

The Daily Sun

Entered at the Post Office at Gainesville, Fla., as second class mail matter.

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THE DAILY SUN, published every morning except Monday, delivered by carrier in the city, or mailed to any part of the United States, postage free, for \$5 a year; six months; \$1.25 three months; or 50 cents for five weeks—strictly in advance.

Reading notices in local column receive a line for first insertion, and 5 cents for each additional insertion.

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THE TWICE-A-WEEK SUN is an eight page, forty-column paper, published every Monday and Thursday, and contains all the news of the week, local, State and general, and will be mailed, postage free, to any part of the United States or Canada, for \$1.00 a year—in advance.

All advertising bills become due after first appearance of advertisement, unless otherwise stipulated in contract. Parties not known to us will be required to pay for advertising in advance. Address, **THE DAILY SUN**, GAINESVILLE, FLA.

In many cities of the country the municipal authorities compel motorcyclists to muffle their machines in order to save the hearing and nerves of mere pedestrians.

An eminent physician says public faith in expert testimony at trials has been shaken. Seeing as how this "eminent" physician is the man who invented the brainstorm, we take it he speaks ex cathedra.

An English professor has gone deeply into the science of cannibalism and endorses it, saying the follower thereof "is eating exactly the right kind of stuff." Everybody to his taste. Personally, don't like the "dog eat dog" idea.

The orange trees didn't have the moisture to enable them to bloom in June, when summer bloom and summer brides are in fashion, says The Orlando Reporter-Star. The question is, will they grow sporty after this copious season of rains and go to blooming in July? If so, there's hope for the bride yet.

"Let 'em play," says an educator, addressing a Delinquent Children's convention, "or they'll be idiots." Huh! The learned one need not have confined his argument to the child life. If you don't let 'em play, say, at politics, many grown persons go daffy. And then again lots of them go that way anyhow.

That there has been an enormous increase in the cost of living within the past decade is strikingly shown in the following local reader from a copy of The Gainesville Gazette, of the year 1891: "Nice fresh, fat beef every morning. Best steak, 8c; good steak, 6c and 7c. Fore shoulder, 4c. H. Pinkson." The best cuts of steak are sold in Gainesville now at 20 cents per pound, while the very cheapest is 10 cents, which is 2 cents more than was charged for the best in 1891.

Blind mosquitoes came pretty near putting Palatka out of business a night or two this week. They came suddenly and in such quantities that stores had to close. In the offices of the G. Loper Bailey Co., nearly a barrel were swept up and about a bushel were cleaned up one morning at the Ackerman-Stewart Drug Co.'s. It's been some twenty-five years since these mosquitoes have put in any appearance before. It's a good thing they are not the biting kind.—San Mateo Item.

A New York dispatch says the only blemish on the body of John R. Early, who was held in Washington for almost a year as a leper, is a patch of courtplaster between two fingers. Early cut his hand on a saw a few days ago and the courtplaster is merely to protect the wound. "The cut is healing nicely," said Miss Burns, superintendent of the hospital, yesterday, "but if Early had leprosy it would be a very different matter. It is not leprosy, but dermatitis venenata that he has. It is not at all dangerous to others and not at all serious to the victim." Early expects to be discharged with a clean bill of health, to join the Salvation Army, which is caring for his family.

INDUSTRY BY PUBLICITY.

No one doubts that publicity—advertising, at the last analysis—is one of the main ingredients in the evolution of big modern business. How this principle may be applied effectively on a co-operative basis to widen markets and create new ones, is illustrated by the striking success of the allied fruit growers of California.

Two years ago the growers, through their exchange, began an advertising campaign with an appropriation of \$5,000. The next year they spent \$25,000 telling the country about the virtues of California fruit. And this year the sum of \$50,000 has been set aside for the same purpose.

One significant instance of the profit in such procedure is shown in the case of Sioux City. In one year, without publicity, this market consumed ninety carloads of California fruit. The next year, with advertising, the amount jumped to 172, or nearly 100 per cent.

Other similarly impressive comparisons are given for various localities, and they must be credited, since hard-headed business men would not be increasing a cold outlay of cash in so large a ratio in two years, did not results justify the expenditure.

The growers have found that the campaign was aided by adopting special brands for different fruits, and applying them throughout the process of marketing and publicity, even going so far as to wrap each individual orange in tissue paper bearing the title of the brand.

All these revelations are coming out as the result of the investigations of a committee of orange-growers from Florida, seeking to discover the reason for the encroaching sales of the Western product.

It is a safe bet that the men from the South will take a leaf from the experience of Western enterprise, and straightway inaugurate similar methods. They do not expect to displace the California product. Their plan is to increase the demand for Florida fruit, so that as a result of their campaigns the total consumption of the country will appreciate considerably.

The idea might, with advantage, be adapted to other Southern products. The art of publicity, as exemplified by the stimulation of industry and the legitimate quickening of consumption, is barely in its infancy in America. The South has as much to gain as the West in studying its possibilities and the way to materialize them.—Atlanta Constitution

CURRENT COMMENT.

