

# LAST CHANCE

## August 1st Closes the Mammoth Clearance SALE!

If you have not gotten all you expect to need you had better come without delay and supply your wants. If you are pretty well supplied you had better take another look through and see if there is anything you are going to need and get it, for we are going to make things hum with the rarest Bargains you have ever had the good luck to run up against, and the last cut we have given them will make them move quickly—many items cut in half, because we want to make a "Clean up Sale," because we would rather have a little money than the goods; because we do not intend carrying over a piece if cutting the price will sell them. Below we give you a few of the many great bargains.

### Look These Over and Then Come:

#### Special at 49c.

One lot Ladies' Misses' and Children's Oxfords and Strap Sandals, consisting of blacks, tans, reds and gray and white canvas, value up to \$2.50. See table display.

#### Handkerchiefs 2c, 3c and 5c.

We bought a big lot at about one-half value and we give them to you the same way. They are worth 5c to 10c. Get your full supply for yourself and children now.

#### Mennen's Talcum Powder 12 1/2c

On Saturday and Monday, last two days of this sale, you can buy Mennen's Talcum in their new oval boxes, Borated Violet and Flesh Tint at 12 1/2c. Just half price. Get all you want.

#### At 25c the Yard

Fine Embroidery Edge, 18 to 24 inch wide, Wide Embroidery Bordering, and All-Over Embroidery, value 50c to 75c.

#### Coats Thread 4c Spool

Limit 2 dozen to customer.

#### Shoes at 98c.

One lot Ladies' Misses' and Children's Oxfords and Strap Sandals, black and tans, vic and patent leathers and white canvas, value up to \$3.50. See table display.

#### Last Chance Lace at 2c the Yard.

Val and Torchon Laces, only a small lot left. Come quick or you won't get any.

#### All Fancy Calicos 5c

On Saturday and Monday the last days of this sale, we sell all best Fancy Calico, dark or light patterns at 5c. Get what you want now.

#### at 5c

Stewart's Duplex Safety Pins, Ladies' All Linen Handkerchiefs, Ladies' Fine Bleached Ribbed Vests, Ladies' Misses' and Children's Hose, every item worth 10c. Do not pass them by.

#### at 10c

Large Huck Towels, size 19x40. Good size Turkish Towels. 45x86 Pillow Cases. Children's Bleached Ribbed Underwaists and Muslin Drawers worth almost double the price.

All Odd Lots, Remnants and summer goods will go at cut price till closed out.

### Come to the Prize Drawing.

\$125.00 in Nine Grand Prizes will be given out on Monday, Aug. 1st, at 4 p. m. Following is the list:

1st—1 Standard sewing machine value	\$50.00	8th—1 Ladies' Gold Handled Umbrella	7.50
2d—1 Ladies Suit, your selection, value	25.00	7th—1 Silk Petticoat	5.00
3d—1 Certificate for mds., trade	15.00	8th—1 pair Shoes, choice	3.50
4th—1 Fine Seth Thomas 8-day Clock	10.00	9th—3 pairs Silk Lisle Hose	1.50
5th—1 Ladies' Skirt, choice	7.50		

You can see these articles, except the suit and skirt, on display in our window.

We would like as many as possible of those holding tickets to be on hand at this drawing and see just how it is done, and then carry off the prize, provided you hold the lucky number. Nine Prizes in all, so you have nine chances of getting one or more. Come and see who gets them.

# The Earnest Co

PALATKA FLA.

218-220-222-224 Lemon Street.

### The Palatka News and Advertiser.

#### City Happenings and Personal Mention.

Mrs. Ella V. Grooms is spending some time at Crescent Beach.

Dr. W. H. Rosenberg left on Saturday for a short visit in Savannah.

Capt. H. Y. Snow is back from a two-weeks' outing at Daytona Beach.

P. D. Watkins, the well-known naval stores operator of Patnam Hall, was a business visitor in the city Wednesday.

Mr. E. B. Wright, merchant of We-laka, was a business visitor in the city yesterday.

Mrs. Luther Curtis and little daughter have returned from a visit to Crescent City.

Mrs. A. S. Willard and Miss Margaret Willard are enjoying the bracing mountain air at Waynesboro, N. C.

Mrs. L. A. Vickers, mother of Mr. M. M. Vickers of the News, has gone to her old home in Maryland.

