

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

How They Got Pink Cheeks.

The belles of earlier days are said to have used the juice of red geranium flowers to give pinkness to their fair cheeks, the effect thus obtained being of greater naturalness than that bestowed by rouge.

One wonders how they did it. For the sake of experiment some red geranium blossoms were macerated in a small porcelain dish with a very little water. The water did turn pink. But surely for a rouge substitute a lot of the flowers would be needed to furnish juice enough.

The juice of red geranium flowers is a solution of pigment contained in the petals. It is cell sap. And the same remark applies to most other kinds of flowers, which owe their beautiful colors to pigment solutions. In the case of yellow flowers, however, such as crocuses and buttercups, the pigment is not held in solution but is deposited in a granular form in the walls of the cells—an entirely different method of painting.

How Mine Fires Are Stopped.

Coal-dust floating in the air in clouds is just as likely to cause explosions in coal-mines as fire-damp, and there are three ways of overcoming the danger. The commonest method is to use water to lay the dust. Then there is the plan of rendering the dust non-inflammable by mixing with it ordinary rock-dust. This is done by applying a coating of the rock-dust to various parts of the mine, and the plan is very effective. Another way is to set up a trough filled with rock-dust in various parts of the mine. When an explosion occurs the dust is automatically thrown from the troughs to the floor of the mine, and the cloud of combustible dust filling the air at this point stops the passage of the burning coal-dust.

How Slang Phrase Began.

Did you ever hear anybody say, when some one made a very radical statement, "Oh, he's off his hook"? That bit of slang is very old. In the medieval times the bent pieces of iron on which the hinges of the big gates rested were called the hooks. Whenever the gate was off its hook, of course, there was something wrong; hence the expression.—Houston Post.

How He Got Rich.

My most embarrassing moment was one Sunday morning when I took a rich uncle of mine to church with me. The collection box was passed, and when it came through our row my uncle put in a dollar bill and took out 75 cents in change. It's needless to say how he became rich.

ORDER FOR PUBLICATION

In the Circuit Court, Eighth Judicial Circuit, Putnam County, Florida—In Chancery.

Anson P. DeWolf, et al

vs.

Frederick H. Chauncey, et al
Bill to Correct Mistake and Reform Deed

It appearing by affidavit appended to the bill filed in the above stated cause that Frederick H. Chauncey, Minnie F. Chauncey, Amelia B. Lawrence, Nellie P. Chauncey, George Chauncey and Harry Chauncey, a minor, the defendants therein named are non-residents of the State of Florida, and that the residence of each is as follows: Frederick H. Chauncey and Minnie F. Chauncey, 17 Wilton Avenue, Rochester, New York; Amelia B. Lawrence, Meadon, Wayne County, New York; Nellie P. Chauncey, George Chauncey, and Harry Chauncey, a minor, 61 Slinney street, Rochester, New York; that all of said defendants, except Harry Chauncey, a minor, are over the age of twenty-one years, and that there is no person in the State of Florida, upon whom the service of Subpoena would bind such Defendants; it is therefore ordered that said non-resident defendants be and they are hereby required to appear to the Bill of Complaint filed in said cause on or before Monday, the 1st day of December, A. D. 1919, otherwise the allegations of said bill will be taken as confessed by said Defendants.

It is further ordered that this Order be published once a week for four consecutive weeks in the Palatka Daily News, a newspaper published in said County and State.

Witness my hand and official Seal this, the 1st day of November, 1919.
(SEAL) R. J. HANCOCK,
Clerk Circuit Court.

A. H. Odom
Solicitor for Complainant.

Arabian Hides Grade Well.

Arabian skins coming into the world markets through Egypt and the Sudan originate exclusively in Jeddah and places in the vicinity of Mecca. They embrace the hides of goat skins and camel hides and are generally dry salted. Arabian hides are valued for their quality, however, is excellent.

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.....



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