The New York World (Dem.) says: The Democratic party survived that great schism and four times since the Civil War has cast a plurality of the popular vote. Probably it is as near agreement on economic issues today as ever it was, and it needs only the inspiration of true Democratic leadership and true Democratic principles. Principles are sometimes lost sight of, but they do not die. Expediency perishes at the first shock, and the Whigs always were a party of expediency.

The Galveston News says: Apparently the boll weevil is a figurative professor, who is doing a lot of work widening the fields of agricultural information and teaching the victims of his invasion to study modern methods of farming and to learn of the almost unlimited resources of their fertile soils. He will bring about hard times for a few years, with his enforced revolution of crops and cultural methods in other sections of the cotton-growing territory, but he may yet prove himself a herald of greater prosperity in after years.

How's This?

We offer One Hundred Dollars Reward for any case of Catarrh that cannot be cured by Hall's Catarrh Cure.

F. J. CHENEY & CO., Toledo, O.

We, the undersigned, have known F. J. Cheney for the last 15 years, and believe him perfectly honorable in all business transactions and financially able to carry out any obligations made by his firm.

WALDING, KINNAN & MARVIN,

Wholesale Druggists, Toledo, O. Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system. Testimonials sent free. Price 75c per bottle. Sold by all druggists.

Take Hall's Family Pills for constipation.

Isn't there something which only a want ad. can do for you today?

NEW WOMAN MADNESS.

Why are the women so determined to be manly? If they appreciated how much more men like women with all the accustomed attributes and environments of femininity about them perhaps they would not be so eager to destroy the marks of distinctive difference between the sexes. But the women have not only taken to aping the men in dress, but some of them insist on being given the suffrage franchise with a view to mixing in politics, about as unlovely a business as can be conceived. The new woman madness has not infected the South to any extent as yet, but we fear it is beginning to make inroads, says The Tampa Tribune. As to the extent of the "fad" at the North, a writer in The New York Herald says it will soon "be difficult to identify a woman by her attire." Continuing The Herald correspondent says:

"Society is the recruiting ground for all these dissenters from femininity and good sense, and beauty culture—that grossly misapplied term—is the excuse given for the indulgence in barbaric stupidity.

"But perhaps man has himself to blame for woman's degeneracy in dress. Some years ago, and that not so very long, she came to him asking that she be allowed to wear his linen collar for one evening only, just for the fun of seeing how she would appear in it. He, like another foolish ninus, granted her request. She was cunning. She saw her opportunity.

"To make a bad job worse, he told her she appeared elegant in her new attire. She was glad.

"Then she came for his cuffs, his beaver and his jacket.

"He withheld not one. She seized his walking stick without his consent, and today she is riding in his saddle astride.

"Her latest imposture appears in the form of the pantaloons dress—just a milder phrase for saying she has taken his trousers. Only one piece of garment she has left to him as yet untouched—his scissors tail coat."

If she has taken all but this last-named garment she might as well finish the job and take that, too. The men can well afford to dispense with it.

Hogarth's celebrated cartoon of the "Rival Doctors" is well known, but most people have thought that such an exhibition of professional jealousy as is there depicted, while it may have been possible in the eighteenth century, would be impossible in this enlightened age. But it is recorded that recently two doctors of Peoria, Illinois, called to attend a woman suffering from strychnine poisoning quarreled as to the remedy to be employed and that while they quarreled the poor woman died in agony. Truly professional ethics and professional prejudices are even yet strange compound and responsible for a good deal of harm.



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An abstract made by us of the property you are thinking of purchasing. Having a complete set of records and being thoroughly expert in abstracting you are absolutely certain of a perfectly accurate abstract and its accuracy is guaranteed.

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Gainesville, Florida.

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THE DAILY SUN: GAINESVILLE, FLORIDA, JULY 9, 1909

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A PURELY VEGETABLE COMPOUND.
CURES SILICIOSIS, CONSTIPATION, DYSPEPSIA,
MALARIA, CHILLS AND FEVER AND ALL LIVER
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A GUARANTEED CURE for all diseases caused by a TROPICAL LIVER. One bottle purchased to-day may save you a serious sick spell tomorrow.
SMALL DOSE, LARGE BOTTLE—PRICE 50c. GET THE GENUINE
BALLARD SNOW LINIMENT CO.,
500-502 North Second Street, ST. LOUIS, MO.
Sold and Recommended by

W. M. JOHNSON



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Write for Prices, Terms, Etc.

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W. L. DENHAM, Agent

Tampa & Jacksonville Rail'y

EFFECTIVE DEC. 19, 1908.

Leave Gainesville for Micanopy, Fairfield and local points South.....	10:10 a.m.
Returning, arrive Gainesville	4:25 p.m.
Leave Gainesville for Sampson City, Palatka, Lake City, Valdosta, and all points North	6:00 p.m.
Returning, arrive Gainesville	9:30 p.m.

A. L. Glass, Gen. Supt.

L. E. Barker, Traffic Mgr.

\$35.00

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VIA

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Tickets on sale from Jacksonville every Monday and Thursday beginning with June 17th up to Aug. 30th, with final return limit Sept. 30th.

Stop-overs allowed on these tickets at Richmond, Washington, Baltimore and Philadelphia.

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