



Your flag and my flag, and how it flies today... In your land and my land and half the world away...

FRANK HARRIS, Editor. P. V. Leavengood, Business Manager. FRIDAY, SEPTEMBER 25, 1908

Carrie Nation has challenged Taft on the liquor question.

A statue to the memory of General Longstreet is being planned for Gainesville, Ga., where he is buried.

August F. Stensley announces that by next spring he will have an aeroplane completed in which he expects to cross the Atlantic ocean.

Japan is making big preparations to welcome the American fleet next month when the Stars and Stripes enter Yokohama harbor.

Miss Nellie Nicklader, a 25-year-old Kansas City girl, is suing John W. Free, aged 88 years, a wealthy inventor, for \$50,000 for breach of promise.

The crop of Mexican oranges is unusually large this year, and several hundred carloads will be shipped to the United States.

Mrs. Clarence H. Mackay, society matron, has announced her conversion to woman's suffrage, and will serve as a leader in the cause of woman's rights.

Rev. Gottlieb Andrea of Jersey City, will wed his one thousandth couple tomorrow. He declares, however, that there is very little money in uniting the lovers of today.

Manuel Garcia, manager of the famous Grand Orient Cafe at Ybor City, has gone into bankruptcy. He places his assets at \$2186.50, and his liabilities at \$3411.64.

There is a movement on foot among the Methodists of Georgia to abolish the four-year rule, which necessitates the removal of their ministers every four years.

Elsie French Vanderbilt has made application in the supreme court for an order granting her a final decree of divorce from Alfred Gwynne Vanderbilt. There was no opposition on the part of Mr. Vanderbilt.

The three ball games in Jacksonville between Fernandina and Tallahassee for the amateur championship of the state, resulted in a tie. The first game was won by neither team, the second by Tallahassee and the third by Fernandina.

Mr. Hugh C. Sparkman, formerly of Wauchula, is now the editor of the Perry Herald, and in his salutatory says he proposes to give Taylor county a clean and creditable newspaper. The entire press of the state hopes that Mr. Sparkman will be very successful in his new field of labor.

A German scientist has figured that the bacteria in a neglected mouth must number on the average eleven billion. The immediate result is that with each mouthful of food goes down into the vulnerable digestive tract an army of mischief-makers. The ultimate result is premature death. Moral: Use the tooth brush.

Mr. J. Ira Gore is now the city editor of the Jacksonville Times-Union, vice Mr. J. P. Clarkson. Mr. Gore is a clever young gentleman, and has been in the newspaper business ever since he was a very small boy, and his friends are assured that he will do very excellent work for Florida's great daily.

Major Bradford Dunham, a former well known railroad man, died a few days ago at the home of his daughter at Waynesville, N. C. Major Dunham was at one time general superintendent of the Plant System, and his death will be learned of with sorrow by his former associates in railroad circles.

LOCAL PAPER FIRST

The local newspaper is the local intimate friend of the people you are trying to reach in each locality. You may advertise in a few metropolitan newspapers and break ground in a big way, but you cannot get all the results, and, in my opinion, you cannot get the best results unless you bring to your aid the daily association of the local editor with his local readers.

Many a man in Kansas City reads and believes a statement vigorously and often repeated in the Kansas City Star, for instance, who would pay no attention to the same statement if he saw it in the New York Journal. It wouldn't seem to him to be a statement from home. And there are many men in the small towns around Kansas City that would pay less attention to a statement published in Colonel Nelson's newspaper than to that same statement published in a local newspaper much smaller, much less important in the world's eyes, but published at their homes.

I am especially anxious to emphasize this point because I feel very deeply the importance of supporting local newspaper enterprises and of rewarding adequately the work done by the local editor and his staff. You cannot keep this country in order, you cannot regulate or keep down its finely organized rascality unless you have in every little town and, if possible, in every little village, the local editor, who is a moral policeman, using publicity as his club.

If you kill the local editor by neglecting his advertising columns you deprive his locality and the country at large of the most important feature of public defense and good government. You harm the community as you would harm the farmers if you went systematically to work starving their watchdogs to death.

The local editors are the watchdogs of the local neighborhood, and, in addition to that, they are the real defenders of the public. They do a work that a handful of metropolitan newspapers cannot pretend to do.

