

## Service To Grocers

Continued and increasing business proves appreciation of the service we are rendering the retailers in our territory.

We are now handling all standard goods at margins that are a surprise to other dealers. Our stock is fresh and up-to-the minute. Prompt shipment, accurate consignments and fair treatment, our motto.

**The Atlantic Grocery Co.**  
Palatka, Florida

## COUNCIL TO JOIN IN ROAD TO GAINESVILLE

WILL WORK IN HAND WITH COUNTY BOARD.

Gainesville and Alachua County Have Already Planned For Their Part of Work.

A committee of three, composed of Aldermen M. B. Cochrane, W. P. Di-reen and J. C. McCoy was named by President Merrill, of the city council last night, following the passage of a resolution to join with the Board of County Commissioners in meeting Gainesville and Alachua county half way in putting in proper condition the road between the two capitals of Alachua and Putnam county.

This action followed an address by Dr. A. M. Steen, chairman of the Board of County Commissioners, who pointed out that there is an opportunity now to take advantage of state aid for constructing this link in the highway which may never come again.

This is the same matter which was taken up at the last meeting of the Business Mens' Association when representatives from Alachua county made a strong plea for the cooperation of Palatka and Putnam county. As pointed out by Dr. Steen last night no road that can be built at this time will be of more benefit to the city and county.

The state road department has evinced a great deal of interest in this link in the highway and is willing to do its full part in constructing the road. The route would be by way of Hawthorne.

### Budget Monday Night.

Chairman McNally, of the finance committee, announced that the budget was not quite ready and asked for an adjournment of council until Monday night when the budget will be submitted for ratification. This was agreed to. No advance figures on the budget are available.

Mr. McNally, also asked for more time in which to prepare a report on the waterworks purchase, which was turned over to a special committee. He announced that a reply had been received to the inquiry made by the committee to the owners of the old waterworks, but that there is certain other data which the committee wishes to get in hand before making up its final report.

Just what terms the owners have offered has not been made known, but it is believed to be in the neighborhood of \$90,000. Under an act passed by the legislature Palatka cannot bond for more than \$60,000 for the purchase of the waterworks, but can follow the same procedure as has been followed in other instances and either borrow the money needed in addition to a bond issue, or issue time warrants.

### Parking Amendment Passes.

The amendment to the traffic ordinance, relative to parking of cars on the public street, was placed on its second and third reading and passed. This amendment makes it unlawful to park cars in such manner that they will obstruct entrances to garages or to filling stations.

It was the sense of council that no city engineer is needed for the present and heads of the various departments will be held responsible for the working of their departments. This plan will be followed for several weeks in the interest of economy.

A vote of thanks was extended to Alderman Coughlin for the zeal he has displayed in looking after the

## SERGEANT YORK TO BE FLORIDA GUEST

INVITED HERE TO HELP WITH CHRISTMAS STAMP SALE.

Is Man Who Killed Eight Huns, Captured Thirty and Marched Them in to Camp.

The greatest hero in the late war is Sergeant Alvin C. York, of Tennessee, who single handed and alone killed eight Huns and captured over thirty and marched them in as prisoners.

Sergeant York is very much interested in the campaign for the sale of the Red Cross Christmas Seals and is Vice Chairman of the campaign in Tennessee. Those directing the work in Florida have invited Sergeant York to visit this state in the interest of the work, and they feel assured that he will do so sometime during the latter part of this month. Sergeant York feels a deep interest in the movement because he appreciates the work being done against tuberculosis and his services are free to make the drive which takes place December 1st-10th a success. His name fame is known in every household in America and his popularity has been strengthened by his extreme modesty. Should he come to Florida and it seems now assured, it will be a notable occasion.

Governor Roberts, of Tennessee, is the Chairman of that State and he has been requested to release Sergeant York for the Florida visit. The Jacksonville Chamber of Commerce, Mayor Martin and other organizations of Jacksonville have invited Sergeant York and as soon as it is known that he will come, extensive preparations will be made to receive him with the honors due America's most distinguished and most modest hero.

