

Commences

Saturday,  
Jan. 15th  
and continues to  
Mon. Jan. 31

# ANNUAL CLEARING SALE

## The Earnest Company.

Commences

Saturday,  
Jan. 15th  
and continues to  
Mon. Jan. 31

Store closes all day Friday 14th to mark down the stock for this Big Sale.



COME EARLY



STAY LATE

This is a Cash Sale. We sacrifice the goods in order to clear them out and to get money for our Spring Stock and we can't afford to charge them. The prices are so little you can well afford to bring the money.

### Ginghams, Prints, Percels and Wash Goods at Big Cut in Prices.

All cotton goods, owing to the high price of cotton, have advanced three times the last ninety days, and at the sacrifice prices we make, we will lose money on every sale. But this is a clearance sale, so out they go.

- All best fancy Calicoes, worth 7c today, during this sale at **5c**
- 31 and 36 inch Percels. These goods are worth 12c today; clearing sale price **9c**
- 36 inch French Percels, good assortment of patterns, well worth 15c, this sale **11 1/2**
- Amoskeag fancy dress Ginghams, everyone knows this brand, none better, can't be bought today at the price, sale price **10c**
- French Ginghams, large assortment; these goods are good values at 15c, clearing sale price **10c**
- Fine mercerized Cheviots, gold colors, well worth 12c, this sale **9c**
- England heavy Galathea, a bargain at 15c, clearing sale price **12 1/2c**
- Hygrade Galathea, extra heavy twenty cent value; clearing sale price **15c**

### Bleached and Brown Domestics at a Sacrifice.

Here is where the shoe pinches most everyone. Cotton is still going up. We bought a great lot of these goods last summer when cotton was 1/2 less its present price. We can't replace them at the price quoted below, but we have a large quantity and they are yours at the price during this sale only.

- 36 inch Sea Island, cannot be sold at less than 8c today, fine, smooth, soft finish, 17 yds \$1.00, per yard **6c**
- 36 inch clover brand bleached muslin. This will be worth ten cents before July, this sale **7c**
- 36 inch North brand Bleached muslin, same weight and quality as the Hill, our best ten cent grade Hill, Fruit or Lonsdale Bleachings, this sale **8 1/2c**
- Worth more at mill today **10c**
- Cambrics in all grades at less than today's factory prices.

### Interesting to Housekeepers, Boarding Houses, Restaurants and Hotels.

Here is the opportunity to take advantage of. We are going to surprise the most economical buyer in the bargain we offer in Table Linens, Napkins, Sheets, Pillow Cases, Blankets, and Bed Spreads. These prices will move them quick.

- 49 x 36 bleached Pillow cases; no one will sell you as good for less than fifteen cents, this sale **10c**
- 49 x 36 Bell brand, very fine muslin, this sale **12 1/2c**
- 49 x 36 Mohawk cases, extra heavy muslin, this sale **16c**
- 72 x 90 good bleached sheets, snuggly in middle, this sale **39c**
- Worth more at mill today **44c**
- 81 x 90 at **54c**
- 72 x 90 seamless sheets, good quality, worth 60c today, this sale **54c**
- 81 x 90 at 59c
- 81 x 90 Mohawk sheets, 55c value, this sale **75c**
- 90 x 90 worth 90c at 79c
- 81 x 90 Mohawk hemstitched \$1.00 value, this sale **84c**
- 90 x 90 H. S. worth \$1.10 at 89c

- Blankets**
- Fair size cotton blankets, well worth 75 cents, clearing sale price per pair **54c**
- Large size cotton blankets, a bargain at one dollar, clearing sale price per pair **79c**

## Annual Clearance Sale.

The past year was a banner one for us. We doubled our business in some departments. This was done on plain business dealings. We have nothing to conceal--our methods of success are open to all. We have built up our trade on certain, sure methods; we give value every time, nothing slighted or misrepresented in any sale. Now comes the time to unload, at least everything that is seasonable. Our stock is kept up to the minute in new styles. We are going to unload at unheard of prices every dollars worth of stock bought for this season. Do you realize what this means? It means forcing the goods out at some price. It means selling you goods right in the middle of the season when you need them at from 25 to 50 per cent less than their actual value. We make strong assertions, but a visit to the store during this sale, and note the little prices on desirable goods, will prove every statement we make. Nothing but hard, cold fact; we would rather

