

SAVE THIS ADVT. :

Prepare, Plan, Wait For Saturday, March 6th, at 9 A. M.

RETIRE FROM BUSINESS FOREVER

THIS IS TO CERTIFY

that this circular bearing official statement to the effect, that I, the undersigned, having, after careful consideration, determined to close out my entire stock of merchandise and withdraw from the mercantile business, and in order to do this in the least possible time, I have employed the COLE SPECIAL SALES CO. for the purpose of disposing of my stock as quickly as possible, without regard to cost or profits. I hereby sign my name to this official announcement, conveying to the public at large my decided intentions of retiring from the retail business.
(Signed) J. E. EDMONSON,
Palatka, Fla.

FOREVER

UNDER LOCK AND KEY

Store will be closed Thursday and Friday, March 4th and 5th. Nothing sold and no one admitted until opening Saturday, March 6th, 9 P.M.

CORNER LEMON AND SEVENTH STREETS

J. E. EDMONSON Palatka, Florida

WAIT!

For the Biggest, Best, Most Startling, Unmerciful Bona-fide, Going out of Business Sale Ever Known in the past History of Florida. It's Past all Believing, \$10,000 worth of New, Up-to-Date Fall Merchandise to be Thrown on the Market at the Mercy of the Buying Public for 10 Days.

WAIT!

COMMENCING SATURDAY MORNING, MARCH 6th, AND CONTINUES FOR 10 DAYS!

Right in the season, just when the merchants are asking big profits on their merchandise, you can buy new Fall and Winter Goods at less than the actual cost to manufacture. Buy your outfit now, and save money on your purchases. We will place on sale, without reserve, our entire stock (and fixtures) at the most terrific prices ever put before the American people. It is our loss of profits and much of the cost. Consequently your gain. This stock is sacrificed because it must be sold in ten days, and in appealing to the people to attend this sale, we emphasize that to stay away like throwing dollars away. We need the patronage of every man and woman to help us unload, and ask you to attend. We will put forth such offerings that no matter what the weather conditions be, you must and will be here to get your share.

NOTICE TO THE PUBLIC

This is not an ordinary sale, but an extraordinary occasion, the greatest bargain event. Never before equalled here or elsewhere. Never before have such savings in the Merchandise that is in popular demand been offered as will be during the Retiring From Business Sale. We cannot impress too strongly the fact that such economies will probably not be repeated in years to come. Make up your mind to that absolutely, expect it fully when you come here; you won't be disappointed. Your smallest coin will be powerful in the exchange of merchandise at this Great Sale.

Masterful Demonstration of Bargain Giving for TEN DAYS. This mountain of Merchandise Must be Turned into Cash in a Hurry! Immense Stocks! Magnificent Bargains! Thousands of Surprises!

Read on! Read every line! Then wait for the Twentieth Century's most remarkable sale. It will be characterized by enough thrilling sensational selling for a hundred sales. Don't Hesitate. Now is the time. Act at once when the bargain flood gates open.

SATURDAY, MARCH 6th, AT 9 A. M.

FORCED INTO THE STREETS

With its dreaded possibilities suddenly looming up this unforeseen trouble almost brought to a standstill the enterprising plans we have formed for this season's business, completely investing every dollar of our capital in our Mammoth Stock of Clothing, Dry Goods, Shoes and Ready to Wear Garments for men, women, and children, and realizing our position at this time of the year, decided to open the Greatest Slaughter Sale ever known in Palatka.

FREE! FREE!

To each of the first 25 Lady Customers entering our store after 9 o'clock, Saturday, March 6th, we will give a Dress Pattern of wash goods

Absolutely Free!

A Mighty Tidal Wave of Magnificent Bargains

These prices will clear the store as a storm wave sweeps the decks of an ocean steamer.

Come While the Pickin's Good

FREE! FREE!

To each of the first 25 men, customers, entering our store after 9 o'clock, Saturday morning, March 6th, we will give a Dress Shirt.

Absolutely Free!

Men's Sweater Coats
200 Men's Sweater Coats, most of them are all wool and they are well worth from \$1.00 to \$2.00. You can have them for **37c**
We also have a large line of Sweaters and Sweater Coats, which we will sell away below cost, so don't fail to visit this store during this sale.

Linen Coats
50 odd Linen Coats for men. They were \$2.00 sellers, but during this sale, they go at **35c**

Pants
65 pair Men's Blue Serge Pants, some are striped, most of them are plain. They have sold at \$2.00 and \$2.50. This sale **95c**
All our \$3.00 and \$3.50 and \$4.00 tailor made Pants in assorted colors and stripes. Retiring Sale Price **1.49**
Men's \$5.00 Pants, only a few left. They go below low cost. Retiring Sale Price **2.75**

Men's Hats
One lot of 75 hats, Derbys, Fedoras and latest style Hats. The lot consists of \$2.00 and \$2.50 values. Special price **39c**
Lot 2 consists of Hats as high as \$3.50, in any style or color. A great number to select from. Retiring Sale price **95c**

John B. Stetson Hats at \$2.95
Several styles. You know what they are.

