

Palatka Daily News

Published Every Afternoon Except Sunday, at Palatka, Florida, by Vickers & Guerry.

M. M. Vickers.....Business Manager.
Goode M. Guerry.....Editor.
Miss Nellie Lucas.....Society Editor.

The management reserves the right to reject all objectionable advertising. Rates for advertising space made known on application.

Subscription prices in advance
One year.....\$5.00 One month.....60c
Six months.....\$2.50 One week.....15c

Telephone.....195

FRIDAY, OCTOBER 18, 1919.

ANNOUNCEMENT.

During the coming week solicitors will call at every home in Palatka, and every place of business, soliciting subscriptions for the paper. In the meantime the paper will continue to be delivered to every home without charge.

Rates of subscriptions will be found on another page. The subscription will be in advance, or collected weekly. Wherever a subscriber wishes to take advantage of the very low rate offered by the bearer by the month, payment should be made advance, else the regular subscription price of fifteen cents per week will be charged.

The News believes that it has sufficiently indicated what kind of a paper it will be to warrant generous patronage. The publishers promise that many improvements are to be made, and that additional facilities for handling will be added just as fast as possible. Scarcity of labor at present has caused delay, in several instances, of delivery, but these troubles will soon be smoothed out.

WHAT WE MUST PAY FOR.

Secretary Glass issued a statement recently which few people took the time to digest. It is pertinent in the light of recent developments.

This statement shows that the expenditures of the government from the beginning of the war to June 30, 1919, were something more than thirty-two billion dollars, of which twenty-nine per cent, was raised by taxes and the balance by borrowing. But not all the war taxes levied in the last fiscal year had been paid, so when the accounts are finally cast up it will probably be found that nearly one third the war cost was met by taxation. Probably that is the practicable limit, though at the beginning of the war a good many theorists saw no difficulty in raising half, or more, of the war costs by taxation. It is doubtful that as much as one-third of the cost of a four-year struggle, with our scale of expenditure, could profitably be raised by taxation.

The amount borrowed in the period was twenty-three billion dollars, but a considerable part of that was mere fiat—a book credit obtained by inflation of bank credits. A. C. Miller, of the Federal Reserve Board, has said that the amount of government paper carried by the banks in any way or another and representing inflation of credit is as much as seven billion dollars.

As it happens, seven billion dollars is about the amount of war taxes paid in the period reviewed by Secretary Glass—or a sum about equal to the probable inflation of credit. This inflation undoubtedly imposed a tax on consumption by raising the prices of commodities. The nation needed more credit than its savings amounted to and resorted to an overdraft that reached adversely on cost of living—imposed a heavy tax on consumers, in short or of the inflation, is more important for the mass of the people than the proportion between the sums raised by taxation and by borrowing; in other words, that lower taxes and no inflation would, in the long run, have made the war actually less costly to the mass of the people. And it is most likely that decidedly higher taxes would, by the burden imposed on production, have made the war actually more costly to the mass of the people.

CIVIL SERVICE REFORM.

Every time congress gets a little anxious to do something that sounds like business, aside from bickering for political prestige, it drags out the old straw man, civil service. In their national platforms both parties profess a virtuous attachment to the merit system. In 1916 the Republican national platform insisted, with every appearance of solemn earnestness, that the civil service law "be thoroughly and honestly enforced." The Democratic national platform, with an equal air of solemn earnestness, highly resolved "for the rigid enforcement of the civil service law."

The War Prohibition bill exempts from the civil service law and rules "persons authorized to issue permits "and agents and inspectors in the "field service." To enforce the prohibition amendment will require a large number of officers. The bill itself appropriates \$3,500,000, enough for some thousands of jobs; and there will be no lack of disposition in future Congresses to make fatter appropriations and provide more places for the spoilsmen. Here as a new region where the old, discredited, corrupt system of patronage may grow up again.

