

THE PALATKA NEWS

and Advertiser.

PALATKA, FLA., FRIDAY, NOVEMBER 24, 1916.

\$1.00 Per Year

"Where Styles Originate"



Manhattan
SHIRTS
KNOWN AS THE
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We are
EXCLUSIVE AGENTS
IN PALATKA

Fearnside Clothing Co.
Ladies' Shoes Men's Shoes

ROWTON'S TOY SHOP

is now open and we have on display the finest line of toys we have ever had. Entire second floor devoted to TOYS AND DOLLS. Dolls are very scarce this year but we are fortunate, and have a fine line. Come and see and bring all the children.

MR. CHAMBERLIN, a gentlemen of wide toy experience, in charge of this department.

BUY EARLY, thereby having best selection and AVOID THE RUSH.

ROWTON'S

The Popular Store



THE SUN'S ONLY RIVAL

is the electric light. It is the nearest approach to daylight man has succeeded in producing. If you are not using electric light in your home, store, office or factory you are behind the age. Let us give you a lighting plan that will give you the most illumination at the slightest cost.

PALATKA GAS LIGHT & FUEL CO.
PHONE 328.

Preparedness!

IS THE WATCHWORD OF THE HOUR

Personally, "preparedness" should interest you. Renting one of our SAFE DEPOSIT BOXES

(key system) and depositing there in your Deeds, Mortgages, Insurance Papers, Jewelry and other valuable property would be "preparedness" against the loss of same by fire and thieves.

We have three sizes of boxes that rent for \$3.00, \$5.00 and \$8.00 per year. Our Capital and Surplus of \$148,000.00 is our guarantee to our customers.

Respectfully,

THE PUTNAM NATIONAL BANK OF PALATKA

SOUTHERN UTILITIES COMPANY TO BUILD

Three Story Fire Proof Building in Palatka for Central Offices.

Arrangements have been completed with Col. H. M. de Montmolin whereby the Southern Utilities Company of Jacksonville has acquired 77 feet frontage on Water street next north of the Griffin building, a part of the Martin Griffin homestead. This is a trade which has been hanging fire for some weeks, but which was closed in a manner satisfactory to all parties concerned only within the past few days.

The lot secured by the Southern Utilities Company extends back 85 feet toward the river, but does not include the water front, which still remains in possession of Col. de Montmolin.

It is gratifying to note that the business men of Palatka generally got behind Col. de Montmolin when it was made known that he was negotiating this deal and gave him valuable assistance.

What it means to Palatka is much. The Southern Utilities Company with headquarters in Jacksonville, is doing business in all parts of Georgia and Florida. The company owns valuable franchises for electric lighting in many cities of these states. The company owns the Palatka franchise, originally given to the old Palatka Gas Light & Fuel Company, which it purchased about a year ago.

It is the purpose of the company to move its headquarters from Jacksonville to Palatka, and to this end it has secured this property in the downtown section.

It is also the purpose of the company to immediately begin the erection of a three story brick, fire proof building, with basement. The building will be size 48 x 70 feet, and will be both imposing and ornamental. H. G. Perring of Jacksonville is the architect. The building is to cost about \$60,000.

For some time past the company has used the old ice factory for storing its great volume of supplies. It was found that Palatka afforded the very best shipping facilities and freight rates. When the new building is completed the basement will be utilized for storage purposes. The entire building will be occupied by the company, and its general offices will be here.

The coming of the Southern Utilities Company to Palatka means that fifteen families will come here to live, in all about 40 persons. These people will need to find homes.

The coming of this company with its offices and staff to Palatka is the most important event commercially and socially to take place in several years. One can hardly realize what a difference it will add to the commercial aspect of the city, and what a continuous line of managers and employees from the various cities where the company is operating will be coming and going to Palatka because of this city's being headquarters.

And it should be remembered that much of the credit for this enterprise is due to Palatka's transportation facilities—the fact that it is on navigable water and is a railroad center. By pressing these advantages the gentlemen who assisted in promoting the location of this company were wise.

And there are others.

Reorganized Bridge Club.

