



The quicker you fry, the better your results

Butter smokes and burns at 329 degrees. Lard at 400 degrees.

You can heat Crisco very much hotter than lard and it will not smoke.

Have the Crisco hot enough and it will cook the outside of the food *instantly*—so that a crust forms and no grease soaks in.

This is the secret of the *dry*, crisp fried foods that Crisco makes.

Make This Test—Heat Crisco very hot. Drop your doughnuts into it for just one minute. They will come out a rich, golden brown, as dry and light as a baked cake inside. They are very different from doughnuts "soaked" in grease.

CRISCO

Better than Butter for Cooking

Sold in 25c packages by all grocers.

"King of Patents"

Absolutely pure, will make the best bread of any Fancy Patent Flour on the market. It is made at home. "Nuff sed."

Manufactured by

Empire Mills Company

Columbus, Ga.

CASTORIA

For Infants and Children.

The Kind You Have Always Bought

Bears the

Signature of

Wm. D. Fitch

PROPER TREATMENT FOR CATARRH

The first thing to be done in the treatment of Catarrh is to begin the use of a medicine that will have a direct effect on the source of the disease; in no other way can any curative progress be made. S. S. S. does this more quickly and satisfactorily than any other medicine. It is the most penetrating of all blood purifiers, thoroughly, yet gently, expelling all catarrhal matter and impurities from the circulation, and by its fine tonic properties strengthening and building up the system in such healthy manner that it is enabled to overcome the depressing effects of Catarrh. Some local treatment is often desired to open the air passages of the head and nose and relieve the congestion and "tickling" of the throat, and other unpleasant symptoms. There are many helpful measures which may be resorted to, and there are others which may be harmful, and to aid Catarrh sufferers we have prepared a special treatise on the disease which will be of great value to any who suffer with this trouble. This book together with my medical advice free to all who write and request it. Take S. S. S. regularly and according to directions, and it will certainly remove the cause and cure your Catarrh. S. S. S. is sold at drug stores.

THE SWIFT SPECIFIC CO., Atlanta, Ga.

Quickness of Delivery - Sureness of Quality

Whiskey With Merit

ALL the whiskeys ever sold under a label owned by Chas. Blum have been worth every cent asked for them. We say, without any fear of contradiction, that any goods we offer are as good as can be bought anywhere on earth for the money.

Every care and expense required to make pure high class whiskeys are used in distilling our products and our success and the prestige we have built up through 25 years is the result of giving full value and honest goods to every customer.

We carry, without exception the largest and finest stock of whiskeys, wines, liquors, cordials and beers of any house in Florida and we can ship on a minute's notice anything you desire. We are sales agents in Florida for quite a number of the world's most renowned beverages. We sell all the popular brands of whiskeys and beers and the most famous wines. Order what you want, we will ship it.

Our own private brands are absolutely guaranteed to give full satisfaction in every way or your money will be promptly refunded.

PRICES, EXPRESS PREPAID

STRAIGHT WHISKIES		BLENDED WHISKIES	
4 Quarts		1 Gal. or 4 Qts.	
Card Minton's Pure Rye (In Bond)	\$4.00	High Grade	\$2.50
Blum's Monogram (Bourbon)	4.00	Sherrill's Blend	2.75
Monogram Specials (Bourbon)	4.00	Dixie Blend	2.50
Spring Hill (Bourbon in Bond)	4.00	Bakers XXXC	2.50
CORN WHISKIES		INDIAN WHISKIES	
1 Gal. or 4 Qts.		1 Gal. or 4 Qts.	
Cabin Corn	\$2.50	Indian Blend	2.00
Flamingo	2.25	Syrain Blend	2.00
Chimney Rock	2.00	Murray's Red Label	2.00
Black & Blue Corn	2.00	Sparkling Brandy	4.00
Blum's 100 proof Corn	2.00	Indisanda	4.00
Sugar Loaf Mountain Corn	2.00	Write today for our complete Price List. Shows a thousand brands by the quart, case or dozen. It is handy for reference.	
Clear Valley Corn	2.00		
Blum's Reserve Corn	4.00		

SPECIALS - 4 Qts.

Blum's Emerald Malt	\$4.00
McGuffin's Malt	2.00
Old Jamaica Rum	1.00
New England No. 1 Rum	2.10
Early Mincey Gin	2.50
Time Day Gin	2.10
Superior Holland Type Gin, 100 Proof	2.00
Swallow Gin (Holland Type)	4.00
Blum's Cal. Wine, Claret, Port, Sherry, etc.	2.00
Blum's Best Cal. Wine	2.50

ABOVE PRICES EXPRESS PAID

CHAS. BLUM CO. Jacksonville, Fla.
 CHAS. BLUM, Pres. Capital Stock, \$200,000 Fully Paid. CARL KNOR, Secy-Treas.

The one sure way of Better Goods at Better Prices of Better Quality



\$4.95 to Birmingham, Ala., and return, via Central of Georgia, account Alabama State Fair, tickets on sale October 3 to 14, inclusive, final return limit October 16, 1911. Ticket Office 12 11th St. Phone 237. Sept 24-26-28: Oct. 1-2-4-6-8.

Autumn's Most Beautiful Millinery Creations

AT LEE'S

GEORGIA STATE FAIR

Macon, Georgia

Excursion Rates, Via

CENTRAL OF GEORGIA RAILWAY

Tickets on Sale Oct. 8 to 19, inclusive. Final Return Limit, October 23, 1911.

\$3.75 - ROUND TRIP - \$3.75

(Including one admission into Fair Grounds.)

Special Trains Will Be Operated From Columbus October 16, 17 and 18, on Following Schedule:

Leave Columbus 7:00 a. m. Leave Macon 6:00 p. m.—
 Arrive Macon 10:30 a. m. Arrive Columbus 9:30 p. m.

SIX DAY AVIATION MEET
 \$1,000 FIREWORKS NIGHTLY
 BAND CONCERTS AT ALL HOURS.
 \$12,000 GIVEN IN PREMIUMS.

CITY PASSENGER OFFICE 12 ELEVENTH STREET.

J. L. HUNT, Traveling Passenger Agent.

Will Cure That Cough



Don't fool yourself into the belief that a "slight cold" or a "cold in the head" is but a little thing. Every "cold" is a fever, and unchecked, may result in death. When you apply

VICKS' CROUP and SALVE

you cure your cough and your lungs at one and the same time, through inhalation and absorption. The healing, scientific and germ destroying vapors are inhaled with each breath. It cleans away the mucus and inflammation, sets the lungs moving strong and true.

Always have a jar on hand for instant use—don't wait until you are attacked to send to the druggist for it.

"Please send me one-half dozen jars of your Vicks' Croup Salve, which I have found so excellent for the past few years. Enclosed find \$1.50."
 MRS. W. M. H. KNOWLES
 Panama, Fla.

At your druggist's or by mail.
 25c., 50c., \$1.00
 Everywhere recognize the Dollar Sign.
 Vicks' Family Remedies Co.
 Croupcham, N. C.

Bottled Coen Cola is like the old darkey's 'possum, it's good in hot weather and its good during the cold, in fact its good all the time. Bottled Coca Cola is more than a thirst quencher.

There is only one Coen Cola. There are a hundred substitutes. Ask the man why he wants to sell you the substitute?

Drink Bottled Coen Cola, its delicious and refreshing.