Fortunately they give you a good return, the best return for your advertising investment, when you advertise with them wisely, and they will grow in power and prosperity with the growth of intelligent advertising.

I would say to the writer of advertisements, as I would say to a reporter or a young editorial writer, that the most important thing of all is simplicity in language, distinct utterance of each thought, perfectly distinct separation of each thought from each other thought, to avoid confusion, and above all things, cultivate a style easily read. Every man can write simply, readably, if he will.

Certain formulas, I think, hold good in the advertising field, as in other fields of human effort. The value of an advertisement depends, first, upon the number of people it reaches; second, upon their willingness and comfort in reading it, and, third, upon the ability of the readers to buy the goods advertised.

It is important for the advertiser to avoid duplicating his advertisement. Much money is wasted that way. A man goes into a big city and advertises in half a dozen or more of the newspapers in that city. One man buys three or four newspapers and takes them all home. Only one out of the three or four is read by the woman of the house.

The advertising done in the others is duplicated or wasted—money thrown away.—Arthur Brisbane to Advertising Men at Kansas City.

GOVERNMENT PAY ROLL SWELLED BY \$20,000,000

There are at least 50,000 lusty patriots for whom July 1 is a red letter day. On that day this year their names were put on the federal government's pay roll, or the cashier was instructed to put a little more money in the pay envelope.

It is known that 35,057 postoffice clerks and carriers got an increase of pay amounting to an average of \$10 a month. It is also known that 13,319 persons were put on the pay roll. When congress provided the 13,319 new places, it made provision for the possible employment of 16,435 other persons. It is assumed that the administration has hired at least 1624 of the 16,435.

Approximately \$20,000,000 a year is required to pay new salaries and the increases. The salaries attached to the offices and clerkships created during the late sessions of congress call for \$16,156,806. The increases given postal employes call for \$4,206,840 more.

Last year the government receipts up to and including September 15, amounted to \$139,907,269, and the expenditures were \$145,361,136. This year the receipts have been but \$123,097,134, while the expenditures have been \$152,782,293.

The American battleship fleet is now en route to Manila from Australia, and is expected to reach there October 2nd or 3rd.

IT'S BRYAN, SAYS MR. TALIAFERRO

Reporting an enthusiastic Bryan wave of enthusiasm in the north and east, and the people of that section viewing complacently the probability of William Jennings Bryan as the next president of the United States, Hon. T. C. Taliaferro, president of the First National Bank of this city, and one of the leading financiers of this state, returned yesterday from a stay of several weeks at Bethlehem, N. H.

Col. Taliaferro, although sojourning principally at Bethlehem with his family during the summer, took time to visit a number of the larger cities of the north and east, and everywhere he found that the same zealous warmth for and in behalf of the peerless democratic nominee. In New York he found that strong business men are not averse to Bryan as a president this year, although they opposed him in solid phalanx the years 1896 and 1900.

Questioned as to the attitude of the New York financiers, Colonel Taliaferro stated that the moneyed men have viewed the situation complacently. These big financiers, according to Colonel Taliaferro, are not reluctant in making the statement that Bryan is by no means a defeated man, and they add further that his strength is much greater than in either of the other years in which he has made the race for the presidency.

Business conditions improving all over the country is another cheering report the president of the First National Bank brings with him. Colonel Taliaferro particularly studied business conditions and the political situation. He gives it frankly as his opinion that the trade revival in business is to continue with the prospect of a greater business within a short time. Business is improving steadily, he reports, and the election of Bryan, so the big financiers agree, will not disturb business conditions.

Reports on business and politics, such as Colonel Taliaferro brings with him, emanating from the recognized authority in political and industrial lines and from a man who is, without conservative, is significant. His statement relative to business will cheer up every business man. His report on the Bryan wave should stimulate every democrat to a heartier interest in the presidential contest.—Tampa Tribune.

BIG MEN ARE CHIVALROUS

The Louisiana legislature has just been wrestling with a proposal to make women eligible to serve on educational and charitable boards. Representative Shattuck the tallest man in the legislature, was the chief champion of the bill. This moves the Woman's Journal to say: "It has often been remarked that big men, from Phillip Brooks down, are more apt to be just and generous in their attitude toward women than men of smaller size. It is the weak and second-rate men who have the most fear of woman's competition. The really strong man is not afraid of what his sister may do to him if her hands are not legally tied."

