

## A Distinctive Reason

What is the chief reason for the superiority of Royal Baking Powder?

There are several good reasons, but there is one which distinguishes Royal from other baking powders.

This reason, which every woman should know, is that Royal Baking Powder is made from cream of tartar, which comes from grapes. This means a healthful fruit origin. It means natural food as distinguished from mineral substitutes used in other baking powders.

There is no alum nor phosphate in Royal Baking Powder.

ROYAL BAKING POWDER CO.  
New York

### Victim of a Serious Accident

A serious accident befell little Luster, the 5-year old son of Mr. and Mrs. Wallace Mobley, the first part of last week. While some boys were playing, one of them baited a piece of rock and it struck Luster with such force on the left side of his forehead that his skull was fractured. This fact having been disclosed by an examination by local physicians, it was decided that the best thing to do for the child was to take him to a sanitarium in Arcadia, where there are better facilities than here for treating such cases. It was taken there last week and every thing possible is being done for him, but he is still in a serious condition. He and his parents have the heartfelt sympathy of the whole community.

### Florida Summers

Florida as a summer resort is growing decidedly in favor. It has made remarkable progress in this direction during the season just closing. Not once, but a considerable number of times the steamers plying between New York and Jacksonville have made the round trips since July 1, with their passenger accommodations practically filled by tourists escaping the torrid heat of the northern summer climate. Sounds strange, does it not? But it's a fact, and these travelers have stopped over for a week or two and been convinced that Florida summer is what Florida claims for it.

Filed away in the minds of most of us is a lot of impressions that have ripened into convictions, and we don't know exactly where we got them or why we keep them. We seldom become sufficiently honest with ourselves to analyze them to find out whether we ought to harbor them.

One of these beliefs that prevail among some very sensible people outside the state is that Florida, being so very far south is inhabitable in summer only by those who never lived anywhere else or by those who are forced to stay on by circumstances and so make a virtue of necessity and brag about summer conditions here.

These same well meaning but hopelessly ignorant people declare that Florida's excessive summer heat brings sunstroke so frequently as to cause no comment; that malaria keeps us burning with fever or shivering with chills, and

they feel sorry for the Florida Cracker, native or adopted for half a dozen other ill defined and intangible reasons.

A few plain, proven facts seem to contradict these beliefs and if they could be brought squarely to these sorrowing critics, they might be shocked into a change of heart—but perhaps not, for some of our pet heresies are too deeply rooted to be removed by facts or arguments.

In the first place, Florida of all the states in the Union, has the smallest range of temperature the year through, summer and winter. Contrast an annual variation of sixty to seventy degrees with that of Chicago and other northern localities, where the temperature glides from 25 degrees below zero in January, to 100 above in July, with sometimes a change of 40 to 50 degrees in the same twenty-four hours. Those are facts proven by the records of the United States Weather Bureau.

Then Florida has deep, salt water on all sides, except where Georgia touches it on the north. From deep, blue sea come daily the breezes that moderate the temperatures and make the nights almost invariably cool. The heat waves of northern cities bring death and destruction because the nights bring no relief from the heat of the day.

Florida's climate does not bring sunstroke. The State Health Department has no record of a case in the 26 and more years of its history. In genuine sunstroke the body temperature rises from 6 to 7 to 10 degrees above normal and the patient almost literally burns up internally. The rare cases of heat exhaustion in Florida do not produce this high temperature and a few hours of rest restore normal conditions. Death from heat, even in Florida's hottest months, is so rare as to be practically unknown.

Then the malaria proposition! Florida has it, as does every other section where the anopheles mosquito roams about untamed, where the individual with the germs of the disease in his blood is free to come and go. They have it in Alabama, in Minnesota and in Alaska, and also in the forty odd other states and possessions of the United States of America. But in Florida the health authorities recognize malaria as a problem to be seriously studied. They know its origin and its methods of transmission, and they act accordingly. As a result, the past few years have showed a remarkable decrease of the disease in

## Long Growing Season

As an example of a thriving Florida community whose prosperity has grown from an intelligent use of the great opportunities the soil and climate of this state present the letter from Hastings in last Tuesday's issue is worthy of attention. Here is a community in which that soil and climate were the only initial capital—for we understand that none of its farmers had much, in any, financial resources when they began farming—which has steadily grown in wealth mainly through its attention to one great general crop, early potatoes, reinforced by other crops which the climate allowed its farmers to grow on the same ground after the potatoes. It is a curious fact that a man who was well acquainted with Florida then as he is now seriously gave it as his judgment, when this district was being put into shape to sell in some years ago, that it was not worth paying taxes on. He has repeatedly acknowledged his mistake since.

