

EARLY ACTION BY SENATE ON LEAGUE URGED

A merchant in a middle western town recently said to me that the senators will soon discover something serious is likely to happen to business unless action is had on the peace treaty. His statement recalls the old negro woman who, when told of the sudden death of her husband, exclaimed: "My Gawd! Dere must 'a been sumpin' serious do matter wid him."

There is something seriously the matter with the whole world. No one knows it better than the American Business Man. He knows that the senate of the United States is playing with fire every day it delays the ratification of the peace settlement. The Business Man knows that almost all of Europe and Asia is in a state of upheaval, evolution and revolution. He knows that right here in America a fire is being fanned by a large, unassimilated and un-Americanized foreign population.

Industrial Re-Construction Waits
The Business Man knows that capital, ever timid, hesitates to pour its money into industrial re-construction through fear of political disturbance or revolutionary changes in industrial methods. He knows that credit and currency and living costs are inflated and that the public generally is restless and clamoring for reduced prices for necessities and all manufactured goods. He knows that operating costs and wage levels are sky-rocketing and production decreasing.

The Business Man knows that the country over merchants report an army of consumers buying luxuries both in rural and urban sections with a tendency to expand individual credit. He knows that the country banks through bulging with deposits, are taxed almost to the limit of their capacity.

The Business Man knows that international problems do have a far-reaching effect upon the prosperity of this nation and the happiness of its people. Ditto, domestic problems like the seemingly forgotten transportation situation in which even the babes in arms of our land have a vital interest.

The Business Man knows there is important work to be done by the Congress of the United States and that the Senate ought to facilitate that work by ratifying the Treaty of Peace now—and without amendment or destructive reservations that would require renegotiation or submission to another conference of nations, thus holding in abeyance the peace of the world.

Knowing these things, ought not the Business Man to tell the Senate what he knows in forceful and unmistakable language? And, to purloin a Wattersonian phrase, in America every man who is not a policeman or a dude, the banker, the minister, the lawyer, the doctor, the farmer,—is a business man.

While the Senate consumes precious time gas-attacking parts of the Treaty which it knows it cannot re-write without the consent of other signatory nations, Germany is mobilizing for war! Oh, no, not in a military sense, for the Treaty will force her to beat her swords into plough-shares once it gets into effect. Already Germany is "consolidating her positions," industrially speaking, and her horde of commercial soldiers are invading Russia and Scandinavia and all the rest of the world where she may be able to obtain passports for them. Thus, while our Senate talks, talks, talks, our chief enemy consolidates her industrial forces for team work to attempt to commercially Germanize the markets of the world. Now Great Britain, France, Italy, and Belgium have ratified the settlement made at

Versailles and are moving their commercial batteries into position.

The Four Big Factors.
Here, four powerful and contributory forces are admittedly influencing readjustments and the status of our domestic and foreign commerce—to-wit:
First: The Peace Treaty.
Second: The Labor Problem.
Third: The Money Market.
Fourth: Foreign Credits and Exchange.

Business, generally, optimistically expects all four of these problems to be worked out with reasonable promptness. The war settlement contained in the Peace Treaty is regarded as the paramount factor in readjustments. It also has particular influence upon the third and fourth propositions above stated. Therefore, the first move to be expected is action by the Senate as it alone has the power to remove the first disturbing factor and permit final decision on the many business commitments that are being deferred until the Treaty is ratified.

Capital, Labor, The Public.
The second proposition—the Labor Problem—is now under discussion by the Industrial Conference meeting in Washington upon invitation of the President. There two warring elements have been brought together in council, (with representatives of the consuming public occupying the middle ground), to confer over conditions fundamental to the tranquility and prosperity of the entire citizenship of the nation. Business circles regard this Conference as an augury of better arrangements; as an opportunity to prove that Labor, Capital and the Public can work with, not for, each other; a chance for them to get together and pull together during the era of commercial rivalry which we are now entering upon.

