

IT PAYS TO READ THE ADS.

The shrewd men and women of to-day not only read advertisements, but they study them. They have come to watch for the advertiser and the business man who realizes as early as possible is getting their trade. The modern man and woman have come to know that a business house has anything special to offer, that offer will appear in the newspaper, and if no such offers meet their eyes they open the paper, they very naturally assume that their merchants have something worth saying this week, or that week, or be whatever week it may, and they hunt up their Mail Order House catalogue. The public the world over is guided in its purchases first by newspaper offerings. If your local paper does not bring these offerings to them, they naturally look elsewhere for them, and always apparently find them in the Mail Order catalogue.

BRYAN MADE FRIENDS FOR WORLD PEACE

By His Friday Night Address in Howell Theater.

The address of William Jennings Bryan under the auspices of the Palatka Woman's Club at the Howell theater on Friday night last was well attended. This is not a generation of special popularity for paid lecturers. This is the generation of moving picture plays. When this fact is fully considered the audience that greeted Mr. Bryan can be considered only as a great tribute to the popularity of the speaker. The crowd was not disappointed. They came away with something to think about. They also enjoyed every word of the masterful address; the eloquence of its delivery; the wonderful magnetism of the man was revealed; he compelled respect from any who had differed or misunderstood him.

Mr. Bryan was introduced in a happy vein by Col. S. J. Hilburn. The address was on "The War in Europe and its Lessons to Us." For an hour and a half he held his audience under the spell of his magic eloquence and by the power and convincing quality of his arguments and illustrations. The whole gist of his argument was that if we make preparation for war we must expect war. Mr. Bryan did not declare himself opposed to our present annual expenditure of \$250,000,000 for naval and army preparation and equipment, but as opposed to the contemplated additional burden of \$500,000,000 per annum as urged by the Navy League.

He also opposed the propaganda of preparedness now being conducted by the jingoes of the country, who, in case of war "would be too busy making army contracts and loaning money at high rates of interest to reach the front." Here is one of his illustrations of preparedness: "The people who profit by furnishing preparedness have been playing the nations of Europe against each other for a generation. Every battleship that is built in one country is made the excuse for building more battleships in other countries. Let me illustrate the plan of the battleship builder. Suppose three farmers lived around a little lake and a battleship builder wanted to increase his business—how would he go at it? He would go to the first farmer and say: 'You are helpless. If your two neighbors were to combine against you, they could overcome you; your lack of preparedness is an invitation to them. Let me build you a battleship and anchor it here by your land. Then they will see that you are prepared and they will be afraid of you and peace will be preserved.' He would then go to the second farmer and say: 'Do you see that battleship over there? Do you know what that is for? That is for you. Are you willing to invite attack by being defenseless? Let me build you two battleships and then he will see that you are prepared and will be afraid of you and peace will be preserved.' He would then go to the third farmer and say: 'Either one of your neighbors is more than a match for you alone; together they can annihilate you. Your only safety lies in the building of three battleships. Then when they see you are ready they will be afraid of you and the peace of the lake will be preserved.' By this time he would be able to go back to the first man and say: 'Your little battleship is out of date. It is a provocation instead of a protection. Unless you are willing to build more ships you had better sink that one. It shows you want to fight and everybody knows you can't fight. You must have four battleships of the latest pattern in order to prevent war by being prepared for it.' And so on and so on. This is what they have been doing in Europe. Is it possible that they can entice us into this mad rivalry?"

The News wishes it could print that address in full; it would make two pages and a half of this paper. Mr. Bryan simply opposes the substitution of the European standard of honor—the duelist's standard—the false philosophy that "might makes right," for the moral code upon which we rely for the protection of individual life and the guarantee of private property—the standard in keeping with our aspirations and achievements.

A Beautiful Book. The Florida Farms & Homes, Inc., doesn't do things in a half-hearted or half-way measure. It leaps to the front like a fearless leader who knows what he is up against. For some months back this corporation has been perfecting its plans of operation. One of its more recent plans was the issuing of a booklet on Florida, with special reference to its own property. This booklet came fresh from the press last week and is now being distributed. A Jacksonville connoisseur in Florida literature says it is the most beautiful booklet ever issued on Florida. The Jacksonville man is right. He hasn't oversaid it. He fell short. It is the prettiest thing ever issued on the Southland. The book has sixty-seven pages of descriptive matter and illustrations that illustrate truthfully. The work was done in New York and was based on Florida made photographs and descriptions that were written with the idea of impressing facts upon readers. The work is in the highest art of the "art preservative of all arts." If you can get a copy get it, honestly, if you can; but get it. See Col. James R. Murphy. Tell him you want it for your library. That will be the truth.