You Have the Goods Now at These Reductions

than for us to carry them over. Come in and let us show you these bargains. Sale opens promptly on

### Saturday, JANUARY 15th, At 8 A. M. Sharp.



### Ladies' Suits and Dresses all Sacrificed in Price.

After one of the most successful seasons in this department we have left some very handsome garments. They are exact duplicates of New York's most approved styles. They are made of Chiffon, Broadcloths, Panamas, Serges, Novelty Mixtures, etc., all trimmed with silk soutache braid, buttons, etc., all shades and colors. To get a bargain quick come in early, because the very suit you would like may go early.

- 1 piece Dresses, made of Broad cloth, Serge and Panama, our 12.50 leader, sale price **9.90**
- Fine Chiffon Panama and Silk Dresses, our \$18 & \$20 leaders, clearing sale price **13.90**
- Ladies' Coat Suits in latest cut \$20 values, clearing sale price **14.90**
- \$22.50 values at **16.50**
- \$25.00 " **18.00**
- \$30.00 " **21.50**
- \$40.00 " **27.50**

### Bed Spreads

- Fine large bedspreads, our special \$1.00 values, this sale **79c**
- Larger and heavier, plain and fringed, regular \$1.25 values **98c**
- Other specials at **1.19, 1.29, to 1.98**
- They are the greatest bargains ever offered. Lay 'id your supply now.



### Notions of all Kinds Reduced

Some wonderful bargains in Ladies' Neckwear, to close out quick. Ladies' Belts at one-tenth and one-quarter their value. Belt Buckles, Brooches, Beauty Pins all sacrificed to close.

- 100 Jabots, made of net and fine lawn, all trimmed with lace to match, real 25c value, this sale **13c**
- Two for 25c.
- White Net Bows, our special 15c leader **10c**
- One odd lot belts formerly sold at 25c to \$1.00. Clearance sale price **5 & 10c**
- Ball Hair pins, usual 2 for 25c, this sale, each **8c**
- Good Brass Safety Pins **3c**
- Hooks and Eyes, 5c value **3c**
- Mennen's Talcum Powder, 25c everywhere, this sale 2 for **25c**
- D. M. C. Embroidery Floss per doz. **15c**
- Royal Society " " per skein **25c**
- Richardson's Embroidery Silk, 8c everywhere, this sale, per skein **3c**
- Cost's Silk Finish Crochet Cotton. This sale per spool **3c**

### Lace Curtains.

We will surprise you in this line. We have a good assortment worth \$1.25 to \$5.00 a pair that we will place in this sale at 89c to \$3.98. Some odd lots at much less.

### Wool Dress Goods at a Tremendous Sacrifice

Cost or values not considered in this clearance sale. We have 399 pieces of beautiful Wool Goods, every piece bought for winter wear. Every shade may be found among these goods. They are going to be sold quick. Don't delay your coming. Every one a bargain. Lay in a large supply.

- 36 in plain and fancy wool dress goods, all shades, our 25c leader, clearing sale price **20c**
  - 36 in Plain Wool Dress Goods, all colors, some of the light shades in this lot, our 35c quality, this sale **24c**
  - About 100 pieces best 50c goods ever sold, all new and nobby styles, all colors, this sale **39c**
  - 38 to 62 inch Wool Dress Goods, 65c values, well worth it. Clearance sale price **48c**
  - A large variety \$1.00 values, the best values ever offered; sold by many at \$1.25 yard, 40 to 60 inches wide. This sale **84c**
  - Fine Broadcloth in most all colors, not as good sold at \$1.50 per yard. Clearance sale price **84c**
  - All \$1.25 Dress Goods at **98c**
  - 75c values at **59c**
- We want to sell every piece of dress good and if price cutting will do it they are yours.