The third proposition—the Money Market—is only partially dependent upon the working out of the first and second. In a degree not altogether measurable we are suffering from abnormal speculation due in part perhaps to the fact that some elements of business are joy-riding and exceeding the speed limit. The turnover in high-priced and luxurious mercantile stocks is remarkably large and testifies how "leaky" the dollar is and partially explains the general demand for higher compensation for service. Large amounts of money are being diverted into highly speculative channels while credit and currency are required in large volume for crop moving and governmental and legitimate corporate financing. Despite all this, however, thanks to our admirable Federal Reserve System, there is no scarcity of money at the moment for purely commercial requirements though the rate is high.

Foreign Credits and Exchange.
The fourth proposition—Foreign Credits and Exchange—cannot be worked out definitely until after ratification of the Peace Treaty. Safe

and definite plans must be made to facilitate the carrying on of our trade with the rest of the world. In the case of Europe and South America the exchange situation is hindering American exports and it is imperative that an early solution be found of the method of payment for the goods we sell them. A found system of credits must be developed and inaugurated if we are to enjoy the prosperity that follows the sale of our surplus commodities for foreign consumption. To aid in finding the solution of some of these pressing problems business men from England, France, Italy, Belgium and other countries are now meeting with American business men in Atlantic City, under the auspices of the Chamber of Commerce of the United States. Here the viewpoint of the occidental business world will seek common denominators by means of round table discussion, a principle sought to be applied to the settlement of many world problems through the proposed League of Nations.

John H. Patterson's Views.
One of America's foremost and far-sighted business men is just home from an investigation of business conditions in France, England, Belgium and Germany. He publicly reports his impressions and among other things he emphatically says:

"I have just returned from a trip to Europe. I went to study business conditions. The most important thing to do to restore international business is to quickly ratify the Treaty of Peace and establish a League of Nations."

That business man is John H. Patterson, the President and General Manager of the National Cash Register Co., which concern has ramifications throughout the commercial world. His viewpoint seems to be general among business men everywhere.

The American Business Man knows the Senate ought to ratify the Treaty at the earliest possible moment and then get the Congress down to work on other pressing problems. He knows that the mind of individual Senators is decided about what each is going to finally do when the vote on the Treaty is taken.

Why then, cannot American Business, big and little, from Duluth to Mobile and from Santa Barbara to Wilmington let the Senate know that what it needs and wants is more light and less heat, more speed and less procrastination on Capitol Hill, Washington, D. C.? Concerted action on the part of the American public usually gets result, for the people's Senators understand what that means.

Let the American Business Man do some quick thinking and acting. Also the American Farmer, who collectively taken, is the biggest Business Man of all—he should speak first and loudest.

RASCALS

Biliousness, Headache, Colds, Constipation, driven out with "Cascarets"

Why take nasty cathartics, sickening salts, or stomach-turning oils to drive these rascals out? Let gentle, harmless Cascarets remove the liver and bowel poison which is keeping your head dizzy, your tongue coated, your skin sallow, your breath offensive and your stomach sour. Get a box of Cascarets at the drug store and rid your liver, stomach, and bowels of the excess bile, poisons, and waste which are keeping you miserable. Cascarets never gripe, never sicken, never inconvenience. They cost so little and work while you sleep.—adv.

MAJ. RAWLS AGAIN HEADS REXALL CLUB

Next Annual Meeting Will Be Held at Tampa.

Again the honor of heading the Florida Rexall Club as president for another year was conferred upon Maj. W. A. Rawls, of this city, at the annual convention of the club held in Jacksonville Thursday and Friday, closing with a sumptuous banquet at the Mason Hotel Friday night. Roy N. Chell, of West Palm Beach was elected vice president and J. R. West, of Tarpon Springs, was named as secretary and treasurer.

The next annual meeting, it was decided at the closing business session, will be held at Tampa. The session was attended by prominent druggists from all sections of the state, as well as representatives of the United Drug Company, Boston, manufacturers of Rexall goods, and was a most enthusiastic one.

Wm. Knowles, President, Eliza Knowles, Sec., Treas., J. Greenblatt, Mgr., James F. Phillips, Asst. Manager

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The Way to

Consider it as 15,000 Users Rate it—by Performance and Endurance—Not by its Size and Weight

Judge the Essex

The Essex has filled a new position among motor cars, and nearly everyone knows it.

