

Gurney Refrigerators

We have a full line of Gurney, Gurney-Athermos and Gurney Northland Refrigerators. There is a size and a price for every household:



- 75-lb. Galvanized lined, two-door Northland.....\$18.50
- 50-lb. White lined, two-door Northland\$17.50
- 75-lb. White lined, two-door Northland.....\$20.00
- 90-lb. Galvanized lined, two-door Northland\$20.00
- 90-lb. White lined, two-door Northland.....\$22.50
- 115-lb. White lined, two-door Northland.....\$25.00
- 85-lb. White lined, 3 front doors, Northland.....\$32.50
- 110-lb. White lined, 3 front doors, Northland.....\$37.50
- 85-lb. White lined, 3 front doors, Gurney\$37.50
- 130-lb. White lined, 2 door Northland\$45.00
- 85-lb. White inside and out, 2-door Athermos\$50.00
- 100-lb. White inside and out, 2-door Athermos\$55.00



- 170-lb. White lined, 3 front doors Northland.....\$55.00
- 150-lb. White lined 2 front doors Athermos.....\$60.00

Nursery Refrigerators, Frost King and Snowball Freezers, Water Coolers, Ice Cream Dippers, Ice Shavers, Ice Picks and everything to make the summer weather pleasant.

Rays Corner Hardware

Right at Ray's. Phone 30-35 Right on the Corner

-about advertising agencies:

Do You Know the Service an Advertising Agency Offers?

Defining the agency is perhaps the best method of explaining why you should have an agency connection just as you have your lawyer and your doctor.

An advertising agency is a group of men who have had wide and varied experience in selling, merchandising and advertising.

As an instance, the advertising agency executive has been in constant touch with the sales and merchandising problems and policies of his clients for as many years as he has been in business.

He has watched sales plans that have failed and sales plans that have gone over big. He has investigated the reasons why. He very largely knows from experience why a manufacturer should do "this" and not do "that" and it is a part of advertising agency service to consult with and advise their clients regarding sales policies.

When you employ an advertising agency, it's almost as though you employed a sales manager who had successfully handled the sales department of perhaps fifty or a hundred or maybe more business houses, for that is the experience an advertising agency places at your disposal.

Perhaps second in importance is the Service Department of the advertising agency. Here are employed experienced advertising writers and artists who prepare under the direction of the executive text matter and illustrations for all types of advertising, inclusive of booklets, folders, circulars, etc.; magazine, newspaper, farm paper and trade paper advertisements.

A client of an advertising agency may utilize this service to as great or as small an extent as desired. He may have all his printed matter prepared by his advertising agency or he may

merely have them prepare actual advertisements, that are to appear in publications.

It is optional, of course, with the client, but as time goes on it becomes more and more evident that "specializing" pays—that all dealer or consumer literature should be prepared by men who have made a life study of such literature—and for that reason the advertising agency will recommend that you use full service.

Another department of the agency is the Space Buying Department.

It is the duty of this department to furnish advertisers with complete information as to publications (whether newspaper, magazine, farm paper or trade paper). To be able to buy space in any publication at the lowest possible rate obtainable. And to recommend to each advertiser the specific publications that it will "pay" that particular advertiser to use.

The Checking Department of an advertising agency proves insertion of all advertisements ordered; measuring space to see that it is correct, comparing copy, checking dealers' names, if any are used—thus obviating the necessity of the advertiser employing his clerks to take care of this work.

In brief, the foregoing describes the advertising agency and the service it offers.

Obviously, we cannot attempt to go into detail here—the theme is too complex—the full story too long—the climax as applied particularly to your business too individualistic to generalize.

Consult with one of the recognized and accredited Advertising Agencies named below. Allow one of them to submit an outline of the service they are prepared to render. You may be assured that an invitation to call will be appreciated and that no obligation whatsoever will be incurred.

- Basham Company, Thomas E., Louisville, Ky.
- Cecil, Barreto and Cecil, Richmond, Va.
- Chambers Agency, Inc., New Orleans, La.
- Chesman and Company, Nelson, Chattanooga, Tenn.
- Ferry-Hanly Advertising Co., New Orleans, La.
- Johnson and Dallis Company, Atlanta, Ga.
- Massengale Advertising Agency, Atlanta, Ga.
- Staples and Staples, Inc., Richmond, Va.
- Thomas Advertising Service, The, Jacksonville, Fla.

Members Southern Council, American Association of Advertising Agencies

This advertisement prepared by Nelson Chesman & Company Chattanooga, Tenn.

WORLD COTTON CONGRESS TO MEET OCT. 13

Preparation for the World Cotton Conference, to be held at New Orleans from October 13 to 16, are fast taking definite shape. Besides more than three thousand delegates from this country, the conference will be attended by representatives of the cotton industry in Canada, Great Britain, France, Belgium, Holland, Russia, Italy, Peru, Switzerland, Portugal, Spain, the Czechoslovak Republic, Greece, India, China, Mexico, Japan, Brazil and Scandinavia. The committee having the arrangements for the conference in charge has enlisted the cooperation of the state department at Washington, and through this agency is working for governmental representation, not only from the countries of Europe and of the Orient, but also from the Central and South American States.

In addition to nearly two thousand delegates representing the cotton growers of the south, there will be present at New Orleans in October large numbers of cotton merchants, north and south, as well as the big warehouse men of Galveston, Houston, Memphis, Mobile, Savannah and other points. Special arrangements are being made so that delegates may visit and inspect the immense privately owned warehouses of Memphis. These, representing one type or system of cotton storage, may be compared thereby with the big state owned warehouses of New Orleans. Invitations will be extended to transportation men of all kinds, railroad men, ocean steamship men in both coastwise and overseas trade, and the river steamboat men.