Miss May Sullivan of Savannah is the guest for some time of her uncle and aunt, Mr. and Mrs. T. M. Ray.

Miss Mayme Puckhaber an accomplished young lady of Jacksonville, is the guest of Miss Violet Merwin.

Mrs. Dr. Peck and her daughter, Mrs. C. C. Middleton, of Pomona, are at the Daytona Beach Hotel for a season.

There is work for plasterers in this city and county where much work is being delayed because of a lack of such artisans.

Wm. G. Tilghman was over from Daytona Beach this week for a short time. The family have a cottage there for the season.

Mrs. P. M. Hagan and daughter, Miss Gertrude, are in Jacksonville for a month's visit with Mrs. Hagan's sister, Mrs. Drenning.

There will be no preaching service at Methodist church next Sunday, the pastor, Rev. H. Dutil, being out of town to hold special services.

Mrs. E. B. Ritter of Jacksonville has arrived in the city to spend a month visiting her daughters, Messdames W. H. Surles and J. H. Shelley.

Mr. Arthur R. Carmel, Jr., a valued attaché of the People's Bank and Trust Company, has gone to Monticello to spend his vacation.—Times-Union.

Mrs. George E. Gay is having a pleasant visit at the home of her sister, Mrs. Howe, in Rochester, N. Y. She will be away from home for some two months.

Mr. and Mrs. Oliver and little son, and Miss Hazel Oliver, of Inverness, after a visit to the family of Mr. and Mrs. E. S. Neek, left on Monday for their home.

Miss Kate Lucas is closing out a beautiful line of embroideries at cost. These embroideries are now on display in the store window and in order to get best choice make your visit early.

Mrs. M. S. Brown will leave today for Milwaukee, Wis., where she will attend the sessions of the Supreme Temple of Pythian Sisters. Mrs. Brown will be absent about two weeks.

The Van Landingham grocery at the corner of Lemon and 7th streets has been closed several days this week owing to the serious illness of Mrs. Van Landingham's father at Hampton.

Henry Clay Tucker of Interlachen was a pleasant visitor in Palatka for a couple of days this week, and paid his respects to many old friends. Mr. Tucker was on his way to Jacksonville.

Rev. Edwin Gardner Weed, S. T. D., bishop of Florida, paid an official visitation to St. Mary's Episcopal church last Sunday and was the guest of Rev. and Mrs. Wm. Wylie at St. Marks rectory.

Andrew Shelley of the Fearnside Clothing Co. has begun the erection of a handsome two-story residence on North Third St. The foundations are already completed.

Deputy Sheriff P. M. Hagan will leave for Jacksonville and Pablo Beach next Monday for a week's outing—his first vacation since he became associated with Sheriff Kennerly.

Walter Wyles the well-known painter has decided to move to St. Petersburg. This will be a disappointment to many in Palatka where Mr. Wyles and his family are highly esteemed.

Mr. and Mrs. F. J. Fearnside, Miss Fearnside and Mr. Frank Fearnside arrived home Monday afternoon from Daytona Beach, having driven over in their magnificent Ramler touring car.

Mr. and Mrs. C. H. Preston and Capt. and Mrs. S. M. Labrey of Crescent City were in the city Wednesday, having come down from the grove city in the magnificent private launch of Mr. Preston's.

Rev. Howard Dutil, pastor of the Methodist church, is something of a fraternity man, being the presiding officer of both the Odd Fellows and Improved Order of Red Men lodges in this city.

Prof. I. I. Hines, for many years principal of the Palatka high school, was in the city last Saturday, en route to his home in West Palm Beach from Gainesville, where he has been some weeks employed as an instructor in the State Summer Normal training school for teachers.

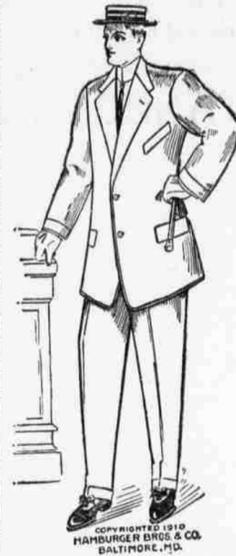
LeRoy D. and Sidney J. Brown, sons of Mr. and Mrs. M. S. Brown, will enter the University of Maryland this fall. The first named will take the dental course and the latter will study pharmacy. Both these young men stood at the head of their classes on graduation from the Palatka high school.