The club formerly known as the West End Bridge Club, which suspended for the summer months has reorganized and met for the first time Wednesday afternoon with Mrs. Albert Phillips on South 6th street. Three tables played and at each table was marked with dainty tally cards. A salad course with hot chocolate was served. The guests were Mrs. Crill Merryday of Madison, with Miss Eileen Merryday, Mrs. Albert Martin, Miss Winnifred Barstow, Mrs. Howard Rowton, Mrs. J. Q. Tilghman, Mrs. J. V. Walton, Miss Edith Kupperbusch, Miss Mary Howard, Mrs. Calhoun, Mrs. L. D. Phillips and Mrs. Ralph Phillips.

Tacky Party.

There was a merry time Tuesday evening when Miss Rose Parrott entertained her Sunday school class with a "tacky" party, at her home on Madison street. Various games and contests were indulged in, and the judges had a hard time deciding on the "tackiest" costume, there being so many clever ones. Mercedes Gallocher was declared the winner and the prizes for the other contestants were won by Olive Johnson and Florence Crittenton. The others present were Betty Holst, Elizabeth Boyle, Emily Nerwich, Virginia Shinn, Lilla Crittenton, Ottilie Hutchinson, Mary Shaw, Clarice Newton, Nelson Crittenton and Walter Boyle. During the evening refreshments of cream, cakes and candies were served, the tacky and card game being carried out in the table appointments. Assisting the hostess were Misses Inez Holden, Rena Brown and Kittie Ryalls. Others present who enjoyed watching the frolic of the children were Rev. and Mrs. Crittenton, Mr. and Mrs. Burdette, Mrs. Alderman and baby who was the center of attraction.

NATIONAL FARMERS' MEET IN PALATKA

Delegates From all Parts of United States Enjoy Themselves.

Palatka's streets and hotels have been filled all this week with representative farmers of the nation, gathered to attend the annual convention of the Farmers' Educational and Co-operative Union of America.

Delegates are here from far-off Oregon and Washington, from Texas, Kansas, Nebraska, Arkansas, Iowa; but it is only when you call the near states that delegations are here in force. The number of delegates in attendance has been stated at between 500 and 600.

President Barrett of the national organization and President Shepard of Florida were here a little in advance of the great body of delegates, who began straggling in groups on Monday. Tuesday was the day of the great influx.

On Tuesday morning one contingent of Georgians numbered about 200. These marched two abreast from the Union Station to the Grand Theater, where the opening, or welcoming exercises were being held.

The big theater was packed to capacity long before the opening, which was delayed because it so happened that all incoming trains to Palatka were late that morning.

Gov. Trammell who was to be here in time for the opening at 10 o'clock, was unable to get here until 11:30. Senator Fletcher was also late.

Mayor Merriam made the address of welcome for the city and his words seemed to take hold of the visitors and impress them as ringing true; his honor hadn't talked long before the visitors began to feel at home. He told the visitors many important things regarding Florida, Putnam county and Palatka, particularly of the latter, and told them not to hesitate a moment when they wanted information, but to ask any Palatkan.

Hon. S. M. Rhodes, president of the Tennessee State Farmers' Union responded to the Mayor's address of welcome, and following that gentleman came an address on Co-operation by Mr. Bradford Knoff.

Gov. Trammell arrived at this juncture and was piloted to the stage, where he was next introduced amid a thunder of applause, and gave a hearty address of welcome in behalf of Florida.

Senator D. U. Fletcher followed Gov. Trammell, and after a few words of welcome, launched into an address in behalf of rural credits.

The senator was at his best, and handled his subject in a masterly manner. Stating in his introduction, that the farmer and the cause of agriculture had not had adequate justice done to them in the past, but rather that they had been discriminated against in the interests of commercial and business men and enterprises, he proceeded to very clearly outline the working of the Farm Loan Act, which, he stated, would bring immense relief to the farming industry, and tend to its greatest development.

He stated also that the present indebtedness of the farmers of the United States amounted to something like \$6 for every minute of the Christian era, and that the amount paid annually in interest alone on the indebtedness was about 600 million dollars. This, he stated, the act aimed to reduce by at least one-half, while at the same time it made it possible for farmers to liquidate their debt by easy annual or semi-annual instalments. Our readers are already familiar with the methods by which Farm Loan Association will accomplish these desirable ends, so nothing further along that line need be written. He concluded by saying that hitherto the farmer had been "playing the other fellow's game" but the time had come when he could play his own game, and win the profits for himself. The senator's speech was listened to most attentively by the great audience, and he was heartily applauded as he resumed his seat.

