

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

LEADERS IN BIG BRITISH CONTEST



Left, J. H. Thomas, secretary of the British Railway Men's union and head of the 600,000 striking railway workers. Right, Sir Robert Stevenson Horne, British minister of labor.

War Spirit Will Enable the American People to Solve H. C. L. Problem

By FRANK O. LOWDEN, Governor of Illinois

The greatest achievements the American people made during the war were not the result of legislation but of the united and determined will of our people to do all the things and make all the sacrifices necessary to the winning of the war.

If that spirit can be recaptured in this crisis we will avert the grave dangers which threaten us in the high and increasing prices of the necessities of life.

Let the farmer reflect that any further increase in the price of the products of his farm, though it may mean a temporary profit, may also mean future disaster to him.

Let the business man realize that every avoidable increase in the price of a necessity of life he either produces or sells is as much a menace to the future peace of society as the bomb of the anarchist.

In this crisis no man is justified in raising prices unless he must do so to avoid closing down his business. I want to say, with all the emphasis that I can command, that it is not a question now of present profits, but the real question is the preservation of business.

Let labor realize that an increase in wages at this time affords but temporary relief. For such increase, too, results inevitably in an increased cost of living.

If our people generally, without reference to class, will resolve that prices of commodities have gone high enough we may be sure they will go no higher and a decline will begin.

We talk much these days, and with reason, of self-restraint. That self-restraint can be exercised nowhere more wisely than in buying. If, now, the people will resolve to buy for the present only the things they must have; if they will cease to anticipate the future; if they will practice thrift and economy, profiteering everywhere will be baffled.

Col. John V. Clinkin, One Hundred and Thirtieth Infantry, Prairie division—Military training itself instills the spirit of patriotism, obedience to proper authority and discipline, a regard for law and order which is the basis of good citizenship. The military physical training system insures the development of strong bodies in which may be increased the brilliant intellect of the American citizen. It breaks down the walls of racial and religious prejudice, and truly makes men equal.

Much Decorated Flag.
At the New York Metropolitan museum there has just been placed on view a small flag, which possesses not a little sentimental interest. It was the official emblem of the first American organization which went to the front and the only one to remain under fire throughout the war. This was the American ambulance corps, which attracted volunteers from all parts of our country, and which was, of course, transferred to the service of our government (under the title, S.

S. U. 5-646) as soon as the United States entered the struggle. Throughout years of suffering this American unit stuck grimly to its task. It took part in every great French engagement and many of its men were buried on the field. Its flag was honored whenever it appeared; it bears, in fact, no less than six Croix de Guerre, and it is decorated with two of the highly prized shoulder knots of fourragers, which were affixed to it by Marshals Foch and Pétain. A seventh cross is about to be added.

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.....
City..... State.....