C. J. Barrett, a brick mason at work on the new Murphy building, is applying for a divorce from his wife, Annie L. Barrett, now living in Rochester, N. Y. Mr. Barrett has lived in Florida about two years, coming here from Canada. There are several children, at least one of whom is full grown.

Miss Evelyn Carmel is spending a month up among the red clay hills of old Jefferson at Monticello, visiting relatives and friends. After leaving Monticello she will join Mr. and Mrs. Carmel and Arthur at the seashore near Atlantic Beach, where they are spending the summer.—Times-Union.

Prof. G. A. Stephens was the lucky winner of the \$3 at the clock-stopping contest at M. S. Brown's clothing store last Tuesday night. There was an unusually large crowd present. The clock had stopped at 12:48:52, and after much excitement in comparison of tickets it was found that Prof. Stephens held the lucky one at 1:0:57. This was the fifth drawing in the contest, which will continue each Tuesday evening at 7:30 for seven weeks longer.

## Big Cut in High-Grade Summer Clothing For Men and Boys.



## M. S. Brown, Clothier and Furnisher.

Through balance of July and August we are going to sell all our light colored and fancy LIGHT WEIGHT SUITS at

### One-Third Off

The Summer is only half over, and if you need a suit here's your opportunity.

During this sale all Straw Hats go at Half Price and all odds and ends of low quarter Shoes at

### One-Quarter Off

Fine line of light weight Pants also at ONE QUARTER OFF.

These prices are for Cash only.

No Such Bargains were Ever Before Offered in Palatka.

The Howell Theatre was crowded with colored people last Monday evening. The occasion being a drama, given by local talent, for the benefit of Bethel A. M. E. church. It is said to have been a creditable show, and a neat sum was realized.

J. H. Wylie of Interlachen who has the contract to build the hard road from Francis to Mannville, has been in the city this week. Mr. Wylie states that the road, which was begun at Mannville, is now completed to about one mile this side of Hollister, and that it is a good piece of work all who have gone over it will attest.

Rev. Mr. Herbert of Fernandina will conduct Lutheran services at Gerber's chapel on Front street next Sunday morning at 11 o'clock, at which time there will also be a celebration of the Holy Communion. This will be the last service held here by Rev. Mr. Herbert, who has recently accepted a call in Illinois.

Last Saturday morning, at 2:30, fire destroyed a cottage belonging to Mrs. John Beloit, at the corner of North Fifth and Bronson streets. The house was occupied by a family named Glover and the cause of the fire was a gas stove in the kitchen. The Glover family lost a purse containing \$25. The origin of the fire is unknown. The house was insured.

Mr. and Mrs. H. Hutchinson Jr., arrived in the city Tuesday from New York where they were married on the 20th inst. Mr. Hutchinson is the chief deputy county clerk, and his bride was Miss Beatrice Hawkins, a daughter of the late Capt. J. P. Hawkins, a prominent New York ship builder who formerly owned a winter home at Crescent City.

Rev. F. D. Thomas, pastor of the Presbyterian church at Brunswick, Ga., was in the city Tuesday. Dr. Thomas was here with the view of learning about the church here, of which the members would like to have him accept the pastorate. He expressed himself as greatly pleased with the city and its people, and left the impression that his visit had influenced him favorably.

W. A. Walton of this city has completed that part of his road contract from Rice Creek to the Palatka limits, and is now at work on the part from Rice Creek on to Bostwick. Mr. Walton also has the contract to build the road from San Mateo to the Dana's creek bridge, and is filling in the roadway over the swamp on the opposite side of that bridge.

P. J. Beck's, who has made many important realty deals in Palatka and vicinity this year, has two more to the credit of his enterprise in that line. To Wm. H. Davis late of Ohio, Mr. Beck's has sold 10 acres in Palatka Heights, back of Dr. E. S. Crill's place. Mr. Davis is already engaged in building a new home thereon. Also the Walter Wyles place in the Heights section to Emory Spradling, who will engage in farming. This is said to be a fine piece of land.