Potato Eaters. The Belgians are looked upon as the greatest potato eaters in the world, and the Irish come second.

ADDITIONAL LOCALS

The annual meeting of the Public Library Association will be held in the library room on Wednesday, February 23d, at four o'clock in the afternoon.

A series of literary entertainments have been arranged by the management of the Putnam House for the benefit of their guests during the remainder of the tourist season, and they have engaged Miss Irma Jane Lewis, the talented vocalist and elocutionist who is spending the winter here, to furnish the entertainment. Miss Lewis has a soprano voice of rare power and clearness, and her appearances in this city have accentuated and impressed this fact so thoroughly upon the minds of the people that the mere announcement of her appearance brings out the people.

P. J. Becks authorizes The News to state that he will be a candidate for County Commissioner from the Second, or Palatka district, and that he will make his official announcement next week. Mr. Becks is a man who has lived here all his life. He is known to more people, perhaps, than any other one single citizen of the city. He is the Putnam county member of the State Democratic Executive Committee. He is a democrat from "Wayback." His business is real estate. His ambition is politics. He likes it, and he likes to serve where he thinks he can do good.

C. H. Price for Supt. of Schools. C. H. Price, the well-known Cash Grocer of this city, has announced for county superintendent of schools. This young man has peculiar fitness for the office he seeks. He has the education and the presence and the quality of pleasing people. He is progressive in his educational ideas. He is the friend of education—public school education. When he gets out among the people they are going to take to his candidacy most kindly.

Recital at Putnam House. The joint recital which will be given by Miss Irma Jane Lewis, vocalist, and Mrs. Robert S. O'Haver, pianist, will take place in the parlors of the Putnam House Thursday evening, March 2nd.

These ladies have been prevailed upon by the management of the Putnam to give this recital for the pleasure of their guests, and have consented that it may take the form of a public recital, at which the small sum of 25 cents will be charged, all to go to the benefit of the ladies. Both are too well-known and appreciated by the music loving people to need an introduction here. And The News feels sure that the attendance will amount to a popular ovation—or appreciation to both Miss Lewis and Mrs. O'Haver.

Mr. Craig Visits Old Scenes. Mr. and Mrs. W. P. Craig of East Orange, N. J., are in the city and guests at the home of Mrs. Willie Metcalf on North Third street. It is a number of years since Mr. Craig visited Palatka and his friends here, of whom he still has many are delighted to have him back. Some ten or a dozen years ago, in the old Palatka, Mr. Craig was president of our old-style rapid transit car system. That was in the days of economy, when men were loth to pay 25 cents for a ride to the Union station, and when a trip on the cars which met all trains could be had for "a nickel, five cents, a half dime," as the lemonade boy says in the circus. We wish Mr. Craig was here permanently now and minded to build us an electric, or trolley line that would be both urban and interurban—that would reach from Charley Burt's mansion in the Heights, through Palatka, over the bridge and on to Reynold Burt's potato orchard in Hastings. Such a line will be built some day. Speed the day.

Was Misrepresented. Editor Palatka News: An article in one of the papers reporting the proceedings of the county democratic executive committee gave a wrong interpretation of my objections to the committee's making recommendation for filling the place of Mr. Wattles on the school board. My objection was to the executive committee acting as a whole, as the law has been changed and now the members of the school board and the county committee are elected by the voters embraced in the district they represent, and I felt that for the members of the committee outside the district to be filled, to vote would not be in keeping with the law, or in justice to that district, from the fact that outside districts would be in the majority and it would be possible for them to recommend a man objectionable to the very parties who should have the right of choice. I am a strong believer that the executive committee is the proper organization to make all recommendations, and to disregard the committee of a county will never be my plea in any case. Nor do I favor any man or set of men who will, and in making reference to the school board's recommending a member from one district to fill the vacancy made by the resignation of Mr. J. H. Green, I intended to speak of my disapproval of it and try to get an answer as to why, if in that case, made the recommendation, which in this case were so anxious for the executive committee to do so. They might say the executive committee was not in session, but we were willing to get together as we always are when the interests of the county need looking after. I was in favor at that time of the members of the committee in this district making that recommendation; was in favor of the members of the committee from the Palatka districts filling the vacancy, and do not wish to be understood as standing for anything that will detract from the fundamental principles of the democratic party as I understand them. W. M. WILLIAMS, Pomona, Feb. 17, 1916.

