

STORE CLOSED CHRISTMAS, ALL DAY

The Earnest Co

PALATKA FLA.

THE STORE FOR XMAS SHOPPERS

Many More Specials for the Week:

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| 20 p.c. Cash Discount on
Coat Suits, Coats, Skirts,
Wool and Silk Dresses. | 10 p.c. Cash Discount on
Wool Dress Goods, Silks,
Velvets, Comforts and
Blankets. |
| 10 p.c. Cash Discount on
Shirt Waists, Sweaters,
Kimonos, Outing Gowns,
Bath Robes and Knit
Underwear. | 25 p.c. Cash Discount on
Silk and Wool Dress
Trimmings and Heavy
Coatings. |

Table Linens and Napkins as Gifts
Beautiful line, new patterns and exceptional value.

Lace Curtains as Gifts
Fine line and decidedly big values.

Handkerchiefs For Gifts
Children's Handkerchiefs: 3 in attractive box, 15c and 25c.

Ladies' Handkerchiefs
Xmas box, 25c, 50c, 75c, 1.00, 1.25, 1.50, 2.00 to 3.50.

5 in Xmas Box, 35c, 50c, 75c, 1.00, 1.50, 2.00 to 3.50.

6 in Xmas Box, 75c, 1.00, 1.50, 2.00 and 3.00.

Beauty and Belt Pins
25c, 35c, 50c and 1.00.

Fancy Linens As Gifts
Scarfs, Centre Pieces, Doilies etc., 5c to \$1.00.

Short Kid Gloves As Gifts
White, Black, Tan, Grey and Chamois, \$1.00, 1.25, 1.50 and 1.69.

12 and 16 button length, White and Black, \$2.95, 3.45 and 3.75.

Short Silk Gloves, Black, White, Navy, Brown, Grey, 50c and 75c.

16 button length, White and Black, \$1.00 and 1.50.

Juvenile Picture Book FREE!
On Monday, Dec. 22nd, every little one coming in our store with their parent, friend or nurse, will be presented with a pretty little picture book FREE. Tell all your little friends and come to the store for it as they are not sent out.

Silver Novelties
25c, 35c, 50c, 75c, \$1.00 to 5.00.

Novelty Clocks as Gifts
50c to 1.50.

Ribbons as Gifts
A beautiful line with special values attached.

Hand Bags For Gifts
Beautiful line, special values, Leather, Mesh and Beaded, 25c to 7.50.

Ladies' Scarfs For Gifts
Chiffon, Crepe and Silk 50c to \$3.00.

Fancy Sash For Gift
The latest novelty—\$1.00 to 2.50.

Elk Skin Indian Slippers
\$1.50 and 1.75.

Shoes For Gifts
All styles and leathers, 1.50 to \$5.00.

May your Christmas be a happy one. And the New Year prosperous.

City Happenings and Personal Mention.

Miss Annie Stephens will arrive this week to spend the holidays at her home.
Mrs. J. H. Randolph of Baltimore, Md., is visiting her parents, Dr. and Mrs. E. S. Crill.
Mrs. Howard Trueman is the guest of her sister-in-law, Mrs. T. J. Barnett.
W. S. Fry, the jeweler, has an auction sale of high class jewelry on daily all Christmas. A chance to buy big-graduate jewelry at your own price.
Mr. Chas. P. Cooper and little son, Edward Crill, will arrive tomorrow to spend the holidays with her parents Dr. and Mrs. E. S. Crill.
Mrs. E. W. Elliott of Pensacola will arrive tomorrow to spend the Christmas holidays with her mother, Mrs. F. D. Ackerman.
A party of Palatka young people enjoyed an oyster roast at Dunn's Creek landing last Monday night in honor of Miss Katie Barstow.
Miss Dorothy Davis of Sanford has arrived in the city to spend the holiday season with her grandmother, Mrs. F. D. Ackerman.
Mrs. J. A. Bryan, wife of the well-known Atlantic Coast Line conductor, now seriously ill, was taken to a Jacksonville hospital on Wednesday.
Mrs. W. H. Markham of Tallahassee is expected here for the holiday season and will be the guest of her parents, Dr. and Mrs. E. S. Crill.
John A. Crosby of San Mateo, who made his money in the newspaper business and retired before it was swallowed up in the same venture has just purchased a new Studebaker "Six" touring car. This is only Mr. Crosby's third car.
W. Langdon Cheeves went to Jacksonville yesterday to meet his stepdaughter, Miss Ida Leib, who arrived there last evening and who will first make a visit with relatives in Fernandina and then come for a short visit to this city. Since her return from Paris, Miss Leib has been teaching music in Beuna Vista College, Iowa.
Miss Winifred Barstow entertained the West End Five Hundred club on Wednesday. Magnificent roses from Federal Point perfumed the air and twelve of Palatka's fairest flowers created the card tables. Miss Claire Hedge and Mrs. Elmer Collins won the prizes. Then there appeared a wonderful repast—Persian coffee, creamed cranberry sauce, sandwiches, and as one guest admiringly exclaimed, "Oh, how delightful it all was! Three cheers for such a hostess."
The child doesn't live who can look at Rowton's store front when illuminated in the evening, and not get a renewal of faith in old Santa Claus. Rowton's, always headquarters for Palatka, for this old patron of Christmas, has excelled itself this year in the extent and variety of toys. A look into the window will make the most dignified man forget his dignity and wish himself a child again. So when the kid gets excited over the sight, don't blame him. Mr. Rowton buys in car lots, so that he can supply the Sunday schools of the county for their Christmas trees.
Last week because of the space given to the County Fair and the heavy demand on our space for advertising the News was obliged to leave out some three columns of local news matter, much to our regret. The same is true again this week, and this is largely due to the fact that advertisers wait until the last hour before making their requests for space. They cannot be denied the space, for they depend on News advertising to reach the people. We hope they will come to find their advertising in this paper profitable. The News reaches all parts of the county and has a general circulation in each. No paper in the State so thoroughly covers local field as does the News. It is of course its mainstay and E. M. Williams, among the prominent insurance workers to represent Florida at the great gathering in Washington last week, and when over 2,000 representatives of the American Anti-Saloon League and over 1,000 women, representing the Woman's Christian Temperance Union visited the National capital in a body and presented a monster petition asking that the Congress submit to the vote of the several states an amendment to the United States Constitution prohibiting the manufacture, sale and importation of alcoholic liquors for beverage purposes. Get Bill Fiehlman to describe the scene to you. On his return from Washington Mr. Fiehlman went direct to Tallahassee to attend the closing sessions of the Florida Annual Conference of the M. E. Church, South.