The meetings of the Union are held behind closed doors at the court house and took up much of the first afternoon, Wednesday evening and Thursday.

Ocala has a delegation of its board of trade here composed of some of the city's leading business men, who are making an effort to secure next year's convention for that city.

Today it is thought a large number of the delegates will go to Orange Springs to attend the Colonist's Fair given under the auspices of the Florida Farms & Homes, Inc.

Have you noticed the brilliant light in front of the G. Loper Bailey Co. office? That light is 1,500 candle power. Makes some of the street lamps look feeble.

Too much praise cannot be given the board of trade committee charged with handling the big crowd of visitors attending the Farmers' Convention this week. Of course the hotels were overflowing and many had to be accommodated with rooms in private homes, but everything went without a hitch and every person was placed in comfortable quarters. The main committee was composed of Mayor Merriam, H. F. Lecks and Mr. Walsh. The sub-committees also are due their full share of praise, especially the committee on decorations and amusements.

VISITING FARMERS ENJOY EXCURSION

To Pretty Welaka and Partake of Barbecued Dinner.

Wednesday was picnic day at the Farmers' Convention. And according to arrangements the visiting delegates were all given a steamer ride 25 miles up the river to pretty, live oak shaded Welaka, where they were the guests of the good people of that town for the day.

The trip was made on the steamer Clivedon of the Beach & Miller Line, and as the boat pulled out from the dock in the morning just as the sun was dispersing the thick mists, it was a happy crowd that filled her decks. A colored orchestra made music on the main deck and those Georgia boys had a hard time to keep their feet still. When the string band ceased the newly formed cornet band under the direction of Prof. Seger struck up lively airs. To many of the visitors a steamboat ride was a new pleasure and one that they enjoyed to the full.

Welaka is on the east bank of the river, some 25 miles above Palatka. The town is situated on a high bank and is beautifully shaded with wide-spreading live oak. On arrival the visitors were met by the town's people and escorted to the park, where tables and a speakers stand had been erected. Here before the serving of dinner, a number of addresses were made.

Mayor Frank E. Reeder, who was ill and unable to make the address of welcome, was represented by Rev. W. P. Trouman, who in a few cordial words of welcome put the visitors at ease. His address was followed by others from representative visitors, including Hon. W. A. Bowen of Paris, Texas, editor of the Farmers' Fireside Bulletin, Hon. W. P. Young, agricultural agent of the Southern Pacific Railroad; Hon. W. C. Langdon of Kansas, and a late candidate for governor; J. J. Brown of Georgia and others. These addresses were all bright and filled with interest both for the people of the town and the delegates.

The barbecued dinner followed, served on long tables spread under the oaks. The menu consisted of beef, pork, fish chowder, bread, pickles, hot coffee, etc., followed with an abundance of fresh oranges, tangerines and grapefruit.

The people of Welaka were the soul of hospitality; the visitors, many of whom had never seen an orange grove, were permitted to go through them at will and pick what fruit they wanted, and hundreds of them accepted the invitation. The day was one of unalloyed pleasure to all the delegates and the experience novel in its every feature.

Mr. Bowen in his address referred glowingly to the river trip and declared that "the upper reaches of the St. Johns for scenic beauty and classic picturesqueness could not be surpassed by any river in the world, and he had traversed all the famous water courses both at home and abroad."

The party returned to Palatka just at dusk. More than fifty of the returning excursionists told The News that nothing in the way of pleasure could have been provided that could have taken the place of the river trip to Welaka. "We will always remember little Welaka," said one enthusiastic patron.

The dinner was superb. It was barbecued as only an artist like Julius Neubeck knows how. Mr. Neubeck went up on Tuesday and did the work.

Many visitors also made the trip to Welaka in autos, thereby having opportunity to view the big camphor farm.

Mrs. Neck Meets Sudden Death.

The sudden death of Mrs. R. E. Neck at her home on Sunday morning brought gloom to many households, for the lady was highly esteemed and had a large circle of friends. The suddenness of her going was appalling. Mrs. Neck had been in her usual health and with her husband had just returned from an auto ride.

Soon after returning to her home she complained of her head feeling bad, fell into her husband's arms and expired. A physician was summoned, but too late. Her death was instantaneous.

Mrs. Neck was a native of Palatka, where she was born some thirty-three years ago. She was a daughter of the late John Grooms. She was a member of the Pythian Sisters and the Order of the Eastern Star, and had extensive social connections. A lady of charming manners and kindly disposition she cemented strong friendships. Her unexpected death cast a gloom over the community.

