



A horse on you!

You can buy a horse for \$25 and another for \$250.

The first is a cheap skate at the start and a horse on you in the finish, whereas the last delivers your message to Garcia and is a joy forever.

Same with clothes.

If you buy a cheap suit this fall, you'll buy a good suit next spring, for the tricks and habits of a half shoddy suit are a good suit's best advertisement.

Fall Suits for men and young men. All Wool, Hand Tailored and perfectly styled,

\$30.00 and up.



If You Are Not Satisfied

With the Laundry Service you are now getting

Phone 322

The Empire Laundry

"Where Linen Lasts"

Mayes' Printing Co.

OFFICE SUPPLIES

17-19 West Government Street, Phone 181

THE CENTRAL PHARMACY "In the Heart of Pensacola" THE HOME OF QUALITY ICE CREAM 177-Phones-178

NOW OPEN FOR BUSINESS ALEXANDER BROS. 9th Ave and Gonzalez Groceries and Meat Market Phone 1246

Automobile Repair EAST HILL GARAGE 1501 East Blount

Cafe San Carlos

offers a clean up-to-date service of the best foods obtainable, at prices that are consistent with the times.

Service a la carte seven a. m. to ten p. m. Special luncheon daily, 75c.

Music at Luncheon and Dinner by famous Jazz Orchestra.

Dinner Dances Wednesday and Saturday evenings. Management Charles B. Hervey.

TRAINING BASE BALLOON PILOTS PERMANENT ONE

Pensacola has been chosen as the location for a permanent balloon school, with a Pensacola man, Lt. John G. Gibson, son of Mr. and Mrs. J. J. Gibson, 1609 East DeSoto street at its head.

Lt. Gibson is the ranking balloon expert of the navy, and will enter upon his duties at the Pensacola naval air station, as soon as his physical condition permits. He arrived in Pensacola yesterday, and is spending a ten day furlough with his parents, recuperating after a serious accident, in which he suffered a fractured skull and minor injuries, in Norfolk, Va., where he was confined to the hospital for several weeks. He is accompanied by his wife, who was Miss Louise Bostwick, daughter of former Senator Bostwick of Colorado.

Present plans for the balloon school, which will be under the jurisdiction of the naval air station here, though a separate school, include the concentration at this point of all lighter than air work, both elementary and advanced. A personnel of nine officers has been detailed here for duty under his command. Lt. Gibson enlisted in March, 1917, training at the Pensacola naval air station and at Akron, Ohio, before going abroad, where he was with the royal naval air school, in London, and later trained in France. He was the first American aviator who had been in the service abroad who was detailed for instruction duty in this country his first work consisting of the building and equipment of an air station in South Brooklyn, of which he was given command. Later this station was abandoned, and he was sent to Washington, and later to Norfolk, Va., where his duties embraced special work, as the acknowledged balloon expert in the country.

Mr. Gibson has always been keenly alive to the call of out-door life, having been in his early youth one of the best ball players in the south. After playing here and in other Florida towns, he joined the Chicago Cubs, playing with them for a short time, and then returning to Pensacola, where he was with the firm of Bass and company, until his enlistment in the aviation corps.



Individual Service

The custom shoemaker has almost vanished from commercial life—but this does not mean that you cannot have shoes just as you like them. It is our great pleasure to search the vast field of shoe production for the styles and kinds of shoes which best please our customers, and it is an exacting customer indeed who will not be delighted with our showing.

Won't you come in and take a look?

Shoes bought of us shined free Save the difference

Anson's Shoe Store 19 South Palafox St.

THE KOZY CORNER Agents for Johnston's Milwaukee Candies "The Appreciated Chocolates"

Pay \$1.00 Weekly—Clothing for Men and Women—Suits, Dresses, Skirts, Waists, etc. Largest and oldest Credit House Reasonable. Reliable and Confidential. Gentry-Strickland Co., 26 South Palafox Street.

Just to Remind You that WEILAND'S BIG SALE IS NOW ON 130 South Palafox Street

A. & M. COLLEGE BUTTER WARFIELD COFFEE —at— Warfield's Help Yourself Store

EVANGELISTS CLOSE SERIES OF MEETINGS

FIFTY-FIVE NEW MEMBERS ADDED TO ROLE OF FIRST METHODIST CHURCH AS RESULT OF MOORE REVIVAL.

The largest congregation in the history of the First Methodist church greeted Rev. A. J. Moore, O. W. Stapleton and James Reid, the trio of Methodist evangelists who have been conducting a three weeks' revival, when they held their closing service Sunday night.

The main auditorium was filled, the annex, Sunday school and class rooms and for the remainder there was not standing room, many being compelled to turn away. It was said to be the largest gathering ever having been in any church in the city.

Mr. Moore made one last appeal, taking as his text the prophecy of Jeremiah, "The summer is past, the harvest is ended and we are not saved." Five new applications were received for membership in the church Sunday night, fifty-five having been received during the series of services. These will be received into the church next Sunday morning at the regular eleven o'clock service. A thank offering of \$1,025 was received, over the amount required to pay all traveling expenses and hotel bills of the evangelists.