We Are Doctors

Not for After-Christmas Pains--
But for Before-Christmas Worries

Most people are in the habit of "putting off" buying their Christmas gifts until the last day or so and then tax their brain in an effort to think of some likely gifts that will please their friends. Most stocks have been well picked over by those who realize that early shopping is best, leaving but a meagre choice for the late comers. We are not unmindful of this fact, and have prepared a splendid stock for the last-minute shoppers. No need to worry. Let us attend to your case. You can choose such a gift at our store as will appeal to the fancy of any boy or man. You could buy him any of these:

Combination sets of Hose, Tie, Handkerchief; combination sets Hose Supporters and Suspenders; Ties, Handkerchiefs, Pyjamas, Underwear, Bath Robe, Club Bag, etc.

Our Christmas stock is an exceptionally good one—goods of dependable quality. Remember there are only five more shopping days.

We take this opportunity of wishing our patrons a very Merry Xmas and a bright, prosperous 1914.

M. S. BROWN Clothier and Furnisher to Men Who Know.

TOYS! TOYS!

DOLLS! DOLLS!

Now opened at Rowtons. Our whole second floor devoted to Toys and Dolls.

LARGEST STOCK IN EAST FLORIDA.

Dolls direct from Germany, therefore can give you the best prices. Come and see our display, everything for the little folks.

Express Wagons, Velocipedes and Tricycles, Doll Carriages and Go Carts, Boys' and Girls' Bicycles, Toy Automobiles, Rocking Horses, Children's Desks, Chairs and Blackboards, Toy Furniture, Tool Chests and Garden Tools, Trunks and Drums, Games and Books, Xmas Tree Decorations and thousands of other toys for the little folks.

Come and see them, bring all the children. An experienced toy man in charge, who will be pleased to show the little ones through. See Santa Claus in our window two weeks before Christmas. Special discounts to Sunday Schools.

REMEMBER THE PLACE

ROWTON'S

Palatka's headquarters for Santa Claus, 208 Lemon Street. See our window next Monday.

The Car of the American Family
1914

HUPMOBILE

Is Now on Display at Our Show Rooms.

The new Hupmobile is, we believe better than anything that has ever before come to us from the factory.

Five Passenger, with Westinghouse Electric starting and lighting, over size tires, Electric Horn, rain vision ventilating Wind Shield, Silk Mohair Top, Jiffy Curtains, Cocoa Mat and other additional equipment.

Let us show you the Hupmobile to-day. We would particularly like to give you a demonstration of one of the 1914 models. No cost or obligation, call 152 and a car will be at your door.

For sale by

Palatka Automobile & Supply Co.

W. T. BOGART Contractor and Builder
PALATKA FLORIDA

STOP!
Glance over the following:
New arrivals of new crop Cereals, Buckwheat Flour, plain and prepared, Pancake Flour, Farina Graham Flour, Whole Wheat Flour, Yellow Corn Meal, etc.
Large stock and great variety of new pack Canned fruits and vegetables—very best brands at lowest prices.
All kinds of Dried Fruits, new and fresh. Also Fresh Fruits, Nuts, Raisins and Cranberries. New Cane Syrup in new barrels.
COMPLETE LINE OF HOLIDAY GROCERIES—all new crop. NO COLD STORAGE GOODS.
L. C. STEPHENS,
Phone 84.
Corner Kirby and Montgomery Sts., Palatka, Fla.
Ask Your Doctor.