Those who are familiar with the workings of prohibition laws in certain States years ago know what pickings for dishonest fingers, what rich potentialities of blackmail, prohibition offers to the men immediately charged with its enforcement. In Massachusetts, for instance, in the '70's, a State constable would tap at the door of a saloon. The saloon keeper would go out, grease that itching palm, and continue in business, undisturbed and unafraid. What a system of bribes and blackmail, regular and irregular, must grow up if in forty-eight States and enforcement of the prohibition amendment is put into the hands of political appointees, mere henchmen! Prohibition and patronage would be a combination to yield big dividends to corruption. Leaving corruption out of the consideration, what does this exemption mean save a premium an incompetency, sheltered by "influence"?

Both Democrats and Republicans have cynically repudiated their own platforms on civil service reform. The National Civil Service Reform League, ever vigilant, as it has to be, has asked the President to veto the War Prohibition bill on the ground of this exemption. The bill is an impudent and gross attempt to revive intolerable abuses. The Federal Civil Service Commission is ready provide from its eligible lists honest and competent men to issue permits and to be agents or in-

spectors in the field service. There is time enough for the amendment will not go into effect until next January. And Mr. Wilson is an old friend of civil service reform.

THE PRINTED WORD.

Advertising is one of the greatest forces in the world. Advertising has accomplished purposes which no other agency has been capable of doing.

The printed word reaches farther, is more effective and brings things to pass more quickly and satisfactory in almost every instance than the spoken message.

It is said that the great Liberty loan and various other war work drive were brought to a satisfactory conclusion through the printed message in the newspapers of the country. You will also agree that it is the only agency that could have accomplished so great a task in so short a period of time.

Think of the many millions of dollars that have been passed along to the aid of Uncle Sam and his great cause in behalf of humanity. Newspaper advertising played an important part in every drive; in fact, it may be safe to say that the newspapers were potent factors in each and every undertaking looking toward the comfort and maintenance of our camps and cantonments in this country.

We are aware that there are numberless avenues through which the public can be reached—billboards, street cars, dead walls, perambulators circulars, souvenirs, and what not, but in the opinion of the merchant princes of the world these and all secondary to newspaper advertising.

There are many men in business who do not take newspaper advertising seriously, to the extent of not employing it in promoting their enterprises.

Our memory fails to record the great number of business enterprises which have passed out of existence during the past twenty-five years and whose presence in the commercial field was little known by the public at large, consequently their passage into the discard was little lamented beyond their limited sphere of inactivity. They did not believe in advertising.

Carefully selected words of persuasion or argument could not induce these men to employ newspaper advertising. All they could see was the expense of advertising. They could not get the result viewpoint no matter how one would point out example after example, using the names of well-known business men who were forging ahead and actually creating business through their advertising efforts.

Somebody asked an old Missouri storekeeper why he didn't put a small advertisement in the local newspaper to advertise a "home blend" of coffee that was particularly good. "I don't want," he replied lazily. "If I did, folks would pester me all the time to show 'em my goods." Thus did the old Missouri storekeeper pay unconscious tribute to the business-getting value of advertising.

If a merchant or manufacturer could gather 5,000 or 10,000 or 25,000 prospective buyers into a large auditorium and talk to them daily—by word of mouth—he would have no need for advertisements; but he cannot, so he puts his words in type and talks to these same prospective buyers each day in the printed messages that you know as advertisements.

The newspaper is always a power in its community, either for good or evil; and I can say right here to the credit of the newspaper that it is for good.

The majority of newspapers of this country today, the tendency is toward the uplift of humanity. There are a few newspapers here and there that continue to show the yellow streak more or less distinctly, but they are gradually passing along the road that leads to oblivion.

Weather experts are predicting a cool wave after the present showers are over. Then we can begin to stir in a little more pep.

Old time residents of Palatka are marvelling at the number of strange faces they see on the street now. One native said that four years ago he could stand on a corner and tell the name and history of every person passing. Now, he says, he doesn't know twenty percent of them.

New York magazines have resorted to the use of plates made from photographs of manuscript pages, as a result of the typographical strike. This may be the starting of a new departure in the printing business.

Hollister is to have a fair on November 15. This will be a great opportunity for some conservative citizens to see just what Putnam county can produce.

The school board has done its part. Now it is up to the voters to pass the bond issue and provide the new school buildings with equipment.

