

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

Army Officer Describes Animals, Birds, Reptiles of Panama Canal Jungle.

The blank spaces on the world's map have been dwindling so rapidly that it is a bit surprising to read of a great wilderness—unmapped, uninhabited and practically unknown—alongside one of the great American thoroughfares. In his account in Natural History, Lieut.-Col. Townsend Whelen states that a passage cut from the Panama canal some five miles through a tangled second growth of small trees and other vegetation leads to a gigantic wall of verdure, and this is the beginning of the primeval jungle comprising most of the eastern portion of the Republic of Panama, and extending about 300 miles in length by 50 to 100 miles in width. In this strange new world one can wander unimpeded by thorns and creepers, in a climate oddly cool and balmy. The vegetation is most impressive, even terrifying—giant morns, borlgen, cavanillesia, celbas, rubber and fig rising limbless 100 to 200 feet, with tops spreading to shut out the sky, and a lower growth of many kinds of slender tree ferns and palms, developed in semi-darkness, that shorten one's view without hindering progress. Hardly anywhere can one see more than 50 yards. The jungle is alive with a wonderful bird life, which is distributed in zones of altitude on the mountain slopes and locally from the ground to the tree tops—quail, tinamou and pheasants being common near the earth's surface, jrens, humming birds, thrushes and other species, in the low-bush level; doves, guans, owls and trogons, half way up, and parrots, parakeets, macaws, toucans and cotingas, under the heavy roof. Tapir, deer, peccaries and other mammals, are abundant, though shy. The many serpents do little harm, the chief dangers being malaria, getting lost and falling branches and fruits.

Difference Between Dawn and Twilight: Ending and Beginning of Phenomenon

Twilight is the diffused illumination of the sky which immediately precedes sunrise and follows sunset. When the sun sets below our horizon, we are not at once plunged into the darkness of night. There is an intermediate period of partial and slowly increasing darkness which we call twilight. It is caused by the reflection of the sunlight by dust and particles of water vapor in the upper atmosphere. The same phenomenon occurs just before sunrise and, to distinguish it from the evening twilight, is called dawn. Dawn begins and twilight ends when the sun is about 18 degrees below the horizon, and consequently their duration varies with the latitude and with the season of the year. The higher the latitude the smaller the angle at which the sun's path meets the horizon, and hence the longer it takes the sun to sink to a distance of 18 degrees below the horizon. In the tropics twilight rarely lasts longer than 30 minutes, while in the latitude of north Scotland it lasts so long that about midsummer there are several nights on which it fills the entire interval between sunset and sunrise.

No Novelty.

"How did you find the feller that runs the Busy Bee store?" inquired an acquaintance.

"I just rambled around till I unearthed him," replied a citizen of Sandy Mush, Ark., who had been shopping in Tunlinville.

"Yes, but I heard that he was in mighty bad health?"

"Mebby so. He may have been puny, but I didn't notice it. I found him asleep in the back room setting on a keg, and when I asked him if he had any axle grease he 'lowed he had, but wanted to know if I couldn't just as well come around later, when he'd prob'ly be standing up. Nope, I didn't see anything peculiar about him.—Kansas City Star.

WHY

Sufferers From Dementia Praecox Live Long

Over 50 per cent of the patients in the state hospitals of Illinois—or of any other state, for that matter—are cases of dementia praecox. The salient feature of this type of mental disorder is a loss of interest in the things that serve as spurs to normal activity—desire to get on in the world, love of home and family, outside social interests, etc. Fantastic ideas and bizarre activities take the place of these sane interests and the affected individual ceases to make the adjustments necessary to retain his place as a member of the family and of society at large. He gets out of step with the mass of his fellows; depends more and more upon his own delusional resources; contents himself with poorer and poorer ways of doing things; and in the end, if allowed to go his own gait, suffers a more or less profound deterioration.

Accompanying this mental degradation there is no corresponding physical decay, and, as a result, the praecox patient who enters an institution at twenty may very well continue to exist there until he is seventy. At least 20 per cent of all commitments belong to this group, and, since so few die and so few recover (possibly 10 per cent) a balance between the incoming and outgoing is not struck until at least half of the entire hospital population consists of this type.

This sad statement, says the Modern Hospital, is an admission of the fact that dementia praecox still remains very much in the realm of the unknown. Since its cause has not yet been discovered, it can be treated only by those methods which have empirically proved to be successful.

STEPPING-STONE TO SUCCESS

Why Imagination Mixed With Knowledge Is of Such Value to Human Progress.

Imagination is the fount from which springs all progress.

Before a great structure can be erected it must first take form in some one's imagination.

Without imagination we would not be sailing in steamships, traveling in trains, riding in automobiles or flying in airplanes.

Without imagination we would have no electric lights, no photographs, no moving pictures or other inventions identified with Edison, the world's master mind in the realm of both imagination and invention.

Imagination comes usually from mastery of some subject. The application of painstaking study to one's complete knowledge of a subject sets the imaginative forces of the mind into activity and, by what appears to be a brand new idea is evolved—although this idea, when analyzed, is but the product, the rearrangement, the application of knowledge already possessed.

To cultivate imagination, acquire more and more knowledge of your work.

And you cannot give form and substance to something of which you know nothing.

To acquire imagination, first acquire knowledge, then mix your knowledge with diligent thought; exercise all the foresight you can command and you then stand a good chance of developing that species of imagination which is essential to all presentment success.—Forbes Magazine.

EXECUTOR'S NOTICE

All creditors, legatees, distributees, and all persons having claims or demands against the estate of Anton Heini, deceased, are hereby notified to present their claims or demands to me within Two Years; and all persons indebted to said Anton Heini, deceased, are notified to pay the same immediately.

CATHERINE HEINI, Executor of the last will, estate of Anton Heini, deceased. This 13th day of Oct., A. D. 1919.

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	-	-	5.0

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,

Name.....

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