In a campaign waged some years since for woman's suffrage in New Hampshire, a number of lawyers and business men offered their services as speakers and workers. All save one were over six feet tall and they had to duck their heads to go through the door which led to the executive office.

HANDSOME BRYAN PHOTOGRAPH

Catching William J. Bryan in one of the most pleasing and naturally characteristic attitudes was the good fortune of the photographer responsible for the wonderful true-to-life photograph of the democratic leader which reached us yesterday.

Neither printer nor publisher spared expense in its reproduction, consequently this picture of Nebraska's favorite son, and Florida's favorite candidate, is the most handsome of the many which has been seen by us during the present campaign, and will undoubtedly be the most popular. It is published by A. R. Harper Piano Company, No. 306 Main street, Jacksonville, Fla., who will consider it a favor to send a copy absolutely free to any reader of this paper who will write them.

EDITORS OF ALL NATIONS

Editors and publishers of all nations will assemble in the chamber of the German reichstag at Berlin next Monday for what is likely to be one of the most distinguished convocations of the "fourth estate" in the world's history. The meeting will be the twelfth in the history of the International Congress of Press Associations. Journalists of Asia, Australia, North and South America, and South Africa will meet in the convention with the most brilliant men of European journalism.

Nashville was the winner of the pennant for the Southern League this season.

POLITICAL APATHY AND WHAT IT MEANS

The Ocala Banner deprecates the political apathy so prevalent throughout the land and sighs for the enthusiasm torch lights, blasting of trumpets, marching shouters and betting on results which characterized former campaigns back in the last century and refuses to be comforted because they are not now.

Why is it so severely calm? "What is the meaning of it all?" "What does it portend?" "What is the cause of it all?" That is what he would like to know, and wonders if President Roosevelt, but his cutting up of spectacular "doodles," ponderous flourishes of his "big stick," his grotesque, picturesque and pyrotechnic performances has destroyed all taste of the average American for the simple, plain, ordinary sort of politics.

It is probably not that. It seems more likely that the cause may be found by looking into the latest methods which require that a great political campaign shall be carried on with the least possible use of money. All those marching clubs torchlight processions, brass bands and the like which go to make up a campaign of noise and enthusiasm cost money.

Somebody had to supply that money. It had to come from somewhere and the old sources of abundant supply have been shut off.

The democrats have set the example, or are setting it, of an economically conducted presidential campaign and the republicans dare not depart far from it. But the people are doing just as much good, solid, sober and quiet thinking as they ever did, and are going to vote some when election day comes.

The fact is that the noise and clamor and shouting before election has always been deceptive.

A large portion of the voters have voted many times, have fixed political convictions, and are not disposed to get excited or display their enthusiasm under ordinary circumstances. It is this so-called silent vote that decides most elections, anyway.—Pensacola Journal.

LETTER FROM THE CHAIRMAN OF THE DEMOCRATIC FINANCE COMMITTEE

Chicago, Ill., Sept. 15, 1908. Mr. Frank Harris, Editor Ocala Banner, Ocala, Fla.:

Dear Sir—We have just received the latest issue of the Banner, and note with much pleasure that your popular subscription list to the democratic national campaign is steadily growing larger.

We take this occasion to congratulate you on the results; and also to say to your readers, through you, that the democracy of the nation is grateful to them for the patriotic response to the appeal for funds.

Nearly all of the information received here is most encouraging for democratic victory in November. Keep up the good work.

Very truly yours, M. C. WETMORE, Chairman Finance Committee.

WHAT'S IN A NAME

Editor Harris of the Ocala Banner has changed the name of that city from the "Brick City" to that of "The City of Sweet Content"—Gainesville Sun.

City nick names do not always wear well, but "Sweet Content" is better than "Brick."

Orlando once sported "Phenomenal," and then some fellow dubbed it "Automobile."

We believe Sanford was once styled "Gate City," but now it is "Celery," and it's people are even called "Celeryites."

Possibly Ocala folks are styled "Contentites," and Orlando people "Automobileites" and Jacksonville residents "Madeites."—Tampa Times.