No strike here. No trouble of any kind. Everybody happy and looking for big things for Florida.

Put on your old suit of optimism and boost.

With rain promised in the next twenty-four hours we may expect relief from the unseasonable weather.

The Reds might as well make their national colors blue now.

If every state in the union acts like Florida about the leper colony what will become of the poor unfortunates. California has provided two refugees from these people. Can Florida do less than take care of one? Under government control there is no danger of infection, scientists say.

Growers of citrus fruit who are shipping green fruit to market are dealing more blows at the fruit produced in Florida. Grapefruit on sale in Palatka now is not fit for a hog to eat.

With Florida oranges soon on the market why should we worry at the scarcity of sugar?

Leesburg friends of Goode M. Guerry have received the first few issues of his new daily paper, the Palatka Daily News, and it is a splendid newspaper, carrying United Press dispatches and made up in such attractive style that one is bound to become interested at a glance. If the advertisers will continue to patronize the News as liberally as Guerry will lavish talent upon the editorial part of the paper, it will be a splendid success.—Leesburg Commercial.

HEALTH CRUSADE IS ALREADY SUCCESSFUL

OPENING OF SCHOOLS HELPS SPREAD THE DOCTRINE.

Many Counties Already Enlisted in Work to Bring Health Security to Individual.

JACKSONVILLE, Oct. 18.—(Special)—With the opening of the schools of Florida renewed activities are making the Modern Health Crusaders in this state and much interest is all ready aroused in the movement.

The Modern Health Crusade has proved a wonderful factor for good in many states, and in Florida the following counties have already been organized: Duval, Hillsborough, Osceola, Dade, Palm Beach, Broward, Volusia, Orange, Escambia, Santa Rosa, Walton, Gadsden, Leon and Jefferson.

W. I. Williams, Director for the Modern Health Crusade for Florida, is traveling over the State enlisting the activities of the various elements, especially giving his attention to the work in the schools. The work in Florida is under the auspices of the Florida Anti-Tuberculosis Association.

The Modern Health Crusade is based on the performance of eleven chores to be done each day for fifteen consecutive weeks. With the completion of seventy-five per cent. of the chores each week the entrant becomes a Knight Bannet, and the lesser titles are classed according to the number of chores done.

Score cards are provided for the checking of the record and the performance of each day is thus properly recorded. The health chores which Florida children will be requested to perform each day are comprised in the following:

1. I washed my hands before each meal today.
2. I washed not only my face by ears and neck and cleaned my finger nails today.
3. I tried to keep fingers, pencil and every thing that might be unclean out of my mouth and nose today.
4. I drank a glass of water before each meal and before going to bed.
5. I brushed my teeth thoroughly in the morning and in the evening today.
6. I played outdoors or with window open more than thirty minutes today.
7. I took ten or more slow deep breaths of fresh air today.
8. I was in bed ten hours or more last night and kept my window open.
9. I tried today to sit up and stand up straight, to eat slowly, and to attend to toilet and each need of my body at its regular time.
10. I tried today to keep neat and cheerful constantly and to be helpful to others.

EAST COAST HOTELS EXPECT LONG SEASON

WILL OPEN EARLIER AND CLOSE LATER THIS SEASON.

Managers of All Big Hostelties Report Unprecedented Bookings—All Roads Lead to Florida.

One of the strongest indications that the approaching winter season will be a prosperous one is shown in the announcement made recently of the opening and closing dates for the big hotels of the East Coast system. The hotels will open earlier and remain open longer than usual this season, showing that the company is anticipating a longer and busier season than usual.

Reports from all parts of the state are that there are more people in Florida now than ever before at this time of the year, many winter visitors having come down earlier and with the plan of staying later in the spring. Trains from the east, north and west coming to Florida are crowded now and it is expected the winter schedule of trains will be established earlier this year by the Florida East Coast railroad.

