IN THE SUN'S CHARIOT

Intimate Talks Between Publisher and Reader

We thought those two new departments which we opened last week would make a hit.

We rather expected a mild sort of a killing, because we knew that the subjects were well chosen, and had determined to see to it that they were properly treated.

We were not prepared for the **wave of popular approval that whelmed us** as soon as the mails began coming in this week.

"Shaking the Old Plum Tree" and "What's Agitating People These Days," under which heads are marshaled **crisp news** about things political and carefully culled comment on interesting topics, stand a good chance of qualifying for the front rank in the collection of good things gathered by The Sun for the pleasure and profit of Chariot riders.

On the first dash we stirred up our worthy friend Gen. Ed. Bailey of Jefferson, who comes promptly at us with a communication, which we feel it our duty to print.

We invite all our friends to follow the General's example, with the single caution that brevity must be a distinguishing feature of future letters to the editor. We have made an exception in the General's case this time, because he did not get the warning. But even he must "boil it down" in the future if he wants to see it in The Sun.

We desire to say that the General should have taken our little pleasantry of last week in the spirit in which it was put and meant. He has been several times a candidate, and should have by this time become accustomed to the gibes of scribes. We also desire to say that if there lives on this earth a bigger hearted, more unselfish, honester man than Ed. Bailey, we have never laid eyes upon him.

While on the subject of candidates, we may as well say that we have not in anywise departed from our formerly conceived notion as to the proper way to deal with them in these columns.

We will not sell them space in that part of the paper devoted to the entertainment of our readers. If we deem it a matter of interest, we will print stories about candidates as we print other stories, and we will do the selecting in all cases.

But we are not unmindful of the fact that the possession of the **largest and most diversified circulation in Florida** has its obligations, and we recognize that we have not the right to deny to candidates the opportunity to reach the **voters all over the State,** which space in The Sun will **surely give them.**

Realizing, therefore, that candidates will demand Sun space for the presentation of their claims to the people, because **in no other way** can they get to all the people with promptness and certainty, we have decided to open another department, which we will head with this legend:

"Paid Political Advertisements," printed in bold type clear across the page.

Under this head we will run such matter as each candidate may desire to submit to the people—

Provided—

It be not libelous;

It be in polite English;

It be paid for in advance.

As we have determined to adhere, at all hazards, to the **one price** plan for our space, we will charge candidates exactly the same rate we charge other advertisers, and this price is—

One dollar per single column inch per insertion.

We do not say to candidates—

"You must advertise in The Sun.

We make the simple statement—which we are ready to prove—

You can reach **more voters than by any other means whatsoever—if you do.**

Some Thinks by the Brethren

DADE COUNTY'S GOOD ROADS.

In another article mention is made of the opinions automobilists and others have expressed in refrence to Dade County's rock road. As a sample we publish the following from A. G. Batchelder, a noted automobilist, secretary of the American Automobile Association, and consequently an advocate and an expert judge of what constiutes a good road. In the Times-Union interview of him he says:

"I made the trip Friday from Palm Beach to Miami and return over the new road recently completed between those points. It is a good road and is fast becoming popular with owners of automobiles. If it was a little wider it would be better, but it is a start in the right direction, and the authorities who built the road have done more to advertise their section of the State than you would think possible. It will be talked about, and the owners of automobiles who travel over the road this season will influence others to bring their machines to Florida next winter."

And we would add that the narrowness of the road that Mr. Batchelder claims is its only fault, will probably be remedied by next winter—at least that is what the County Commissioners intend to have done if possible. Their main, or rather, primary object, was to get the road through at some width as quickly as they could and to improve and widen it as soon thereafter as possible, and also extend it toward and eventually to the northern bounary of the county.

Mr. Batchelder and all other automobilists can rest assured that Dade County intends to have as good and as many rock roads as necessary, and to get them as fast as the county road tax will allow.—Palm Beach News.

WE MUST HAVE SETTLERS.

The tourist business is again proving unreliable. Florida will never have a permanent, lasting, substantial prosperity until we get more settlers who make their living from the soil and the products thereof—who produce something.

The tourist business is all right. We should continue to cater to our friends from elsewhere and everywhere. They are good people. We want them. We must have them. We must not fail to exert every effort to get them. With more settiers and improved fields and farms, this section would be more attractive to visitors—and they would stay longer when they did come than they do now, but—

We must have more settlers. Every organization in the State should try to induce settlers to locate with us. We can secure them only after demonstrating that money can be made here by industry and hard work. This fact must be demonstrated by our own people—and the settlers will quickly follow.—De Land News.

The Jacksonville Metropolis clipped Frank Clark's letter from the News and then credited it to the Fort Pierce News. After its little experience with Annie Oakley, it does appear as if the Metropolis would be a little more careful about credits.—De Land News.

For Boys and Girls

Every boy and girl may not rise to wealth and affluence, may not be able to lay up treasure of gold and silver, but every boy and girl may lay up much treasure in the storehouse of knowledge. Banks may fail, property be destroyed by fire or storm, thieves may rob and steal, but nothing can break through and steal from that priceless treasure stored in your mind. In youth we undervalue the great opportunities we have for acquiring knowledge. We are careless ofttimes as to our studies, and think it quite a trial to be forced through the tedious, tiresome routine of daily study; but we must build from the foundation up. It is easy to calculate the money value of a man's education. If you boys would prefer to plod along through life at $25 or $30 per month, rather than to have a salary of $100, $125 or $200, then you will be satisfied to remain in ignorance.

And you, dear girls, you, too, may find it necessary to go out into the world and work for a living. No true man wants his daughter to do this unnecessarily, but when it becomes necessary would you rather stand behind a counter all day long for a mere pittance, or would you not prefer the counting-room, the office, the schoolroom, with thrice the salary?

There are opportunities that come to us only once in life—if we do not grasp them they are gone forever.

Remember this column is for your good. Do not hesitate to seek its helpfulness. Yours to command,

UNCLE HENRY.

Florida-Georgia Syrup Company, Jacksonville, Fla.

Rectifyers and Distributors of

PURE FLORIDA CANE SYRUP

Put up in air-tight cans of convenient size.

ASK YOUR GROCER FOR OUR GOODS

Taza Char

A Ceylon Tea of the very best quality

For the price it has no equal—double the strength of the higher priced Teas.

Price, per pound Black or mixed **50 Cents**

If you cannot buy from your grocer, send us his name and we will see that you get it. If you will write, naming this paper, we will send you a Liberal Sample Free, Postpaid.

Morton & Deane Grocery Co.

JACKSONVILLE - - - FLORIDA

Distributers for State of Florida

Bread Winning

Man cannot live by bread alone,
The honored Prophet said,
But man's whole life is put in tone
By eating Puckhaber's bread.

ALWAYS FRESH — ALWAYS PURE
ALWAYS GOOD

PUCKHABER

BREADMAKER

Jacksonville, - - Florida

If It's Drugs Bettes Has It

The Big Store
Full Line of Toilet Articles
Agent for Huyler's Candy
Surgical Instruments

Bettes Drug Store

Cor. Bay and Laura, Jacksonville, Fla.
JUST WRITE A LETTER