Men's Work Shirts
Men's blue chambray, brown or black, all have and always sell for 50c. Retiring Sale Price **31c**

Overalls
We only handle the best Overalls made. They always sell for \$1.00 and \$1.25. Yours for **75c**

Men's Underwear
50 dozen Men's Balbriggan Undershirts and Drawers, 35c values, Retiring Sale Price **18c**
75 dozen Scriven's Imitation Elastic Seam Drawers, best made—regular 50c value. Retiring Sale Price, only **33c**
15 dozen Men's Fleece lined Undershirts, the best value at 50c, during the Retiring Sale for **32c**

Men's Caps
20 dozen Caps of latest styles, right now while in the demand—all are 35c values. Retiring Sale Price is only **17c**
50 dozen Caps—50c and 75c values, some silk, many wool. Retiring Sale Price **37c**

Men's Hose
Men's 15c value or 2 for 25c, black or tan and assorted colors, double heel and toe. Retiring Sale Price **4c**
Men's 25c Lisle thread Hose, guaranteed value for your money. Black, tan white or colored **11c**
Men's 50c grade of Silk Hose in all colors, Lisle thread heel and toe. Retiring Sale Price **19c**

Men's Ties
Men's Wash Ties, four-in-hand and string, latest designs, values as high as 25c. Retiring Sale Price **8c**
Men's all silk Cravats, also tabular style wash ties—all 50c values, which will go during this sale for **17c**

Men's Belts
One lot of 50c Belts, while they last will go during the Retiring Sale for **17c**

Men's Handkerchiefs
Men's white hemstitched linen Handkerchief, 15c values. Retiring Sale Price only **7c**
Men's Handkerchiefs, hemstitched, white; full size all 10c value. Retiring Sale Price **2c**

Suspenders
Men's Guyot Suspenders, 25c value. Retiring Sale Price **8c**
Men's 50c Suspenders, leather ends with best webbing. Retiring Sale Price **19c**

Shoes! Shoes!
Shoes for the whole family at wonderful savings to you.
100 pair of Children's Shoes in assorted sizes. Values as high as \$1.00. Retiring Sale Price **49c**
110 pair of Ladies low and high Shoes in blacks and tans. These same shoes have sold for \$2.00 and \$3.00. Retiring Sale Price while they last **65c**
60 pair Men's Shoes and low quarters. These are well worth \$2.00. While they last at **89c**
Extra special lot of high and low quarters in assorted leather and styles. Many a pair have been sold by other merchants for \$3.00. They go here for **1.39**
Men's Comfort Shoe in tan or black—the grade you always pay \$2.00 for. While they last, Retiring Sale Price **1.09**
Men's Dress Shoes, \$3.00 values. They are the best made and worth \$3.00. Our price **1.49**
For ladies the Top Notch fine footwear. Pick and choice of any \$4.00 values at the Retiring Sale Price **1.98**

Men's Rubber Boots
Only a few left: \$3.50 and \$4.00 is what other merchants ask for them. You can buy them right now at **1.75**

Men's Dress Shirts
15 dozen Men's Shirts, with or without collars, white and white striped—every one well worth 50c. Now **25c**
Men's 75c Tommy Atkins Shirts. These are our leaders and as good as many a dollar shirt **37c**
\$1.25 values the bond shirt with soft collar to match and they are dandies. Exceptionally good values and latest designs. These shirts are displayed in window. For this sale **50c**

Ladies' Furnishings
Ladies' and Children's Handkerchiefs plain or colored borders worth 7c each Retiring Sale Price **1c**
Ladies' Handkerchiefs hemstitched plain and fancy embroidered 10c values. Retiring Sale Price **3c**
Ladies' and Misses' full length fast black or tan cotton Hose, worth 10c pair. Double heel and toe Retiring Sale Price **4c**
Ladies' Hose best 15c quality extra length garter top double heel and toe in black or tan Retiring Sale Price **8c**
Ladies' 25c Hose, special quality; luster finish double heel and toe Retiring Price **17c**
Gauze Vests for ladies lisle finished taped neck and shoulder straps extra long skirt worth 15c each **8c**
25c Gauze Vests and umbrella style Embroidery trimmed Drawers. Liquidation Sale Price **18c**
25c Corset Covers **17c**

Ladies' Furnishings
50c Corset Covers **37c**
75c Gowns, fine bleached Muslin. Embroidery trimmed, ribbon threaded yoke each **39c**
\$2.00 Gowns, Liquidation Sale Price **\$1.23**
\$1.50 Princess Slips beautifully trimmed Lace and Embroidered yokes each **79c**
American Beauty Corsets \$1.00 quality all sizes **75c**
50c Corsets each **37c**
Long Kimonos, of Fancy French Batiste \$1.00 value **79c**