The announced opening and closing dates for the big East Coast hotels are as follows:

- Alcazar, St. Augustine, opens Dec. 15th; closing date not announced.
- Ponce de Leon, St. Augustine, opens Jan. 6th; closing date not set.
- Hotel Ormond, Ormond, opens Jan. 7th; closes April 5th.
- Royal Poincianna, Palm Beach, opens Jan. 15th; closes March 25th.
- Hotel Breakers, Palm Beach, opens Dec. 22nd; closes April 5th.
- Royal Palm, Miami, opens Jan. 1st; closes April 1st.
- Long Key Fishing Camp, opens Jan. 1st; closes April 12th.

SUWANNEE FAIR TO OPEN

LIVE OAK, Oct. 18.—With the exhibits and attractions seldom equaled and never surpassed in the section, the Suwannee county fair will throw open its gates on the morning of November 11 fully prepared to interest and entertain the thousands who will attend the seventh annual fair during the five days.

SIX NEW BUNGALOWS

The Palatka Development Co. hopes to complete within the next ten days six bungalows, several of which are already spoken for.

cheerful constantly and to be helpful to others.

11. I took a full bath on each day of the week that is checked.

Funds are necessary to carry on such great and important work and it should be remembered that this great fight, like the fight against tuberculosis derives its funds from the sale of Red Cross Christmas Seals.

All Fruits in Season

LARGEST SUPPLY OF CIGARS, CIGARETTES AND TOBACCO. FRESHEST CANDIES, CRACKERS AND DELICACIES.

Cold Drinks of All Kinds
SWEET MILK FRESH DAILY

BLUE JACKET FRUIT STORE

Corner Lemon and Second Street B. GORAILB, Proprietor

SPECIAL

HASTINGS Pure Pork
SAUSAGE First this season
HASTINGS milk-fed VEAL

When you think of good Eats, think of Cannon's.

Dependable Goods
Lowest Prices
Modern Service

THOS. CANNON

Phone Two-Seven

Sands Bros.

Dealers, Contractors and
ELECTRICAL ENGINEERS

ELECTRICAL SUPPLIES

Electrical Repair Work Done
Anywhere in State.

GASOLINE ENGINES, LAUNCH
AND AUTO SUPPLIES.

MARINE HARDWARE

Palatka - - Florida

Machine Shop

THE MOST COMPLETE AND
BEST EQUIPPED IN THIS
SECTION.

We make all kinds of Brass Cast-
ings and Bearings. Perfect
workmanship, reasonable
prices.

AUTO ACCESSORIES LAMPS
BATTERIES

Insyde Tires

C. A. AMES

Howell Building Lemon Street

Have You Got BATTERY TROUBLES?

We carry a full line of
**PREST-O-LITE
BATTERIES**

In sizes for every car.
FREE INSPECTION AND DISTILLED
WATER SUPPLIED.

All kinds of repairing on batteries,
generators and magnetos.

PUTNAM ELECTRIC GARAGE

[In Howell Hotel Building.]

"SEEDS THAT SATISFY."

FRESH GARDEN SEED

Plant It Now

**PRATT'S
BABY CHICK FOOD**
and
Poultry Remedies

For Quick Service, Phone or See

H. S. HODGE & SONS

THE SEEDSMEN

Phone 210. 117 Lemon St.
PALATKA, FLA.
THE NEW SEED STORE

LOST—On road between Daytona and Palatka a grip and big box containing wearing apparel. Finder please notify O. C. Simmons, Micanopy or Miami, Fla. Will pay for trouble. 10-17-St.

WANTED—Messenger at Western Union \$30.00 per month to boy with Bicycle. No objection to good colored boy. Must be above school age. 10-11-tf.

WANTED—To buy crop on the trees from small orange grove. See Florida Grocery Co. 10-11-tf.

PROFESSIONAL CARD.
DR. E. W. WARREN.
Res. Phone 37 Office Phone 74

New Screw Fastener.
An Australian inventor has patented a screw fastener for wool bale bands that enables the bales to be made tight and permits the use of narrow bands, thereby saving steel.

Orioles.

As for myself I am turned contractor of hammock netting for the orioles, taking my pay in notes. I throw strings out of the window and they snap them up at once. They sit in the cherry trees hard by and warble, "Hurry up! hurry up!" I never found out before just what they said. But if you will listen you will find that this is what they first say. A vulgarism. I admit, but native.—Lowell.