The propeller blade or Orville Wright's aeroplane broke on Thursday, causing the machine to turn over and fall to the ground. Lieutenant Selfridge who was with Wright in the aeroplane, was killed and Wright was badly injured. He is now at the Fort Meyer hospital, but it is thought that he will recover. Wright had drawn the attention of the world to his aeroplane flights at Fort Meyer and had established new world records for flying machines.

A quarantine is now on against Cuba. All vessels leaving Havana for southern ports in the United States must comply strictly with the quarantine regulations, and all non-immune passengers will be detained at Trisconia six days prior to embarkation at Key West, Knight's Key and Tampa, and five days to all other southern ports.

Dr. C. F. Marsh, a prominent physician of Gainesville, and the superintendent of the Gainesville Haven Sanatorium Association, dropped dead Friday in the hospital in that city, where he was giving directions to one of the nurses about a patient in that institution.

DADE COUNTY'S EXAMPLE

Dade county recently made an exhibit of its products at the Michigan State Fair. It was a small exhibit, but well selected and well arranged, and it was seen and studied by the class of people Florida most desires to interest and attract. That it will prove of great value to the county is the opinion of the Miami News-Record, which has an excellent editorial on the subject. The paper argues that exhibits of this sort should be made at all of the great northwestern fairs and that such advertising is of vastly superior value to circulars, booklets and similar mediums.

There is much merit in the suggestion, but such exhibits could be made much more valuable and effective if accompanied by creditable literature. The visitor to the exhibit would carry back home with him, in addition to his impressions gained from the exhibit, something in black and white to give him further information and develop his interest in Florida.

The Tribune commends the enterprise of Dade county in making its exhibit and believes that the other counties of Florida could follow the good example at reasonable cost and with constantly increasing profit.—Tampa Tribune.

THE SECOND MISS ROOSEVELT IN THE LIMELIGHT

The manner in which Miss Ethel Roosevelt acquitted herself at the garden party at Oyster Bay for the benefit of Nassau Hospital convinced many observers that the president's second daughter is destined to become a leader of the younger social set in Washington this winter.

With her father she posed for photographers on Saturday in her lawn dress. Her part in the garden festival was to preside over the tea booth, but in more than one way she made herself the life of the assemblage. In appearance she is unlike her sister, Mrs. Nicholas Longworth, and resembles her mother, who is her chum.

When her sister was the young lady of the White House, Miss Ethel was kept in the background. She wore short skirts and her hair in hanging braids. It was only last winter that she left the National Cathedral School and she was 17 years old on August 10th.

In view of her father's retirement on March 4 next, the Washington official set is expecting several brilliant functions for her. The probability of a ball in the east room of the White House, at which she will make her formal bow to society, is being talked of.—Washington Post.

MARK TWAIN'S NOTICE TO HIS NEXT BURGLAR

There is nothing to be had in this house henceforth but plated ware. You will find it in the brass thing over in the corner by the basket of kittens. If you want the basket put the kittens in the brass thing. And do not make any noise; it disturbs the family.

You will find gum shoes in the hall by that thing that has umbrellas in it—the thing they call a chiffonier or pergola, or whatever it is. Please close the door when you go away.

Affectionately, S. L. C.

The above is the notice that Mark Twain—Samuel L. Clemens—wrote Saturday and hung up in the dining room of his beautiful country home, in the hills, near Redding, Conn.

The reason for the notice was potent; for burglars who are now languishing in the jail at Bridgeport, invaded the Clemens home early Saturday morning and stole \$300 worth of real silverware and some considerable amount of near-silverware.

JOHN CHITTY

Mr. John Chitty of Ottawa Canada, died at 5:30 o'clock yesterday morning at the residence of his nephew, Mr. C. M. Barton, No. 316 Jefferson street, this city. Mr. Chitty first came to Florida in 1878, settling at Ocala, Marion county, where he remained until five years ago, when he came to Jacksonville and made his home with his nephew. In his early life Mr. Chitty was a barrister, and practiced law successfully in the city of London, England, and Ottawa, Canada. He was a Master Mason, being a member of Dalhousie lodge of Ottawa. His father was the first master of a Masonic lodge in the city of Ottawa. Funeral services will be held this afternoon at 4 o'clock from the chapel of Funeral Director Marcus Conant, Rev. J. T. Boone officiating. The following gentlemen are requested to act as pall bearers: Messrs. H. T. Coyne, D. G. Pleasant, R. D. Driscoll, Frank Jennings, John E. and Allan Rodgers. Interment will be in the family lot in Woodlawn cemetery, Monday's Times-Union.

