

THE DESOTO COUNTY NEWS

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SOME BUSINESS LOGIC.

Modern Merchandising is a study of itself, says the Fort Pierce News. Time was when a merchant in a small town could lay in a stock once a year or once in two years and it would sell all right. With the changes in styles which occur every few months now it is almost impossible to dispose of stock that is six months old. For this reason old stock depreciates in value about 25 per cent every year.

Knowing that this condition of affairs exists most merchants who are studying the interests of their patrons and incidentally their own interests, dispose of all stock each season, as nearly as possible. They figure that it is better to sell them at a reduction of 20 per cent and have the money to use than it is to keep them at a loss of 25 per cent and have their money tied up in them, with the possibility of never getting it out.

The newspaper comes in very handy in this disposing of old goods, as through it the public can be informed of the bargains that are to be had and if the announcement is properly made the stock is soon sold.

Good advice in the above. Not only do the merchants gain by such methods, but it indicates progressiveness of a community.

It produces a spirit of enterprise which is the life of a town, and proves to the outside world that such a town is a good business location.

Shipment of green oranges produce a sour market.

At last the Tampa Bay Hotel will be conducted profitably if the success of Editor Stovall as a newspaper manager can be duplicated in his new field.

R. Hudson Burr denies that he used unparliamentary language at the Deadwood convention. Who cares, unless it be those who are interested in a new chapter of much ado about nothing.

The majority vote of the American Board of Foreign Missions declares that Rockefeller's money is not "tainted." Such a report bears likeness to the "vindication" of a government official.

It has been proved beyond doubt that malarial fever is transmitted by mosquitoes, and scientific research is quite apt to show that dengue fever is spread by the same medium. Therefore it is apparent that freedom from many feverish ills can be secured through protection from the deadly mosquito.

The Plant City Courier hopes that the next legislature will "rise to the emergency" and repeal the law giving license to carry a gun. A laudable wish, but great as the power of the legislature may be, it is impossible to believe that its dictum refusing the right to carry arms would influence those persons who desire to carry deadly weapons. Evils can be abolished only through public sentiment, and not by act of legislature.

THE FLORIDA "APPLE."

The Leesburg Commercial thus renders homage to one of the most excellent and healthful Florida fruits:

"The guava is our Florida apple, and should take the same place in the South that the apple does in the North. The season of its ripening is the time of year when acid fruits seem to be required by the system. Those families here who live almost exclusively on a fruit or farinaceous diet seldom if ever have malarial fevers.

The guava is famed for its delicious jelly the world over, and as a commercial article it has no successful rival. A still better and more healthful pro-

duct is guava butter or marmalade because it comprises more of the real fruit. A most delicate and delicious marmalade is made of the red and yellow catley guavas. Those who object to the seeds will find the following recipe, handed us by a good housewife of Leesburg, the best way to use these fruits. Guava marmalade—cut off the blossom end of the guava, steam or boil until quite tender. Rub through wire sieve to strain out seed. Then to each pound of fruit add one-half pound sugar and boil until quite thick, stirring continually to prevent burning. Try this recipe and thus contribute to the good health of your family."

Young Falcons at School.

The young of falcons and hawks are well trained by their parents. From the time they are strong enough to pull at and break up the quarries brought to them it is one long course of instruction. The old birds know perfectly well what the young ones will have to do, and they get them fit for doing it as soon as they can. They compel them to take longer flights day after day and teach them how to stoop—that is, strike at their quarry. One or the other will shoot up with a portion of feather or, it may be, fur, followed by the young hopefuls. Then the morsel is dropped from the clutch. Down they dash for it, and the one that makes the quickest stoop secures the prize before it reaches the ground. When the old birds think the young can fend for themselves, off they go. This is not a case of choice, but necessity, for they are simply cuffed and buffeted off. So well is this known in the country that it is a common thing to hear a lad say, "Them 'ere hawks has druv their young uns off."—Blackwood's Magazine.

A Wonderful Plant Family.

There is a family of microscopic plants called diatoms which swarm in all oceans in every clime. They are coated with pure silica, or flint, and are found in the most delicate and loveliest forms. So tiny are they that it takes 41,000,000,000 of them to fill a single cubic inch, and 186,000,000 to the naked eye would just look like a speck of dust and weigh only a grain. They multiply so fast that within forty-eight hours one may become 8,000,000 and its offspring fill two cubic feet in four days. As they die they sink to the bottom, falling in a constant shower. In the course of ages they fill up harbors, the deposits formed of them being many miles in extent and hundreds of feet in thickness. The deepest deposit known is that on which the city of Berlin stands, which is eighty-four feet thick. At St. Petersburg there is a deposit of thirty feet, and at Richmond, Va., is one of eighteen feet.

The Cool Man.