The production of new potatoes for the Northern early spring market does not exhaust the energies of these people. They work on through spring and summer and fall after their winter's crop of potatoes is gathered, thus giving the lie to the charge that the Florida climate is enervating. Thus they are about to gather the greatest crops of corn and hay that have ever been grown there—corn which has produced in some instances fifty bushels to the acre notwithstanding the scalding showers succeeded by sunshine

which at one time threatened its utter ruin—crabgrass hay which costs nothing but the harvesting, yet gives a ton and a half to the acre; peavine hay, two tons to the acre.

There are also heavy yields of other crops; sweet potatoes, more than 200 bushels to the acre, and worth 75 cents per bushel, sugar cane, kaffir corn and other products. These fall crops have all done well this year.

The official lists give more than a score of vegetables that can be planted either this month or next, at the farmer's option. These will grow in the winter garden and be matured and out of the way before it is time to plant potatoes again in mid-January. Attention is also being paid to the culture of strawberries which will be ripe for the mid-winter markets up North and at home.

This is only one example of the many communities in Florida of which the same might be said, only substituting some other crop for potatoes, such as celery or strawberries. If one crop is a failure the one immediately succeeding, or the second succeeding that one may bring compensation, for there is no part of Florida in which at least three crops may not be grown in a year's time—more by intensive culture which never allows the ground to be idle. The length of Florida's growing season extends, be it remembered, from 280 days in the extreme northern part to 365 days in the extreme southern. — Florida Times-Union.



## "THE TROPICAL CITY"

Punta Gorda, Florida

Is An Ideal Place For A TROPICAL HOME

- † Located on southern shores of Charlotte Harbor, a deep salt water bay, 30 miles southeast of Tampa on A. C. L. R. R.
- † An attractive city of 2000, with rail and water transportation.
- † Park addition with sea wall along entire bay front.
- † Second largest tourist hotel on west coast.
- † One National and one State Bank, 5 churches, 4 hotels, 2 lumber yards and mills, packing house, and full line of stores, shops, etc.
- † Electric lights, water works, sanitary sewers, paved streets.
- † Unexcelled boating, fishing, and hunting for the sportsman; 8,000,000 lbs. of fish shipped commercially, annually.
- † City Dock extending 1/2 mile out into the Bay.
- † \$200,000.00 being expended for roads and bridges in this District.
- † A perfect climate tempered by sea breezes winter and summer. Delightful the year round.
- † Health-giving medicinal water from flowing artesian wells. No malaria.
- † Richest soils for all kinds of tropical fruits and winter trucking. On account of southern location our products reach the earliest markets.
- † Home of the famous Smooth Cayenne Pineapple.
- † In the most rapidly developing section of Florida, affording the best opportunities for the Homeowner and Investor, and unequalled natural attractions for the Tourist.

We are offering numerous bargains in city and suburban homes, city lots, farm and citrus lands.

...Let Us Know Your Wants...

**BLOUNT BR'S.**  
PUNTA GORDA, FLORIDA.

Florida and is growing less every year. The proper screening of homes is doing much to work the cure.

And there's another thing about malaria. Often the diagnosis is wrong and when a man (or woman) has eaten too much of the wrong thing and he (or she) wakes up the next morning with a coated tongue, a bad breath and sore muscles, he calls it malaria. It really is a case of auto-intoxication, caused by the infection of the system with the poisons of accumulated effete matter, which have not been carried off by natural methods and means. Castor oil is an excellent and speedy cure.

"Bilious" is a much abused word and most laymen don't really know what it means or recognize the condition when it actually occurs. And this misuse of the word and of the term malaria, has done much to harm the reputation of Florida.

Seeing is believing, or it ought to be. Unimpeachable records must be convincing and if Florida summers are unhealthy, the sick and death rates don't show it. These ratios show no increase over those of the cooler months and more than that, they are known to compare most favorably with those of other states and sections. In fact the death rate of Florida is below that recently announced for the entire United States for the year 1915. — State Board of Health.