Orville Wright expects to resume his aeroplane flights this week. He will take a sack of sand with him in these flights.

ITCHING ECZEMA FIFTY-FIVE YEARS

Suffered Torments from Birth—Boils Formed as Big as Walnuts—In Frightful Condition and Could Hardly Work—Tried All Kinds of Remedies to No Avail—At Last

WHOLLY CURED IN 8 MONTHS BY CUTICURA

"I had an itching, tormenting eczema ever since I came into the world, and I am now a man fifty-five years old. I tried all kinds of medicines I heard of, but found no relief. I was truly in a frightful condition. At last my blood was so bad that I broke out all over with red and white boils, which kept growing until they were as big as walnuts, causing great pain and misery. I thought they would take the skin of my whole body, but I kept from scratching as well as I could. I was so run down that I could hardly do my work. Mr. Nelson R. Burnett recommended the use of Cuticura Remedies, telling me he was confident they would benefit me in time, cure me. I used the Cuticura Soap, Ointment, Resolvent, and Pills for about eight months, and I can truthfully say I am cured. I certainly recommend Cuticura Remedies to all who are afflicted the same as I was. I believe that, if they will use them according to directions, they will find them all they are represented to be. Any one doubting the truth of the above can write to Mr. Burnett, who will cheerfully vouch for my statements. "Hale Bordwell, R. F. D. 3, Cedar Corners, Tipton, Ia., Aug. 17, 1907."

"I cheerfully endorse the above testimonial. It is the truth. I know Mr. Bordwell and know the condition he was in. He never tires of praising the Cuticura Remedies. "Nelson R. Burnett, Tipton, Ia."

Gentle anointing with Cuticura, the great Skin Cure, preceded by warm baths with Cuticura Soap, followed by the severer forms, with mild doses of Cuticura Resolvent Pills, afford instant relief, permit rest and sleep, and point to a speedy cure of torturing, disgusting, itching, burning and scaly humors, eczemas, rashes, and inflammations, from infancy to age.

Cuticura Soap, 25c; Cuticura the Skin Cure, 50c; Resolvent Pills, 50c. Sold everywhere. Cuticura Remedies, 25c. Sold throughout the world. Foster Drug & Chemical Co., Sole Mfrs., Boston, Mass. Made in U.S.A. Beware of cheap imitations.

A few nights ago at Newport, Va., men and women guests, representing the very cream of society, stood aghast, Harry Gelricks and Abby Biddle, sons of two of the most respected families in the country, left a dinner dance at the home of Lydia Hoyt, in the fashionable colony and started a fist fight on the lawn outside.

There were 690 crates of Cuban pineapples sold last week at auction in New York, and while prices were high the market was really a nominal one. There are only a few people who are interested in pineapples at this time and these are willing to pay good prices. There were only a few Porto Rican pineapples. These were exceptionally good and sold as high as \$5.75 for the popular sizes, and from that down to \$1.75 for the smaller and more undesirable fruit.

A visit to the Micanopy section a day or two ago revealed one of the most pleasing sights it has been our pleasure to witness since the last great freeze. The beautiful orange trees are literally loaded down with fruit with indications that the crop will be the largest and the fruit the handsomest seen in Florida groves for many years. The owning of an orange grove in this section at this time means a big thing, and the owners are to be congratulated upon the prospective reward for their industry and untiring energies. The truckers are also preparing extensive acreage, with anticipation of a prolific yield and fine prices this year.—Gainesville Sun.



This is the trade-mark of Scott's Emulsion

and is on every bottle of it sold in the world—which amounts to several millions yearly. Why—Because it has made so many sickly children strong and well—given health and rosy cheeks to so many pale, anaemic girls and restored to health so many thousands in the first stages of Consumption. Send this advertisement, together with your address in plain text, to the publishers, and we will send you a "Complete Handy Atlas of the World." SCOTT & BOWNE, 409 Pearl St., N.Y.