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Staple and Fancy Dry Goods
Standard calico, ten yards for **39c**
Best quality Bleaching, positively worth 12 1/2c yard ten yards **69c**
Apron Gingham, worth 10c yard ten yards, sale price **41c**
Dress Gingham value up to 12 1/2c yard, ten yards for **69c**
Checked Homespun, cotton plaids, and stripes, also plain colors. Regular price 7c yard ten yards for **45c**
Hickory Shirting, in blue and white and brown and white stripes, worth 11c yard ten yards for **69c**
36 inch Percale, plain or fancy patterns, ten yards **69c**
Straw Ticking 12 1/2c Mattress Ticking **9c**
10-4 Unbleached Sheeting, firmly woven; 90 inches wide, value 35c yard. Sale Price **23c**
12c Lawns, Batiste and India Linens in white or figured Sale Price **6c**

Staple and Fancy Dry Goods
Table Oil Cloth, standard American goods, value 25c yard Sale Price **14c**
Table Damask, red or white, 58 in. wide, yard **21c**
\$1.00 quality, 72 in. Table Linen, yard **44c**
Full size Pillow Cases, ready for use. Worth 30c per pair, each **8c**
72 x 90 full bleached Sheets, hemmed **33c**
\$1.25 Bed Spreads, full bleached 11-4 size, heavy mercerized pattern. Price **75c**
Towels, soft finish full bleached worth 10c, each **3c**
Huck Towels, size 17 x 36 in. worth 25c pr. each **7c**
Turkish Towels, regular 15c values, Retiring Price **7c**

NOTIONS
6 papers of Pins **5c**
6 papers of Hair Pins **5c**
3 papers 5c Safety Pins **5c**
3 spools Thread **5c**
2 boxes Talcum Powder **5c**
2 papers Needles **5c**
2 Hair Combs **5c**
1 Hair Brush **5c**
1 Tooth Brush **5c**
1 Ladies' or Children's Belt **5c**
600 yards of linen color Chambray, 10c values at Retiring Sale price **5c**
1000 yards of AAA Sheeting, the best there is made—always sell for 10c. During our Retiring Sale, going at per yard **5c**
75 boxes of Ball Sewing Thread, 30 balls to the box. Retiring Sale price per box **18c**

Ladies' Skirts
86 Skirts in wool, will be sold at half its regular price.
30 Linen Skirts in blue and white and linen colors assorted values, your choice **37c**
5c Lace and Embroidery per yard **2c**
10c Laces Retiring Sale price per yard **5c**
17 inch Embroidery Flouncing worth 20c yard. Retiring Sale price **8c**

Ladies' Underwear
Ladies' Ribbed Underwear, fleece lined **18c**
Ladies' Sanitary Fleece lined white or grey, 50c quality, during this sale **34c**

Ladies' Sweaters
Ladies' Sweaters in greys, reds and assorted colors, regular 75c values for **35c**
All wool Sweaters, all colors regular \$2.00 values for **75c**

Comforts, Blankets
20 full size Comforts, regularly sell for \$1.50. We must sell them for **75c**
14 pair Blankets, colors of tan or white, with border. **75c**
Regular \$1.75, for **75c**

Trunks, Suit Cases
go at less than the manufacturer would dare ask for same. All below cost.

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For the most sensational and startling event in years. A sale that passes beyond the comprehension of man—its past all belief. \$10,683 Stock of Peerless Winter and Summer Goods to be sold for whatever it will bring. Consult your own best interests—buy where your money will do YOU the most good—we will give you from \$2.00 to \$3.00 worth for every dollar you spend—it is not choice—it is compulsion. Thousands of people throughout Putnam and adjoining counties will be benefitted immeasurably by taking immediate advantage of the unparalleled and marvellous savings offered. We ask you to help us out—we need your help, and will sacrifice profit, cost, everything, and make it to your interest to attend.

WAIT!

We want every man, woman child within twenty miles of Palatka to come to this Gigantic Sale. No matter whether you want a paper of pins or a dress pattern, a pocket book or a trunk, a pair of socks or a suit of clothes, a corset cover or a party gown—a towel or a pair of blankets—whatever you want.

Us Caution You

NOTE of first importance that The City of Palatka will not permit any sale of goods to be held in this city after 8 p. m. on any day. We are therefore forced to announce that the sale of goods in Palatka, Florida, will be held on Saturday, March 6th, from 9 o'clock until 10 o'clock, and will continue for ten days.

Come, See All Selling Records Smashed Saturday, March 6

J. E. EDMONSON, Palatka

NOTHING CHARGED TO ANYONE.

CASH THE ONLY CONSIDERATION

PREPARE FOR 10 DAYS

of un-heard-of and never-to-be-forgotten bargains in Winter and Summer Dry Goods and Wearing Apparel.