mrs. Addie Tilghman, on  
Monday.

The local branch of Macabees,  
Hive No. 4, is being represented this  
week in Jacksonville where the annual  
meeting of the Woman's Benefit As-  
sociation is being held, by the follow-  
ing ladies who went over Tuesday:  
Mesdames Albert Trombley, Atwater,  
Steltz, Hutchesin, Slade and Miss Hat-  
tie Buky.

Mrs. J. Lychesheim of Havana, Cuba,  
who has been spending several  
months with her sister, Mrs. H. F.  
Urie, and has won a host of friends  
during her stay here, left for her  
home Wednesday evening accompanied  
by her little nephew, Frederick  
Brown, who will spend the winter  
with his aunt.

Mrs. M. S. Brown and her daughter,  
Miss Rena Brown, who have been  
absent from home since the middle of  
June, are expected to arrive home  
from Baltimore tomorrow. Baltimore  
has been their headquarters for the  
four months of their absence, but Mrs.  
Brown, as an official of the Supreme  
Lodge, Pythian Sisters, attended the  
meeting of the lodge in Portland, Ore-  
gon, during the summer, and made the  
occasion of that trip one to see many  
of the great wonders of the far west.  
Mrs. Brown devoted some time to see-  
ing California from the north to its  
southern boundary; she visited Salt  
Lake City, Denver, the Yellowstone  
Park and other places of interest.  
They left Baltimore via steamer for  
Savannah on Tuesday and should ar-  
rive home tomorrow.

Walter McNally had a letter on  
Wednesday from London, England,  
the contents of which will be of special  
interest to a large number of people  
in Palatka. The letter was from  
Sergt. R. L. Keating, 97th Battalion,  
Canadian Expeditionary Force, now  
in London. Sergt. Keating is in  
charge of a machine gun force, all  
American born young men, recruited  
in Toronto, Ontario, Canada. Mr.  
Keating writes that he expects to  
leave for the front in France in a  
short time and sends regards to a  
number of old friends here by name.  
Sergt. Keating is a Palatka reared  
young man and was very popular here.  
His wife's death and his subsequent  
failure in business made him despondent  
and he went from Ocala where he  
had been living a number of years and  
enlisted in a Canadian regiment for  
service in the European war. He may  
never come out of this awful war, but  
the hopes of his many friends here  
will be that he may and that some  
day he may return to the land of his  
nativity refitted through his experi-  
ence to endure civic hardship and win  
the battle of life in a way to secure  
such a monument as his talents and  
natural kindness of heart entitle him.

# WHAT ABOUT THAT OVERCOAT ?

The wise ones—the weather prophets—tell  
us we are going to have a very cold winter.  
"Whether it's cold or whether it's hot, we've  
got to weather it, whether or not;" and you can  
best weather the cold in a nice, warm Overcoat.

We would like to have you come in and  
see our line. They are beauties, and we are  
sure you will find one to fit your form, taste  
and pocket. Come in and look them over.

**Just To Remind You** That our PRESS-  
ING OFFER is still  
open and should be  
taken advantage of. It is this: We will keep in shape any  
Suit or Overcoat purchased from us. FREE OF CHARGE. We  
have a competent tailor in charge of this department.

**M. S. BROWN** Clothier and Furnisher to  
Particular Men and Boys.

**SAFETY FIRST!**  
is a good motto to remember  
when buying Candy.

*Smith's*  
Candy or Chocolates

are guaranteed pure and they  
are a delicious confection.

**TRY A POUND**

Your friends can buy anything you  
can give them—  
except your photograph

**NECK'S PHOTO STUDIO**  
Putnam National Bank Phone 5

**Palatka Automobile &  
Supply Company**

announces that it has increased the scope of  
its business by the addition of facilities for

**FORGINGS  
PATTERN MAKING  
— AND —  
GENERAL MACHINE REPAIR  
WORK**

Of course we continue our departments of  
Plumbing, Roofing, Pipe Fitting, Bath Room  
Fixtures and Supplies.

Phone 152. Palatka, Florida

**FOR SALE—FOR RENT**

2 1/2 ACRES, 7 acres cleared and fenced, 4 room dwelling, located on Powell road, 1/2  
miles of Palatka, Bal. of tract extra good land. Price \$800.00.

TWO STORY DWELLING, 7 rooms and bath, electric lights, lot 50 x 100, N. 70° E. 1/2  
1/2 miles to suit. Bargain.

SEVEN ROOM DWELLING, lot 50 x 20 on Kirby St. \$1000.00. One of 1914 to suit

FIVE ROOM DWELLING, lot 50 x 100 on Kirby St. \$1000.00. Cash or terms to suit.

1 ACRES, half of it fenced and cleared, on hard road 2 miles from Palatka, 35 peck  
of fruit on hard road 2 miles from Palatka, worth the money.

2 ACRES, half of it fenced and cleared, 6 room two story dwelling, stone improvement  
on hard road 2 miles from Palatka, worth the money.

20 ACRES unimproved front on hard road 2 miles from town. \$300 per acre.

7 1/2 ACRES TIMBER LAND in Levy County, Florida. \$100 per acre in cash.

2 1/2 acres, all fenced and under cultivation. One 5-room dwelling, good water, at  
fruit on place, 1/2 mile from Court House. Just the thing for small chickens.  
Price \$1200. Terms.

1 1/2 acres, all fenced and under cultivation. One small dwelling, fruit and water  
improvements. 3 miles from town. Cheap for cash.

20 acres of farming land, partly improved, small dwelling. Located on public  
about 1/2 miles from Palatka, good neighborhood. Price \$950.00.

2 acres, half of it under fence and cultivation. Small dwelling, good water, on  
road and other fruits. 1/2 miles from Court House.

Our six-room house. \$50 per month.

**T. J. KNIGHT**  
N. 4th St., PALATKA  
REAL ESTATE FIRE INSURANCE

The special cut prices on groceries  
which have been advertised during  
the past two weeks by the Economy  
Grocery in this city has resulted in  
increasing the sales of this store tre-  
mendously. Somehow the people ap-  
preciate a little let up in this "high  
cost of living" which the Economy is  
giving them.

Mr. and Mrs. Arthur A. Corcoran  
spent last week-end in Jacksonville.

Mrs. Henry Hutchinson, Jr., and  
the children who have been visiting  
New York for the past month, are  
expected home tomorrow. Mr. and  
Mrs. Hutchinson will live in the cottage  
the corner of Second and Man street.