

### Service To Grocers

Continued and increasing business proves appreciation of the service we are rendering the retailers in our territory.

We are now handling all standard goods at margins that are a surprise to other dealers. Our stock is fresh and up-to-the minute. Prompt shipment, accurate consignments and fair treatment, our motto.

**The Atlantic Grocery Co.**  
Palatka, Florida

### GENERAL JAQUES SAYS GERMANY IS STILL A MENACE

(United Press Staff Correspondent.)  
(By Don E. Chamberlain.)

NEW YORK, Oct. 21.—That Germany is still a menace and that it is to up to the Allies to see that they are "kept put" if the world does not want to wake up one day and find another world war on its hands, was the opinion expressed here today to the United Press by Lieut. Gen Baron Jaques of the Belgian army.

Baron Jaques, who earned fame at the battle of Dixmunde, where for seven days he held the Germans at bay without budging an inch, is touring the United States with King Albert, and expects to take back home with him some lessons in military tactics as used in America.

"Might is right," is the religion of Germany from the officers and doctors down to the workers. The great war was not a war of the Kaiser, but a war of the German people," said Baron Jaques. "Germany still has arms. It is up to the Allies to keep an eye on the Germans to see that they don't use them, particularly in aviation. I consider the Germans a race of barbarians. "They always believe in 'Might is right.' This spirit is bred in the children from birth by their mothers. It will always be necessary to watch them. They went to war because they thought they could take Paris, Belgium, Northern France and get riches—loot—and later divide the spoils. The German idea is to loot—they are a band of looters."

Baron Jaques, as a colonel of a Belgian regiment, commanded the first detachment to clash with the Germans on August 4, 1914. It occurred on the bridge at Vise, near Liege. The Germans were driven back and lost their regimental flag. A Prussian colonel and several German officers and men were killed.

"I never doubted the outcome of the war. From the start I was sure we couldn't be defeated. I was never greatly impressed by the Germans'

bombastic noise. I did believe it would be the greatest conflict the world had yet seen. But I knew Belgium, knew we were right and had the greatest confidence the world would see it. The knowledge that we were in the right strengthened our morale.

"When America came into the war, just the mere knowledge of it had an enormous effect on Belgium. Belgium gave a great sigh of relief. Our spirits rose by bounds while the Germans' began to drop. When American soldiers entered the Belgian line to join in the conflict, words cannot express our feelings. We knew the end was near and that the outcome of the war had practically been determined.

"I have not had the experience of seeing the American soldiers in action, but I have seen them drilling. They are wonderful athletes. Their salute speaks their active physical strength, that they are full of courage. They came into the war at that remarkable time when it had been developed into a furnace and they jumped right in."

#### TO BUILD ROOSEVELT SCHOOL

Colonel's Wife Approves of Plan to Establish Memorial at Roswell

S. W. McGill, of Nashville, Tenn., regional director of the States of Florida, Georgia, Tennessee, Alabama, Mississippi, North Carolina, and South Carolina, has just notified the secretarie of these States' organizations of the Roosevelt Memorial Association that Mrs. Roosevelt commits herself to the establishment of a great school for boys in the South, to be located at Roswell, Ga., the home of Col. Roosevelt's mother, as a part of permanent memorials to President Roosevelt.

The national committee approves this plan and has the necessary option on property known as the Bulloch home.

#### Red Lead for Dry Batteries.

A dry battery utilizing red lead, instead of the usual manganese compound, has been patented by H. Czany. It is claimed that the red-lead battery lasts longer than the type now in vogue, may be kept inactive for months without any deterioration and may be recharged at least ten times, with each recharge as efficient as any present battery.

### Stop Paying House Rent

Own your own home. We have arranged so you can buy one with the same money that you would pay for rent.

We have seven dandy bungalows, some under construction, some finished, all for sale. Located in Bungalow Park, splendid neighbors, not too far out, paved streets and all conveniences.

A CASH PAYMENT OF \$500;  
REST LIKE RENT

**Palatka Development Company**

H. M. de MONTMOLLIN, President and Manager

## READ TODAY'S NEWS TODAY IN THE NEWS

The warm welcome accorded the Palatka Daily News has been most encouraging to the publishers. It is proof positive that the American people are demanding more speed, even in getting the world's news. We print it the day it happens. The afternoon paper is steadily gaining in public favor. It is distinctly the home paper everywhere.

### World's Greatest Afternoon Service

The Palatka Daily News carries the United Press afternoon service. This organization serves more afternoon papers than any two news associations in the country. It is crisp, interesting and reliable. It speaks for itself as it is presented daily in the columns of the Daily News. This service will be increased in number of words as soon as additional facilities for handling it are received.

### Why We Chose The Afternoon Field

The publishers chose to enter the afternoon field, in preference to the morning field for reasons that are so obvious that there was no occasion for hesitancy. If experience had proven that the morning fields is the most desirable in cities the size of Palatka present conditions here would not have decided the publishers not to enter that field. But the afternoon field is the field for the advertiser and the reader—locally.

In the United States there are two afternoon papers for every morning paper. In Florida there are nineteen afternoon papers and eleven morning papers. In no city is there a morning paper where there isn't an afternoon paper—except Palatka.

These figures prove that the demand of advertisers is that their store news shall be circulated on the day it is printed and on the day that current news happenings are chronicled. In large centers of population the morning papers depends, to a large extent, on its general circulation outside the local field.

Seventy-five per cent of the advertising for local readers in New York and Chicago is carried by the afternoon papers.

The afternoon paper goes into the home before supper, just when the housewife is finishing her day's work and when the husband has come home from his labors. From it is mapped out tomorrow's purchases, as there is no time in the morning for wife or husband to look over the morning paper until after the first rush of activity incident to the starting of the day.

This is the age of speed and people want the news the day it happens. That's why the publishers chose to enter the afternoon field.

### A Paper For All Of The People

THE DAILY NEWS will be published in the interest of all of the people of Palatka and Putnam County first. Our editorial aims and purposes will be found on the editorial page. The paper will be all home print and will issue every day in the week except Sunday. It will be delivered in the city by carrier and in the county and elsewhere by mail at the following rates:

Per week	-	-	15c
Per month	-	-	50c
Three months	-	-	\$1.50
Six months	-	-	2.75
One year	-	-	5.00

If you wish to be a subscriber to THE PALATKA DAILY NEWS fill out the attached coupon and send or mail to

**The Palatka News**  
Palatka,  
Florida

(COUPON)

THE PALATKA NEWS,  
Palatka, Fla.

Gentlemen:

Enclosed please find \$..... for which please send me THE PALATKA DAILY NEWS to the below address for ..... months.

Very truly,

Name.....

Street.....

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