### Flannellets and Outing Flannels.

We have a good variety of these on hand and we cut the price cheap to make them go quick. Out they go.

- Light colored Outing, usually sold at 7c and 8c, worth 5c at the mill. This sale **5c**
- Amoskeag Outing, better, plain and fancy colors. This sale **8 1/2c**
- Some get 12c for not as good. Flannellette, twill one side, beautiful line of colors kimona and waist styles 10c and 12c values. This sale **8 1/2c**
- 15c values, elegant style for kimonas and waists. Clearance sale price **10c**
- 20c values rich patterns, this sale **15c**
- Eiderdown, best 40c value **29c**
- Krinkledown, 50c value **42c**

### Silks.

The greatest values in this line ever offered. Fancy Silks in Waist and Dress patterns, black and colored taffetas, all Silks at a tremendous sacrifice.

- 1,000 yds 27 inch Fancy Silks in waist and dress patterns actual \$1.00 & \$1.25 value, this sale **79c**
- 1,000 yds 27 and 36 inch colored Taffetas, better than is usually sold at \$1.00, this sale **79c**
- 37 inch Messaline Satins, in all leading colors, best \$1.00 satin ever sold, this sale **84c**
- 27 inch China Silks, all colors, sold by many at 65c; clearance sale price **39c**
- A few 19 inch Fancy Silks, in waist and suit lengths, 75c values; clearance sale price **39c**
- 36 inch Black Taffeta, extra heavy, \$1.25 value; clearance sale price **98c**
- \$1.50 values at **1.24**

### Blankets

- Extra large size cotton blankets, our dollar and a half leader, clearing sale price per pair **1.19**
- Full 12-4 size extra heavy cotton blankets, \$2.00 value and a bargain at that, per pair **1.39**
- All wool blankets \$5.00 values, white and gray, clearing sale price per pair **3.98**
- Fine silklike comforts, regular dollar and a half values, and they are yours during sale at **98c**
- Other comforts at 60c, 70c, 80c, 90c, 1.00, 1.10, 1.20, 1.30, 1.40, 1.50, 1.60, 1.70, 1.80, 1.90, 2.00, 2.10, 2.20, 2.30, 2.40, 2.50, 2.60, 2.70, 2.80, 2.90, 3.00, 3.10, 3.20, 3.30, 3.40, 3.50, 3.60, 3.70, 3.80, 3.90, 4.00, 4.10, 4.20, 4.30, 4.40, 4.50, 4.60, 4.70, 4.80, 4.90, 5.00, 5.10, 5.20, 5.30, 5.40, 5.50, 5.60, 5.70, 5.80, 5.90, 6.00, 6.10, 6.20, 6.30, 6.40, 6.50, 6.60, 6.70, 6.80, 6.90, 7.00, 7.10, 7.20, 7.30, 7.40, 7.50, 7.60, 7.70, 7.80, 7.90, 8.00, 8.10, 8.20, 8.30, 8.40, 8.50, 8.60, 8.70, 8.80, 8.90, 9.00, 9.10, 9.20, 9.30, 9.40, 9.50, 9.60, 9.70, 9.80, 9.90, 10.00, 10.10, 10.20, 10.30, 10.40, 10.50, 10.60, 10.70, 10.80, 10.90, 11.00, 11.10, 11.20, 11.30, 11.40, 11.50, 11.60, 11.70, 11.80, 11.90, 12.00, 12.10, 12.20, 12.30, 12.40, 12.50, 12.60, 12.70, 12.80, 12.90, 13.00, 13.10, 13.20, 13.30, 13.40, 13.50, 13.60, 13.70, 13.80, 13.90, 14.00, 14.10, 14.20, 14.30, 14.40, 14.50, 14.60, 14.70, 14.80, 14.90, 15.00, 15.10, 15.20, 15.30, 15.40, 15.50, 15.60, 15.70, 15.80, 15.90, 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Be Sure and Read the Other Side.

# The Earnest Co

PALATKA FLA

When you have Digested this Read other side.