### HOME FOR FEEBLE MINDED.

Will Be Decided on. As to Location, Next Week.

TALLAHASSEE, Nov. 5—(Special)—Gov. Sidney J. Catts and Commissioner of Agriculture W. A. McRae have returned from a visit to Gainesville, Bronson and Plant City, where, with the other members of the cabinet they inspected sites offered for the location of the colony for epileptics and feeble-minded.

The cabinet will now receive from these localities definite proposals as to what they offer to the state, and will then consider the various propositions. It is expected that the colony will be located by November 15.

The other members of the cabinet stopped at the state prison farm at Raiford, where they will make an inspection, after which they will return to Tallahassee, probably this afternoon.

Fresh chile con-corne daily at John Mallem's place. First street.

water works and other affairs of the city, especially following the resignation of the city engineer. Alderman Coughlin said that he felt that someone should give these various matters his attention and explained just how matters are working now.

The time for complaints on assessments was extended to Monday night. The complaint of L. A. Smith was favorably passed on and his assessment reduced.

After making an appropriation for the celebration of Armistice Day and transacting other routine business council adjourned.

# READ TODAY'S NEWS TODAY IN THE NEWS

The warm welcome accorded the Palatka Daily News has been most encouraging to the publishers. It is proof positive that the American people are demanding more speed, even in getting the world's news. We print it the day it happens. The afternoon paper is steadily gaining in public favor. It is distinctly the home paper everywhere.

## World's Greatest Afternoon Service

The Palatka Daily News carries the United Press afternoon service. This organization serves more afternoon papers than any two news associations in the country. It is crisp, interesting and reliable. It speaks for itself as it is presented daily in the columns of the Daily News. This service will be increased in number of words as soon as additional facilities for handling it are received.

## Why We Chose The Afternoon Field

The publishers chose to enter the afternoon field, in preference to the morning field for reasons that are so obvious that there was no occasion for hesitancy. If experience had proven that the morning fields is the most desirable in cities the size of Palatka present conditions here would not have decided the publishers not to enter that field. But the afternoon field is the field for the advertiser and the reader—locally.

In the United States there are two afternoon papers for every morning paper. In Florida there are nineteen afternoon papers and eleven morning papers. In no city is there a morning paper where there isn't an afternoon paper—except Palatka.

These figures prove that the demand of advertisers is that their store news shall be circulated on the day it is printed and on the day that current news happenings are chronicled. In large centers of population the morning papers depends, to a large extent, on its general circulation outside the local field.

Seventy-five per cent of the advertising for local readers in New York and Chicago is carried by the afternoon papers.

The afternoon paper goes into the home before supper, just when the housewife is finishing her day's work and when the husband has come home from his labors. From it is mapped out tomorrow's purchases, as there is no time in the morning for wife or husband to look over the morning paper until after the first rush of activity incident to the starting of the day.

This is the age of speed and people want the news the day it happens. That's why the publishers chose to enter the afternoon field.

## A Paper For All Of The People

THE DAILY NEWS will be published in the interest of all of the people of Palatka and Putnam County first. Our editorial aims and purposes will be found on the editorial page. The paper will be all home print and will issue every day in the week except Sunday. It will be delivered in the city by carrier and in the county and elsewhere by mail at the following rates:

Per week	-	-	15c
Per month	-	-	50c
Three months	-	-	\$1.50
Six months	-	-	2.75
One year	-	-	5.00

If you wish to be a subscriber to THE PALATKA DAILY NEWS fill out the attached coupon and send or mail to

**The Palatka News**  
Palatka,  
Florida

(COUPON)

THE PALATKA NEWS,  
Palatka, Fla.

Gentlemen:

Enclosed please find \$..... for which please send me THE PALATKA DAILY NEWS to the below address for ..... months.

Very truly,

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