IN THE SUN'S CHARIOT

Intimate Talks Between Publisher and Reader

February 24, 1906

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 welled up as soon as the mails began coming in this week.

"Shaking the Old Plum Tree!" and "What's Agitating People Those Days," under which heads are marshaled crisp news about things political and carefully called 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 "roll 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 pleaantry 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 glises of scribblers. We also desire to say that if there lives on this earth a bigger hearted, more unselfish, homestern 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 set 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 libellous;

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.

Florida-Georgia Syrup Company, Jacksonville, Fla.

Rectifiers and Distributors of

PURE FLORIDA CANE SYRUP

Put up in air-tight cans of convenient size.

ASK YOUR GROCER FOR OUR GOODS.

DADE COUNTY'S GOOD ROADS.

It is another article mention is made of the opinion of automobile drivers and others have expressed in reference to Dade County's road. As we publish the following from A. G. Batchelder, a noted automobileist, secretary of the American Automobile Association, and consequently an advocate and an expert judge of what constitutes a good road.

In the Times-Union interview of him he says:

"I made the trip Friday from Palm Beach to Miami and begun over the main 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 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 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. It 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 to and improve and widen it as soon thereafter as possible, and also extend it toward Key West eventually to the northern boundary of the county.

Mr. Batchelder and all other automobileists can rest assured that Dade County intends to have as good and as many rock roads as necessary, and to get them as far as the county 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 tourist industry until we get more settlers who make their living from the soil and from as many rock roads as necessary, and to get there as far as the county tax will allow.—Palm Beach News.

For Boys and Girls.

Every boy and girl may not rise to wealth and influence, 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. Books may fail, property be destroyed by fire or storm, thievishness may rob and steal, but nothing can destroy and steal from that priceless treasure stored in our minds. In the minds of our youth we undervalue the great opportunities we have for acquiring knowledge. We are careless offimes as to our studies, and in a great deal we are trying to pass through the tedious, tiresome routine of daily study; but our one hope for the foundation up. It is easy to calculate the very value of a man's education. If you boys would prefer to plod along through life at $25 or $50 per week, 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 give up this and work for a living. No true man wants his darling to do this necessarily, but when it becomes necessary would you rather stand with a woman all day long for a mere pittance, or would you not prefer the counting-room, the office, the schoolroom, with this salary?

There are opportunities that come to you alone 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.

Bread Making.

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 Little Drug Store

The Law of Toilet Articles

Against the Monster's Candy

Surgical Instruments

Bettes Drug Store

Car. Bay and Laura, Jacksonville, Fla.

If you need it, you can get it here.