At first, before they had seen it outperform most every car, they merely regarded it as a fine, unusually well-built and finished, light weight automobile.

They appreciated its quality construction.

They conceded it a better built car. Still, because it has many details in common with other similar weight cars, they could not, at the time, bring themselves to look at it in the light it is now held by some 15,000 users.

Expect of the Essex the same riding qualities—the same performance ability—with a range of speeds equal to any of such cars as you consider worth \$300 to \$500 more.

And then when you have tested the Essex in that manner, consider the advantages it possesses over those other larger cars with which you have classed it.

Cost Less to Operate Easier to Handle

You sacrifice none of the pleasures of motoring because the Essex is no larger than cars known as of the light weight type.

But you gain all their advantages. When riding in the Essex you have no conscious feeling that it weighs any less or that it is performing any less satisfactorily than the big costly cars.

You sit in as comfortable and upon as richly upholstered cushions.

You hold no concern as to the endurance of your car.

If you drive you feel the ease of its operation. You learn that the Essex requires little attention and that it grows in your esteem because it so completely meets your motoring needs.

More Than 100 New Owners Every Day

In January Essex production was 30 a day. It now approximates 125 a day.

So great is the demand everywhere that as many as 100 cars have been driven away from the factory in one day by buyers impatient at freight delays.

It indicates Essex position. No light car equals its performance as is known in every locality. No light car assumes equal qualities in construction detail. And no larger car offers the advantages of convenience and low operating costs.

You will place a large car price on the Essex if you judge it by performance and durability.

That is why everyone is so enthusiastic about it.

The Awakening Has Been Startling

The Essex is just ten months old. But note what a name it has made for itself.

What car ever so quickly made as many friends? And what car has proved itself in the way it has?

Nothing was said to call attention to the way it is built. No claim was made that its motor delivers a performance that ranks the Essex with the performance of those large costly cars that have such fine reputations for the way they clumb hills, accelerate and outdistance other cars in touring.

But Essex owners and thousands of others found out. They are the ones who tell of Essex performance in such words of praise as are rarely applied to an automobile.

Put Aside Its Size and Type Consider Only Performance

That is what all Essex owners will tell you to do. Go see it with the same expectation of its value that you would examine any fine quality car.

If speed is your requirement see if the Essex does not meet it.

Where luxury and finish are demanded compare the Essex with any car.

Don't put yourself in the erroneous position of classing it with light cars.



Hudson Super-Six



When you choose your motor car you insist on performance and appearance. The HUDSON tells its own story. The Hudson Motor Car Company has a record of ten years of constant success and development. Never in this time was a car built that did not add further prestige to the HUDSON name. HUDSON owners know that from the factory to the smallest dealer a far-reaching and adequate organization is at their service. Such facts as these should have your consideration.

D. de R. M. SCARRITT

ESSEX and HUDSON Dealer

127 East Zarragossa (Temporary Home)

Phone 2477

Winners of The First Prize

For the name of the Beauty and Hair Parlor to be opened at 336 Brent Building

FIRST PRIZE—MRS. ANNA CARPENTER

Other prizes are awarded to:

Some of the Contestants
Mrs. H. G. Arrington
Mrs. W. M. Houghton
Mrs. H. J. Roberts
Miss K. E. Sutherland
Mrs. Gold.
Miss Myrthel Cunningham.
Mrs. E. C. Pahlmann
Mrs. C. E. Nicholson
Miss Dove White
Mrs. R. E. Cooper
Mrs. Vic C. Woutanare
A few ladies forgot to enclose their names.

Names Suggested Are:
Ideal.
Centennial, Colonial
Southern Elite
De Luxe, Parisian
French American
Bloom of Youth, Princet
Marcel-O-Wave, Daphne
The Venus de Milo, New York
California, The Sterling
The Permanent Wave

Our thanks to all.

MR. AND MRS. JOHN C. KLINGER
336 BRENT BUILDING

IDEAL BEAUTY AND HAIR PARLOR



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THAT SATISFIES AT PRICES THAT ARE SATISFACTORY QUICK PERSONAL SERVICE

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