Pete Hagan for Sheriff.

P. M. Hagan, true to predictions made by himself and friends, has made his announcement as a candidate for the office of sheriff in the democratic primaries. The announcement appears in this paper.

Pete Hagan, as he is familiar called all over the county, is a man of much experience as a peace officer. He was several years deputy sheriff, and for a number of years Chief of Police in Palatka. People living here and who remember the days of his command, are united in the opinion that he was the best municipal police chief in Florida. For some two years Mr. Hagan has been a deputy U. S. Internal Revenue collector, with Palatka his headquarters. He is known to everybody in the county and will have a strong support in his present ambition.

INTENSIVE WHEAT GROWING.

Startling Results Claimed For a Russian's Methods.

Some years ago, says an English publication, a Russian farmer discovered a method of increasing the yield of wheat in so startling a manner that no one believed he was telling the truth. The Russian declared that it was possible to get seventy pounds of grain from one seed and to make an acre carry forty-five tons. That does sound like a miracle, and we do not vouch for it, but here is the method, and if any farmer has the patience to try it he will certainly be surprised at the result.

Each grain is planted separately in a sunken bed about fifteen inches deep and three and a half feet in width.

As soon as the grain sprouts the little blade is covered with a thin layer of earth about an inch and a half in depth. The result is that you get three stalks instead of one. At the end of three weeks the hoe comes into use again, and the three stalks being covered with earth, turn into nine stalks. This process on being repeated a third time results in twenty-seven stalks, and the Russian in question repeated it ten times in all, so that at last each grain produced 50,040 stalks. If the seed is first sown in the ordinary fashion and then transplanted to the pit before mentioned you get an even stronger growth, so that after only eight coverings more than 105,000 stalks have been produced from a single grain—Youth's Companion.

Mythical Horses.

Pegasus ("born near the source of the ocean") was the winged horse of Apollo and the Muses. Bellerophon rode this animal when he charged the Chimera.

Sleipnir ("the black horse of Odin") had eight legs and could carry his master on sea as well as land. This animal is believed to typify the wind, which blows from eight different points.

Al Borak ("the lightning") was the horse commissioned by Gabriel to carry Mohammed to the seventh heaven. He had a human face and the wings of an eagle. Every step he took was equal to the farthest range of human vision.

According to Thessalian legend, the first horse was miraculously brought forth by Neptune striking a rock with his trident.

A Voracious Monster.

The most voracious of all marine beasts of prey is the orca, or killer whale. It reaches a length of twenty-five feet, and its jaws bristle with teeth from four to six inches long and as sharp as a dirk knife. Its digestive power is proportioned to the tremendous efficacy of its jaws. It seems also to be an atrocious glutton, as one specimen examined contained in its stomach thirteen porpoises and fourteen seals.

A Boomerang.

"Call that art!" exclaimed a would be critic, pointing to a painting in a studio. "If that daub is a work of art, then I'm an idiot!" "The latter part of your statement," rejoined the artist calmly, "would seem to furnish conclusive proof that it is a work of art."

A Lovers' Quarrel.

She (turning at the door)—I think you are just hateful, and I'm never going to speak to you again, so there's no use coming into the music room after me, because I'll be on the rustic bench at the far end of the conservatory.—Smart Set.

Drowned His Voice.

Teacher—Tommy, I asked you to spell candy. Why don't you do it? Sister—Please, miss, his mouth's watering so he can't talk.—Boston Transcript.

Seasoned.

Young Husband—Isn't there something peculiar about the taste of these onions, my dear? Young Wife (angrily)—Oh, I hope not, my dear! I took such pains with them, and I even sprinkled them with eau-de-cologne before I put them on to boil, to take away the unpleasant odor.—London Mail.

GRIT.