The superiority of those men who keep their tempers in public bodies is so apparent that coolness should be one of the first virtues to be cultivated there. The discreet member will regard public life of this kind as a school for such a purpose. There are trials for nervous or impulsive men often in these positions, but a part of their tactics must be to resist them if they are to have hope of success. Nothing can be clearer than that it is for their interest to do so. The debater who keeps cool is sure to have his opponent at a disadvantage. The cool man is usually a master of sarcasm, which is an effective weapon in annoying an adversary, but a dangerous one also, because there is always the temptation to carry it too far. The men who have the widest influence are the good natured men, whose words leave no sting behind them.

An Awe Inspiring Spectacle.

Of the overpowering magnificence of the sun's corona as seen in a total eclipse some idea may be gathered when it is considered that even matter of fact scientists are stricken speechless with awe in its presence. Sir Francis Galton was once assigned to measure the heat of that strange halo. He recounts that he experienced a feeling of supreme exultation when he discovered that his instrument was broken and that he would be permitted a few moments in which to revel in the remarkable spectacle. So carried away was he by the glory of the panorama that he even forgot to note down the beginning of the first contact.

Overreached Himself.

The wives of two British army officers who had been stationed for a long time in India met recently in London and went to a restaurant to take luncheon together. As their talk was of a personal and somewhat private nature, they fell to conversing in Hindoostanee. This aroused the curiosity of the waiter attending them to bursting point. He presently came forward and said gravely: "Excuse me, madame, but I think it only right to inform you that I understand French."

The Toes.

The second toe should be longer than the others to denote an artistic temperament. Here sentimentalism dwells and romance and imagination. If the larger toe is strong and broad the inclination toward realism will be checked by a good amount of practical sense. In the purely artistic foot the little member of the five should curl inward. Its arching upward denotes a passionate nature. The women of southern countries are noted for this distinction.

A present of \$20 worth of trees will be given to each customer who invests at least \$100 in trees at the Arcadia nursery. Delivered at nursery. Your own time on amounts of \$50 and up. G. S. HOLLINGSWORTH.

A Troubled One.

It is said that the expression "There is a skeleton in every closet" arose from the following incident: A young Italian student, finding he was dying, fearing to break the news to his mother, adopted the following device: He informed her that he was ill and that it had been foretold he would not recover until he had worn a shirt made by a woman who had no trouble. The widow soon discovered it was no easy task to find such a person, but at length was referred to a lady who seemed surrounded with every comfort and happiness and possessed a husband who seemed devoted to her. The widow made known her request and for an answer was shown a closet where a skeleton hung suspended from a beam. She was told it was the remains of the lady's former lover, who from motives of jealousy had been slain by her husband, and that he compelled her to visit it every day. The widow concluded that no one was without trouble, that "there is a skeleton in every closet," and became reconciled to the approaching loss of her son.

Washington's Birthday.

The first known celebration of Washington's birthday was on Feb. 11, 1784. The old style date was still adhered to. This was during the lifetime of the first president and completed his fifty-third year. The following is from the Pennsylvania Packet of Philadelphia of the date of Tuesday, Feb. 17, 1784: "New York, Friday, Feb. 13.—Wednesday last being the birthday of his excellency General Washington the same was celebrated by all the true friends of American independence and constitutional liberty with that hilarity and manly decorum ever attendant on the sons of freedom. In the evening an entertainment was given on board the East India ship in this harbor to a very brilliant and respectable company, and a discharge of thirteen cannon was fired on the joyful occasion." The observance of the day was not confined to New York city.

Newton's Telescope.

Newton fashioned a concave mirror from a mixture of copper and tin, which gives a surface with almost the luster of silver. An image of the star was produced in the focus of this mirror, and then this image when examined by a magnifying eyepiece permits the astronomer to study the star at what is equivalent to a greatly reduced distance. Such is the principle of the famous erecting telescope which bears the name of Newton. The little reflector which he constructed is still preserved as one of the treasures of the Royal society. The telescope tube had the very modest dimensions of an inch in diameter. It was, however, the precursor of a whole series of magnificent instruments, each outstripping the other in magnitude.

A Soft Answer.

Here is a story about Sir Patrick Talbot, sergeant at arms in the house of lords. He had been private secretary to the great Lord Derby when prime minister and afterward married one of his daughters. One day when a large party was present at Knowlsey Lord Derby burst out at table with the remark, "It's a curious thing one never knows what a lot of fools there are in England until one becomes prime minister." Thereupon Talbot, at the other end of the table, said, "Yes, and one never knows what a fool a prime minister may be until one becomes his private secretary." Lord Derby's reply was, "Thank you, Pat."—Dundee Advertiser.

The Rudest Man of His Age.

John Hunter, the famous British surgeon, anatomist, physiologist and medical writer, who died in 1793, was one of the rudest men of his age. He returned home late one evening from his round of professional calls and found his wife entertaining a few friends. Grimly he walked into the center of the room, stopped and looked around. "I knew nothing of this kick up," he said, "and ought to have been informed. As I have returned home for the purpose of studying, I hope the present company will retire at once." They retired.

A Freak of Death Valley.