There will also be present the fertilizer men, the ginners, and the manufacturers of saw and roller gins, the compressmen and the maker of presses of all types. The last will include the huge machines capable of compressing to a high density from eighty to one hundred bales of cotton an hour, and those of smaller capacity suitable for installation at ginhouses, in accordance with the demand for high density gin compression. Manufacturers and users of the older, as well as the more recent appliances for reducing the cotton bale to high density will also be present. The round-bale men will be represented, though this type involves a limited part of the baled production of the south.

Representatives of the financial interests so important in the marketing of the cotton crop will play an important part at the conference. Bankers from the north and south, including representatives of the federal reserve banking board, will attend and it is expected that the banker delegation will total more than a thousand. Delegates from all the principal cotton exchanges, both of this country and from abroad, will be present, while the national, state and other cotton association will have a substantial number of members in attendance.

It is recognized that the importance of the cotton industry can hardly be over estimated, and the timeliness of a world conference this year is readily to be seen. One of the objects is to take advantage of the benefits to be obtained from such gatherings at a time when the need of cooperation and a clearer understanding of conditions are most desirable.

FEDERATION OF WOMEN'S CLUBS MEETS MAY 27

The General Federation of Women's Clubs will hold the mid-biennial council May 27th to 31st, inclusive, in Asheville, N. C.

The Grove Park Inn will be official headquarters and the general federation board of directors, officials, chairmen of committees, official guests and speakers will be placed there.

The morning sessions of the convention will be held in the Battery Park hotel and all evening sessions in the City Auditorium.

Accommodations for the Florida delegation have been made at Margo Terrace, American plan. Double rooms, 2 beds and bath, \$5.00 each person per day.

Arrangements have also been made for Florida delegation to Asheville. The only through sleeper leaves Jacksonville 9:15 p. m., Seaboard Air Line, and Florida delegates will leave on this night of May 25th, arriving afternoon of 26th, at 2:10 o'clock. Railroad fare one way is \$15.25; Pullman, \$3.30. No rates obtainable.

Any Florida club woman who wishes to attend the meetings is welcome and should notify Mrs. W. S. Jennings, director to G. F. W. C. for Florida, 184 Main street, Jacksonville, at once, to secure railroad and hotel accommodations. Delegates to convention need not be elected by club.

The Margo Terrace is only one block from meeting places. The state secretary to G. F. W. C., Mrs. W. R. O'Neil, of Orlando, is sending out notices to clubs and both she and Mrs. Jennings are anxious that Florida women be well represented. Asheville is so very near many Floridians spend their summers there always.

BOY SCOUTS SELL \$30,000 IN BONDS DURING LAST WEEK

Troop 2, Boy Scouts of America, of this city sold ninety bonds aggregating \$30,000 during the last week of the Victory Loan Campaign. The following Scouts are to receive honor medals for their good work: "Buck" Mitchell, Solie Welch, Kenneth Wilkins, Charlie Stewart, Jay Hall, Lamar Rozier and William Sandusky.

C. F. Zeek, Scoutmaster of the Troop was absent during the campaign and the Troop was directed by Scoutmaster Sousa and W. B. Whittendale. This Troop hiked to Crystal Springs last Sunday and will take another hike today.

Ugh! Calomel Sickens; Salivates! Please Try Dodson's Liver Tone

I am sincere! My medicine does not upset liver and bowels so you lose a day's work.

You're bilious! Your liver is sluggish! You feel lazy, dizzy and all knocked out. Your head is dull, your tongue is coated; breath bad; stomach sour and bowels constipated. But don't take salivating calomel. It makes you sick; you may lose a day's work. Calomel is mercury or quicksilver which causes necrosis of the bones. Calomel crashes into sour bile like dynamite, breaking it up. That's when you feel that awful nausea and cramping.

If you want to enjoy the nicest, gentlest liver and bowel cleansing you ever experienced just take a spoonful of harmless Dodson's Liver Tone tonight. Your druggist or dealer sells you a bottle of Dodson's Liver Tone for a few cents under my personal money-back guarantee that each spoonful will clean your sluggish liver better than a dose of nasty calomel and that it won't make you sick.

Dodson's Liver Tone is real live medicine. You'll know it next morning because you will wake up feeling fine, your liver will be working your headache and dizziness gone, your stomach will be sweet and your bowels regular. You will feel like working; you'll be cheerful; full of vigor and ambition.

Dodson's Liver Tone is entirely vegetable, therefore harmless and can not salivate. Give it to your children. Millions of people are using Dodson's Liver Tone instead of dangerous calomel now. Your druggist will tell you that the sale of calomel is almost stopped entirely here. —Adv.

AUDITS R. T. RAINES COST SYSTEMS
Public Accountant—Auditor
American National Bank Building, Pensacola, Fla.
McCaskey Block, DeFuniak Springs, Fla.
INCOME TAX REPORTS EFFICIENCY ENGINEER



400 South Palafox

A shop that makes a business of Kodak Finishing and Picture Framing

Fresh Kodak Films and complete stocks of Kodaks and Ansco Cameras.

Kodak Albums, Souvenirs, Art Gift Novelties, Baskets, Ingersol Watches, Fountain Pens, Pocket Books, Art Corners and Metal Frames.

Must Be Sold At Once!

Two New 1918 five-passenger CHALMERS AUTOS, used only as demonstrators, and have not traveled over 1500 miles. Paint perfect, upholstery perfect, glad to give demonstration at any time against any car. Price and terms to suit purchaser.

Call at Heilbron's Garage,

Ike J. Heilbron
19 East Chase Street