Grit is the grain of character. It may generally be described as heroism materialized—spirit and will thrust into heart, brain and backbone, so as to form part of the physical substance of the man.—Whipple.

Notice of Application for Tax Deed Under Section 8 of Chapter 4688, Laws of Florida.

NOTICE is hereby given that H. T. Mann purchaser of Tax Certificates No. 187 and No. 188, dated the 7th day of July A. D. 1914 has filed said Certificates in my office, and has made application for Tax Deed to issue in accordance with law. Said certificates embrace the following described property situated in Putnam County, Florida, to-wit: Certificate No. 187, embraces the following described land, to-wit: N 1/2 of Bk. 4, Mannville and certificate No. 188 embraces all Bk. 4 and 1/2 of Bk. 4 and Bk. 13, Mannville, section 14, Township 10, S. Range 24, E. The said land being assessed at the date of the issuance of such certificates in the name of Mrs. W. L. Orange and W. L. Orange, respectively. Unless said certificates shall be redeemed according to law, tax deed will issue thereon on the 30th day of March A. D. 1916. Witness my official signature and seal this 15th day of February A. D. 1916. (SEAL) HENRY HUTCHINSON, Clerk Circuit Court, Putnam Co., Fla. By H. Hutchinson, Jr., D. C.

POLITICAL ANNOUNCEMENT.

For County Commissioner.

To the Democratic Voters of Second Commissioner's District: I will be a candidate in the June Democratic Primary for the office of County Commissioner from the Second District, an office I am now filling by appointment of Gov. Trammell to fill out the unexpired term of Mr. J. H. Millican, resigned. I will greatly appreciate the support of the Democrats of the district. Sincerely yours, C. E. ROWTON.

Notice.

Notice is hereby given that the Annual Meeting of the Stockholders of the Palatka Ice Company will be held at the office of the Company at Palatka, Florida, on Tuesday the 7th day of March, 1916, at 10 o'clock a. m. for the purpose of electing directors, and for the transaction of such other business as may be brought before said meeting. F. G. WHITNEY, Secretary.

NORMAL TERM AT KEUKA.

Will begin February 8th. You will please write to me before coming. Accommodations are limited and I do not want to overcrowd my class. Only these tranches that are covered by first, second and third grade certificates will be taught. Pupils of the 8th grade can take the work. Good board reasonable. J. N. OVERHULTZ, Keuka, Fla.

FOR SALE—Six-room house, large barn and other outbuildings. Four lots, 25 or more bearing orange and grapefruit trees. Three blocks from depot, stores and church, in Interlachen. Belongs to non-resident, and will be sold for half its value, Rev. S. J. Townsend, agent, Interlachen, Fla.

FOR SALE—Large strong mule, or will trade for some good milk cows or large hogs. Apply Gale & Company, Georgetown, Fla. 6-1f.

FOR RENT—Large nicely furnished room over looking river; conveniences. Enquire 504 River street. 1f.

INCUBATORS.—Two second-hand incubators for sale, standard makes, practically new. Mann-Hodge Seed Co., Palatka, Florida.

WANTED—When you want to buy, when you want to sell, when you want to rent or lease, when you want to exchange, when you want work or workmen, when you lose or find, or when ever you have any other want, just call 195, because a News Want Advertisement will solve the problem at the least expense. 1f.

WANTED—When you want letter heads, note heads, bill heads, statements, envelopes, catalogue or book work done, or any kind of printing, write or phone The News office. Phone 195: 1f.

Palatka Concrete Co. 5th and Main. C. T. SHINN, Mgr. Cement Work, Block and Brick

MANN-HODGE SEED CO. Seed and Poultry Supplies 121 S. 2nd St. PALATKA, - FLORIDA

Gem City Harness Co. - NEWTON & BAILEY - Harness, Wagons and Farm Implements. Wagon Repair Material and Harness Repairing. Texas Lubricating Oils. TELEPHONE 100. 212 Leuci St., Palatka, Fla.

DR. FLETCHER L. BROWN PHYSICIAN No. 6 MERRYDAVE BUILDING OFFICE PHONE 189. RES. PHONE 134

RANDALL WELLS, C. E. County Surveyor of Putnam County Land Surveying, Drainage Work, Maps, Blue Prints, Drawings of all kinds, Timber Estimates, Land Inspection, Etc. Accuracy guaranteed.