Sunday night, after the usual song service, led by Mr. Stapleton, choir director, with Mr. Reid as pianist, assisted by Mrs. Fagisinski, Mr. Moore made the usual announcements: Speaking in behalf of himself and his associates he took the occasion to thank the people of Pensacola for their graciousness and hospitality extended to them during their stay in Pensacola and for the response made to their pleadings. "And we want to especially thank the Pensacola News for their courtesy extended in the publicity given us. The Pensacola Journal did not have the space and could not take the time or had some other excuse to offer, but the Pensacola News gave us liberal space and may the blessings of God rest upon them."

Mr. Moore left Sunday night to go to his home in Macon for a short visit before going to Tallahassee, where they will hold a three weeks' series of revival services. Messrs. Stapleton and Reid left yesterday.

So great was the interest aroused that Rev. I. W. Chalker, pastor of the church, has been urged to try to secure the evangelists next year for a tabernacle meeting of all the denominations united.

NIGHT SCHOOL AT "Y" WELL ATTENDED

SUCCESS OF NEW DEPARTMENT GREATER THAN WAS ANTICIPATED.

"Of all the opportunities for real service that has come within the reach of the Y. M. C. A., the night schools seem to be filling in a larger way, the special needs of our community, at this particular time, than our most sanguine hopes had dared to permit us to expect. If numbers is to be accepted as a criterion," is the statement of the situation with reference to the educational department of the "Y," offered by Secretary Moore.

This is a new department of work that has been recently inaugurated in line with the "Y's" new plans for an enlarged community service. Twenty-five men and boys were present on last Thursday evening at the opening of the classes, which are starting work in the elementary commercial branches and the enrollment has continued to grow steadily, until it is putting those in charge on a hustle, it is asserted, to provide space and equipment for the ever-increasing numbers.

This is a distinct service offered to those who are not in a position to attend the day schools, and would otherwise make the very best use possible of their spare moments. It permits those who have heretofore, or in the case of the younger men and boys, who are not now enjoying the privileges and opportunities afforded by the public schools, to effectually bridge a chasm in their lives, that would otherwise prove a barrier to their future progress and enjoyment.

It is announced that the association plans to take care of all who may wish to take advantage of these schools. It is urged that those who are interested in these classes place their application on file at once in order that arrangements may be made for them. Classes are conducted four nights per week, Monday, Tuesday, Thursday and Friday, beginning promptly at 7:30 o'clock, which is the opportune time for new pupils to report for enrollment.

BEST HOTELS IN ROME CHARGE 16 CENTS DAY

Sixteen cents a day for a room in one of the finest hotels in Rome, against sixteen dollars a day, and up, in the United States, make his American friends envy George Malone, son of E. R. Malone, president of the American National Bank, who writes from Italy that this is the sum in American money that he is paying for quarters in a famous hostelry. Young Mr. Malone began his work with the Y. M. C. A. as head of the boys' division in Georgia, where he established a record. He has been twice promoted, and is now connected with department headquarters, in the city of seven hills.

He has recently been in Austria, and writes most interestingly of his experiences abroad.



conference recesses bring together important figures in both capital and labor. The photographer snapped Frank Morrison, secretary of the American Federation of Labor (left) in earnest conversation with John D. Rockefeller, Jr., on the steps of the Pan-American building. The photographer discovered that John D. Jr., wraps his shoe laces twice about the top before he ties them, which struck him as a bit unconventional, at least for a millionaire.

NEW CHERO-COLA PLANT IS BEING EQUIPPED

Thomas L. Hackett from Chero-Cola Home Office is in City.

Thomas L. Hackett, one of the special representatives of the Chero-Cola company, Columbus, Ga., is in the city a few days assisting H. A. Lowman, manager and J. A. Jackson, sales manager, of the local Chero-Cola Bottling company, in the installation of machinery in their new plant which is located on the corner of Railroad and Government streets.

This plant, when equipped and in operation, will be one of the most modern bottling plants in the southern states and Messrs. Lowman and Jackson hope to be moved into same about the first of November.