Besides her devoted husband, Mrs. Neck is survived by her mother, Mrs. S. J. Reynolds, two sisters, Mrs. Kennedy and Mrs. Austin, and two brothers, John J. and Alonzo B. Grooms, all living in this city.

The funeral arrangements were in the hands of Mooney & Davis, and the obsequies were held from her mother's home on Dodge street Monday afternoon, being conducted by Rev. S. Grady of the Methodist church, her pastor. The interment was in West View cemetery, the service at the grave being conducted by the fraternal organizations to which she belonged.

NEW ATLANTIC AND GULF INS. BUILDING

To Be Erected Immediately—Buckland & Fitchner Contractors.

The new Atlantic & Gulf Insurance Company building for which ground was cleared last week on Second street next south of the East Florida Savings & Trust Co's Bank, is to be erected immediately.

The contract has been let to Buckland & Fitchner of Jacksonville, the same firm which only some three weeks ago completed the new Hotel James.

The new building is to be 50 feet front by 90 feet deep, will be two stories high and will have a front of pressed brick and terra cotta ornament. The up-stairs rooms will be divided into offices.

G. Loper Bailey & Co. will occupy the ground floor offices next to the bank, and this room will have a width of 28 feet. Mr. Bailey has decided on plans which will give him one of the handsomest, best fitted insurance offices in the state.

The south ground floor office will be to rent.

It was expected that ground would be broken by the contractors on Monday, so it is only a matter of a day or two when the building is under way.

ORANGE SPRINGS FAIR OPENS TODAY

Fine Exhibits Have Been Arranged for Visitors.

If the weather proves good today and tomorrow it is expected that a large number will go from this city and other parts of the county to attend the Colonists Fair at Orange Springs.

This Fair is chiefly to show the products of the lands of the Florida Farms & Homes, Inc., and Col. Jas. R. Murphy and his staff of assistants have been unsparring in their efforts to make the exhibit one real worth.

The Ocklawaha Valley railroad is making a round trip rate from Palatka to Orange Springs to all who desire to attend the Fair. Orange Springs is a beautiful place—one of the natural beauty spots of Florida, and no one will regret making the trip. Admission to the Fair is said to be free.

A large number of the delegates to the convention are planning to remain over for the day to attend this exhibit, and The News is assured that they will see much to make the trip memorable.

Birthday Party.

Mrs. J. H. Millican entertained at cards Tuesday evening a few neighborhood friends, the occasion being the birthday of her husband J. H. Millican.

Four tables played "500," and at the close of several games, delicious fruit salad, sandwiches and coffee were served.

Presbyterian Church.

Services conducted Sunday at 11 a. m. and 7:30 p. m., by the pastor, Rev. C. M. Alford, D. D. Sunday school at 9:45 a. m. Midweek prayer service at 7:30 o'clock, Wednesday evening.

There will be a descriptive song service Sunday evening in place of the regular sermon, which promises to be very interesting. The public is invited to all these services.

Delegates to Lakeland.

William Bradshaw, W. S. Fry, Jr., and Rev. R. S. Bonsteel left on Wednesday night for Lakeland, where they went as representatives of the Baptist church to the Semi-Annual State Convention of the Baraca-Philathes, which opened in that city yesterday. They went prepared to extend an invitation to the next convention to meet in this city, which we all hope will be accepted.

Basket-Ball Game Monday Night.

Next Monday night the Athletic basketball team will play the fast Daytona team at the Club House.

Daytona has the reputation of having one of the best teams in this part of the state, and as the home boys have been putting in some hard work, there should be a good game.

There will be a dance afterward, with real music.

Game to be called at 8:15, admission 25c and 15c.

Union Thanksgiving Service.

The four white protestant churches of Palatka—Episcopalian, Presbyterian, Baptist and Methodists—will unite next Thursday evening at 7:30 in a union Thanksgiving service at the Presbyterian church. The sermon will be delivered by Rev. C. R. D. Crittenton of St. Mark's Episcopal church.

Dr. Crittenton came to the Palatka church about a month ago from Texas, where he was archdeacon of the Diocese of Dallas. He is said to be an eloquent pulpit orator, and The News trusts that the reverend gentleman will have a church full of people to hear him.