MEETING COMMITTEE

on 24th inst. Resolutions.

The Democratic Committee is mad. His indicated between following letter re: Beck Becks, the Putnam teeman, on Wed- expressions from a the Committee made all another meeting mittee, and I am you copy of such to be held at the Jacksonville on 24, at ten o'clock the effort made by in Palatka to have here, but after giv- thorough considera- to me that Jack- accessible I do not think to defray hotel at Palatka ward- being selected. By in Jacksonville the man, attend the Committee, and leave night trains without bills other than one most importance that meeting. It is all members of the present who believe should partici- of Democratic number of the Com- ally expressed them- of holding another clear that they do Democratic prin- and expect to attend adopting a reso- such reasonable qual- insure a genuine election. of the misrep- the entire Dem- Committee of this ed. I also re- position in the mat- or less misrep- quarters. I have sim- to act in accord with a majority of the Com- the best interest of the in this State. your, GEO. P. RANEY.

HIGH SCHOOL LIBRARY TO HAVE DONATION DAY

On Plans Recommended by Parent-Teachers Association.

A recent issue of the Putnam Spectator, issued by the pupils of the Palatka high school, contained the following: At its January meeting the Parent Teacher Association voted to hold a Donation Day for the Putnam high school library, and a committee of three was appointed to work with the faculty in making this effort to build up the library a success. It is proposed that the Thalian Literary Society of the high school render a special program on Washington's birthday, to which exercises the public shall be invited to attend, each person bringing as their admission fee, some good book, or the money equivalent to some good book.

It may be recalled that this plan worked very successfully last year, at which time one hundred or more good books were received. It is hoped that there will be even a more generous response this year. Last year we were glad to receive almost anything that looked like a book. We had to meet a certain requirement, namely build up a library the money value of which should be \$150. This we did. This year, however, we are not wanting just any old book that somebody else does not want, but we want some of the best books from the best libraries in the town. For instance, we want Scott's Works; Cooper's Works; The New England Poets; Thackeray's Works; Good History; some good works in science. We would like also to increase the number of our periodicals. At present we are subscribing only to the Literary Digest, Popular Mechanics, and National Geographical Magazine. We want to add to this list the World's Work, or the Review of Reviews, Current Literature, Scientific American etc. In order to get the magazines we must have money, consequently the cash equivalent will, in most cases be just as acceptable as the book itself.

The library committee of the Parent-Teacher's Association is composed of the following ladies: Mrs. H. F. Lecks, Mrs. Tom Squires, Mrs. W. H. Downing and Mrs. H. L. Brown. This committee is perfecting plans for a thorough canvass of the town in the interest of the school library.

Any assistance to this committee from the public in general will be greatly appreciated not only by the ladies of the committee themselves, but by the boys and girls of Putnam High School. If you have a good book you would like to give and can't bring the book yourself on the 22nd of February, let the committee know and they will secure the book. The same, if you would like to give money.

Mr. Rowton in the Race.

C. E. Rowton of this city is making his announcement this week as a candidate for County Commissioner, a position he is now filling from the Palatka district by appointment of the governor—to fill out an unexpired term of former incumbent who resigned. The News couldn't introduce Mr. Rowton to Palatka people. He is one of our most prosperous merchants. He has made a success in private business and wants to help in making a success of the business of the county. Running a county is a business. During his short term in office Mr. Rowton has made excellent credit marks.

The Children's Part.

Mention should be made of the children who took part in the different countries included in the "Trip Around the World," given Tuesday evening by the Woman's Club. At the home of Mrs. W. A. Walton, which was "Amerca," (Indian) the children added much to the beauty and primitive setting of Indian life. Louise Johnson as an Indian maid, was very typical of the part, falling into the ways and lines of the grace of real Indian maidenhood. Little Brandon Warren and Weymes Walton carried out the little Indian boy life very accurately, seeming to fall into graces, natural to childhood among the Indians. The setting was made complete, by the beautiful collie dog, who helped to make the picture real. In Holland, represented at Mrs. M. S. Brown's, little Doris Causey who was costumed in every detail, true to Dutch life, danced her little Dutch figure, to the delight of her audiences.

WELL USE FREE perfect Grocer