Saratoga springs is one of the freaks of Death valley and has probably caused more profanity than anything else in the region. The waters are as clear as crystal, and they bubble up from a deep, sandy basin like a well-spring of joy. But they are strongly impregnated with sulphur and other minerals, are tepid in temperature and act instantly like an emetic upon any one who drinks them.

He Was No Settler.

"I suppose that old chap with the long white whiskers over there is one of your old settlers, isn't he?" said the grocery drummer. "I reckon he's what yew might call a 'old resident,'" rejoined the village merchant, "but he ain't no old settler. He's been a-owin' me for nigh on to thirty years."—Chicago News.

Baseball in the Bible.

Johnson—You say that you know about the Bible? Well, what's in it about baseball, do yer know? Walters—Why, dey ain't nuffin' in the Bible 'bout baseball. Johnson—Dey certainly am. Didn't Noah put the dove out on a long fly?—New York Times.

Courtesy and Civilization.

It is in a country in which the women are most coquettish that civilization has attained its zenith. It is to the coquetry of women that one owes the refinement of manners.—Boudoir.

The Envoy.

Wife—What is a parvenu? Hublet—That's what the man who got rich ten years ago calls the man who got rich yesterday.

A Good Book Keeper.

W. P. James writes: "Book borrowers are incorrigible, and book collectors must understand that for themselves churlishness is an essential virtue. I recall a good story told by Ashly Sterry of a book collector who solemnly warned him against ever lending a book and who to enforce his moral led him to a well stocked bookshelf in his own house, saying: 'Look at those shelves. Every book on them was lent to me.'"

Swallows' Nests.

Swallows and house martins build by sticking together pellets of prepared mud. Most of the material is obtained from the drying puddles on the highroads. If not mixed with anything else the tendency of these pellets would be to crumble when dry. But the swallow tribe is supplied with a mucous secretion which enables it to gum the particles together.

A Gentleman.

There is no such thing as being a gentleman at important moments. It is at unimportant moments that a man is a gentleman. At important moments he ought to be something better.—G. K. Chesterton.

The Able Lawyer.

"They say he's an authority on constitutional law." "I think he's an authority on unconstitutional law. According to him, there's very little of any other kind."

Capable and Alarming.

Percy—I'm afraid of Miss Isabel. Guy—Why? Percy—Oh, she looks at me as if she could make me propose if I were left alone with her.—Life.

THE NEW YORK WORLD

And the De Soto County News for One Year, \$1.65.

For the autumn season now at hand the most valuable paper to you will be the New York thrice-a-week World, because it offers you more at the price than any other paper published anywhere in the world.

This is a time of great events. We are having great wars, and other changes of a startling kind are occurring both at home and abroad. The thrice-a-week World comes to you every other day, except Sunday, with all the news fully, accurately and promptly told.

The thrice-a-week World is fair in its political reports. You can get the truth from its columns whether you are Republican or Democrat, and that is what you want.

The thrice-a-week World always has a serial story running, and it is always a first class story by a first class author. The thrice-a-week world publishes better fiction than any other newspaper in the United States. Special attention is also given to markets, and there are many other valuable features.

The thrice-a-week World's regular subscription price is only \$1 per year, and this pays for 156 papers. We offer this unequalled newspaper and the De Soto County News together one year for \$1.65.

The regular subscription price of the two papers is \$2.00.

Obituary.

Mrs. B. L. Kline died in this city Thursday afternoon at 2 o'clock. Her remains were sent to Gardner for interment. She left a husband and infant.

W. H. Baltzell died last Saturday and his funeral occurred Sunday morning, interment being in the Arcadia cemetery.

Mr. Baltzell was about 70 years old and a pioneer resident of this place.

Notice to Students.

All students expecting to attend either the State Female college at Tallahassee or the University at Lake City from this county, and desiring to apply for free scholarships, will please file their applications with me before October 2nd for the consideration of the Board at its regular meeting. In doing so, students should bring their High School diplomas or teachers' certificates. Very respectfully, Jos. H. Brown, County Supt.

Incredible Brutality.

It would have been incredible brutality if Chas. F. Lemberger, of Syracuse, New York, had not done the best he could for his suffering son. "My boy," she says "cut a fearful gash over his eye so I applied Bucklin's Arnica Salve, which healed it and saved his eye." Good for burns and ulcers, too. Only 25c at Ed Greene's drug store.

President to Visit Florida.

President Roosevelt will visit Florida in October, spending about six hours in Jacksonville on October 21, and the whole of the following day at St. Augustine.

Military Bounty Land Warrants.

WANTED.—Will pay \$5.00 for telling me who has one whether I buy it or not. R. K. KELLEY, Kansas City, Mo.

Our prices for printing may not be as cheap as you can find, but we handle the best of office and society stationery, and it has always been our motto that the best was none too good for our customers. Look over your office stationery, and see what is needed. A postal or telephone card will bring our representative. Phone 17.

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