Hon. L. C. Stephens, chairman of the board of county commissioners is quite ill with fever at his home in this city. He has now been ill some 12 days, and there was suspicion that the fever will prove to be typhoid. Mr. Stephens has had hard work and much responsibility with county affairs as well as his own business, and has not been in his usual health for some time. His friends and the people of the county everywhere will hope for his speedy recovery.

The \$125 in prizes to be given by the board of county commissioners the lucky numbered tickets will be distributed next Monday afternoon at 4 o'clock. All ticket holders should be present at the drawing as some valuable articles are to be given away. Monday will be the last day in the big clearance sale now going on at this store, and those unfamiliar with the big bargains being offered should read carefully the advertisement in this edition of the News.

Eugene J. Gay is now at Hot Springs, S. D., in the Black Hills country. The government has a sanitarium at Hot Springs for the care of all volunteer soldiers who have become disabled, and it is as a veteran of the Spanish-American war that Mr. Gay obtains admission. The sanitarium is equipped with all that is newest and best for the scientific treatment of invalid soldiers, and Mr. Gay writes that he has every attention. His old comrades and friends here seize upon every bit of information concerning the health of this popular Palatkan, and are all hopeful that his complete restoration will not be long delayed.

Stops itching instantly. Cures piles, eczema, salt rheum, tetter, itch, hives, herpes, scabies—Doan's Ointment. At any drug store.



YOUR HOME WE HAVE THE FURNISHINGS FOR IT

The buying opportunities we offer are exceptional, and for your own sake—or the sake of a better and more economically furnished home—are worthy of your very careful consideration and investigation. You want the home tastily furnished, you want in it goods that you know will give you good lasting service, and you wish to pay just and reasonable prices for them—that is the combination that awaits you here.

You buy here with full assurance that your home furnishings will be better, of newer and more attractive appearance and that you will save money if you choose your things at this store.

All Summer Goods now offered at prices that afford an excellent opportunity to obtain them in mid-season at great reductions in prices.

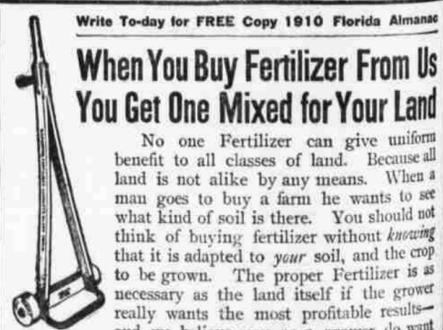
Hammocks cut to half price,\* Refrigerators, Ice Cream Freezers, Porch Shades, etc., all go at prices lower than ever before.

If you haven't the cash to spare to pay all at this time, we will be glad to extend the use of our confidential credit system, and you can settle the bill while you are using the goods.

## J. H. YELVERTON, JR.

### Complete Home Furnisher

Cor. Lemon and Sixth Sts., Palatka, Fla.



Write To-day for FREE Copy 1910 Florida Almanac

### When You Buy Fertilizer From Us You Get One Mixed for Your Land

No one Fertilizer can give uniform benefit to all classes of land. Because all land is not alike by any means. When a man goes to buy a farm he wants to see what kind of soil is there. You should not think of buying fertilizer without knowing that it is adapted to your soil, and the crop to be grown. The proper Fertilizer is as necessary as the land itself if the grower really wants the most profitable results—and we believe you, as a grower, do want to get from your labor all the crop that can be produced. You should have it.

You are entitled to a substantial profit from your labor. You should have it. We want to help you, and feel sure we can.

First, we need from you a chance. Write us to-day for a free copy of our 1910 Florida Almanac, and give us the number of acres and kind of crops you cultivate. Has the information that ought to be in all reliable almanacs, and Fertilizer facts that are worth studying—and studying before your grove is fertilized or next crop is planted.

E. O. PAINTER FERTILIZER CO., Jacksonville, Florida

FREE HOMESTEADS from 40 to 160 acres land in Ala., Ark., Fla., La., and Miss. Given Away by the United States Government to successful applicants. Send 25c for information and application form. DIXIE HOME CO. Naranja, Fla. 7-22-6t

5 or 6 doses "666" will cure any case of Chills and Fever. Price 25c. 4-1-6m

C. F. Canova, Jacksonville, Florida. CANOVA, DOUGHERTY & PAUL Architectural & Civil Engineers