All of the machinery going into the new plant is entirely new and very

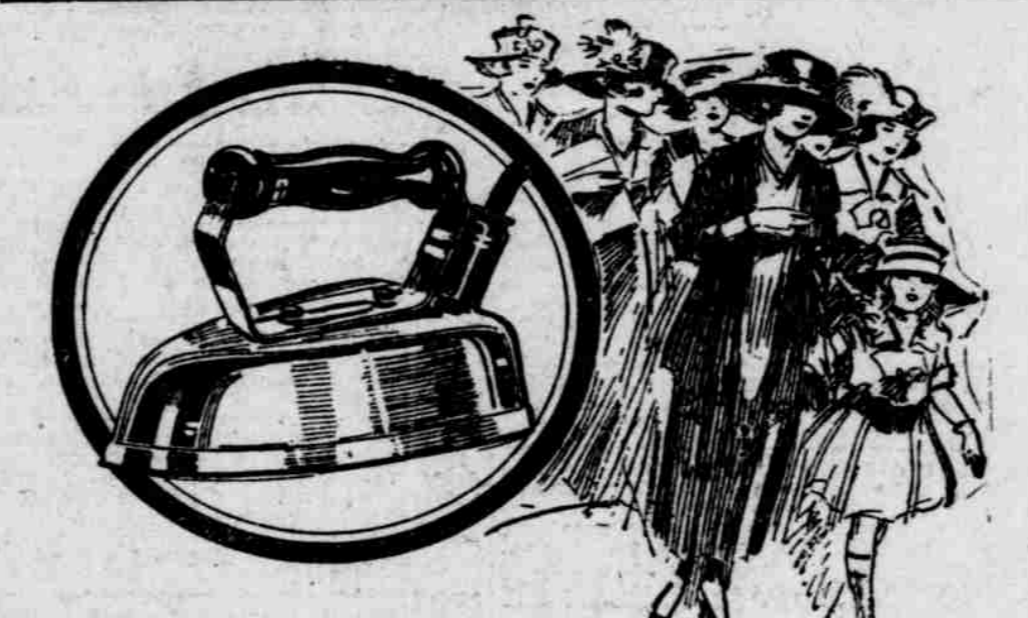
modern and will be of the low pressure type throughout, together with their own refrigeration machinery.

Mr. Hackett comes to Pensacola direct from Chicago where he has been for several weeks looking after the purchase of machinery for several new plants the opening of which are contemplated in the early future.

Notice of the opening of the new plant here will be given at the proper time.

More Than Enough is Too Much. To maintain health a mature man or woman needs just enough food to repair the bodily waste and provide energy and bodily heat. The habitual consumption of more food than is necessary for these purposes is the prime cause of stomach trouble, rheumatism and disorders of the kidneys. If troubled with indigestion revise your diet, eat sparingly, especially of meats, masticate your food thoroughly. Let reason, not appetite control, also take one of Chamberlain's Tablets immediately after supper and you will soon be feeling all right again. —Adv.

SPORTSMAN'S SUPPLY STORE 34 SOUTH PALAFOX BICYCLES—FISHING TACKLE BASEBALL GOODS



Let Us Help Do Your Ironing

Wouldn't you like to have us help you with the ironing—saving you time, trouble and labor?

We'll be glad to supply the Electric Service that means all this and more to you—but you will have to do your part and

Buy An Electric Iron

With an Electric Iron in your home you will always be able to keep your dresses and frocks neatly pressed and fresh-looking—and the work required to do so will be less than half that of the old wearisome way. Besides you'll be able to iron wherever you wish—in any room in the house.

Pensacola Electric Company No. 34 East Garden Street. Phone 2010

SAENGER'S ISIS Reilly's De Luve Isis Orchestra TODAY ONLY We present a story of CLASS and MASS which disproves the theory that there can be no sentiment in business. Zazu Pitts, Florence Vidor and Dave Butler —IN— "The Other Half" it is not a ranting, railing, damnation of one class by another, but it is a gentle unfolding on the screen of the good that Lincoln said was in every heart. It is a story so simple, so well told, so well acted, that you never miss an inch of film.

Whom the Gods would Destroy From Chas. Murray's Famous Novel A Story of Romance That Sends a Girl and Youth Thru an Earthly Hell For Love and Happiness. Chas. Murray and Marie Prevost in Mack Sennett's New Comedy "THE DENTIST". THERE'S A HAND COLORED SCENE TOO

SAENGER'S BONITA Reilly's De Luve Isis Orchestra —TODAY— Mary Pickford —IN— "Behind the Scenes" She could have the success she had struggled and fought for, or she could have love. She couldn't take both; it was one or the other. —A SAENGER INTERNATIONAL WEEKLY TOO Tomorrow — End of "THE MASKED RIDER"

ONLY THE BEST IS GOOD ENOUGH The business world wants expert help. Let us train you. PAN - AMERICAN COLLEGE Phone 51. 274-289 Brent Bldg.

"Procastination is the Thief of Time" And deplorably often, the thief of all joys accompanying good eyesight. Don't procrastinate. Don't hesitate. Have your eyes examined by a competent Optometrist. WILL C. DIFFENDERFER JEWELER AND OPTICIAN The Some of Reliable Goods. 14 South Palafox Street.

Rubber Bulbs and Tubes Bulbs and tubes, atomizers, syringes, fountain syringes, stomach tubes, irrigators and enemas. Small tubes for nursing bottles, bulbs for plant sprays or clothes sprinklers. Again the same fine quality for which all of my rubber goods are noted. No use discussing price because that is the lowest anyway. Hamilton Russell, F. D. Phone 846 "ONLY THE BEST" 212 S. Palafox EVERYTHING IN DRUGS

H. E. ROOT Auto Supplies and Bicycles Phone 220 29 West Garden MICHELIN TIRES FORD PARTS We have a porcelain hat fits the Champion X Spark Plug perfectly, and sells 25c.

GILFILLAN SCOTT Announces that he can take only five more Piano pupils. The Clutter Music House, Phone 15

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