### The Golden Egg Destroyed

Apalachicola for many years had nature's smokehouse in the bay in the shape of millions of

mullet, and these fish belonged to any man who owned a castnet or a sein and who had energy enough to row a boat in hunting these fish. No restrictions were placed on the fishermen as to seasons or in the size of the mesh of the net. Small fish as well as the large ones were caught, millions of the latter being thrown away. Finally laws were made to restrict the catches and the sizes to be caught. But alas and alack! Juries would not convict the men who transgressed the law, and the destruction of the small fish continued. The law was a dead letter. The fish got scarce, and finally there was nothing for the fishermen to do. He must perforce seek other pursuits or find new fields where he could locate fish in paying quantities. The goose that laid the golden egg had been destroyed. The fishermen destroyed him, and the juries with a mistaken idea that the fisherman needed sympathy voted to put him out of business.—Apalachicola Times.

### Constipation Dulls Your Brain

That dull, listless, oppressed feeling is due to impurities in your system, sluggish liver, clogged intestines. Dr. King's New Life Pills give prompt relief. A mild, easy, non-gripping bowel movement will tone up your system and help to clear your muddy, pimply complexion. Get a bottle of Dr. King's New Life Pills to-day at your Druggist, 25c. A dose to-night will make you cheerful at breakfast. (Advertisement)

Under the provision of the general Revenue Bill, the passage of which was one of the last acts of congress, the normal income tax is doubled, but twice nothing is still nothing, so most of us won't worry.

## REAL ESTATE FOR SALE

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I have GOOD REAL ESTATE of all Kinds FOR SALE at Reasonable Prices.

I handle Real Estate strictly on a commission basis and take no options. LIST YOUR PROPERTY WITH ME.

**S. F. J. TRABUE,**  
SMITH BUILDING. PUNTA GORDA, FLORIDA.

### MASONIC HOME AND ORPHANAGE

Bids for its Location Requested by Committee

The undersigned are a committee appointed by the Grand Master of the Grand Lodge of Free and Accepted Masons of Florida to receive all offers of donations of land and other inducements for the selection and location of the Masonic Home and Orphanage to be established by the Grand Lodge Free and Accepted Masons of Florida. It is expected that the location will be determined in January, 1917. The selection will depend upon transportation facilities, healthfulness, educational facilities, and the moral tone of the community.

The undersigned will be glad to receive and investigate all offers of land and other inducements for the location of this Masonic Home and Orphanage. Full details as to the land offered, the location thereof, accessibility, general character of soil, healthfulness, water supply, gas or electric facilities, should be given; also full information as to transportation facilities, healthfulness, educational opportunities and moral tone of the community making the offer.

The proposed institution is to be a Masonic Home and Orphanage for the care of aged and infirm Masons and orphans of deceased Masons. The Grand Lodge has reached the point where it wishes to consider and determine their location and this committee was appointed to receive offers, compile the data and make full report to the Grand Communication of the Grand Lodge. Address all offers and inquiries to Stafford Caldwell, Secretary of Committee, Live Oak, Florida.

### ENDORSED AT HOME

Such Proof as This should Convince Any Punta Gorda Citizen

The public endorsement of a local citizen is the best proof that can be produced. None better, none stronger can be had. When a man comes forward and testifies to his fellow-citizens, addresses his friends and neighbors, you may be sure he is thoroughly convinced or he would not do so. Telling one's experience when it is for the public good is an act of kindness that should be appreciated. The following statement given by a resident of Punta Gorda adds one more to the many cases of Home Endorsement which are being published about Doan's Kidney Pills. Read it.

W. D. Speck, carpenter, Olympia Ave., E., Punta Gorda, says: "My back often gave out on me while working at my trade where I have to do a lot of stooping and lifting. It wasn't long after I began taking Doan's Kidney Pills that the backache left me and I haven't had any return of the trouble for about four years. I have every reason to speak highly of Doan's Kidney Pills."

Price 50c. at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mr. Speck had. Foster-Milburn Co., Props., Buffalo, N. Y.

(Advertisement)

When men live in groups not one of them is morally free to make demands for himself regardless of others.

### Sloan's Liniment For Neuralgia Aches

The dull throbbing of neuralgia is quickly relieved by Sloan's Liniment the universal remedy for pain. Easy to apply; it penetrates without rubbing and soothes the sore muscles. Cleaner and more promptly effective than musky plasters or ointment; does not stain the skin or clog the pores. For stiff muscles, chronic rheumatism, gout, lumbago, sprains and strains it gives quick relief. Sloan's Liniment reduces the pain and inflammation in insect bites, bruises, bumps and other minor injuries to children. Get a bottle to-day at your Druggist, 25c. (Advertisement)

### PROFESSIONAL CARDS

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Patients from a distance would do well to make appointments by mail a few days previous to their arrival, to avoid disappointment.

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Local Retail Department in Charge of Clayton L. Porter.  
Wholesale orders handled direct and given prompt attention.  
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