

The Pensacola Journal

BY THE JOURNAL COMPANY.

FRANK L. MAYES, President and General Manager.

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All Hail to the New Year—The Best in the City's History.

It is with a feeling of extreme gratification for the year that has just passed and of the rosiest hope for the one that has just entered, that The Journal greets its readers with best wishes for a Happy New Year.

The year 1904 has been to the people of Pensacola the most important probably in the history of the city. Aside from the fact that labor has been well employed, that business has been good—better in fact than ever before—that health and happiness and contentment have prevailed among all classes of our people, and that fortune in every way has smiled upon us—aside from these things—the year has contained encouragement for the future and good omen of things to come that should not at this time be overlooked.

The passage of the Panama canal bill and the assured construction of the important waterway for which that bill provides form in themselves, to Pensacola, the most important features which the old year provided. But growing out of these things, there have been other features whose immediate importance to the city is equally apparent. The visit here of the secretary of the navy, the first assistant secretary of the navy, the secretary of war, the representatives of the merchant marine commission, and the numerous other evidences of the interest with which the Deep Water City is regarded in both government and business circles—all these—have given an added importance to the port which has been felt by every property owner and business man in the city. It is true, these things do not create immediate business, but they do inspire confidence, and that confidence inspires new enterprise which in turn creates both work and trade.

But where the past year has been prosperous, The Journal believes that the New Year will prove doubly so. The city has never entered upon a new year with greater business stability or in a healthier business condition generally than it does in the year 1905. The general absence of business failure during the past year, the good trade of the past three months, and the present surplus of money, as represented by the city bank deposits all argue eloquently for a good year, and when on top of this, we take into consideration, the coming of the fleet, the improvements at the forts and the navy yard, the prospects for active work in the bay, the possibility of a new railroad, and the scores of other things, all of which create business and leave money in the city, we have a condition for which every citizen may well congratulate himself.

All hail the New Year and may The Journal's readers be blessed with all the good things which the coming twelve months can possibly bestow and which an active, enterprising, progressive citizenship can deserve.

CITY SHOULD PROVIDE A BUILDING INSPECTOR.

In attempting to get statistics of the new buildings erected during the past year, The Journal finds itself more than ever impressed with the desirability of the passage, by the city council, of an ordinance requiring builders to procure permits from a city building inspector before any building can be erected.

As the case is now, outside of the restricted portion of the city known as the "fire limits," there is no record kept and no way of keeping a record of the buildings erected at any time.

There are many reasons why builders should be compelled to secure permits for the construction of new buildings and why a record of those permits should be kept. But to do this, the city must, by ordinance or otherwise, make the proper provision and create the office of building inspector, whose duty it shall be to see that the requirements are enforced, and the record kept.

In three months trains will be running from Bay Minette on a new railroad down to Bon Secour, the lower end of Baldwin county, traversing and opening up one of the richest farming sections on the gulf coast. Mobile will have direct communication with that territory both by rail and water, and the business interests of Pensacola would do well to look into the matter of getting in touch with it from this end of the line. Though in Alabama, it is naturally Pensacola's trade territory and it would not require much railroad building to reach it.

THE JOURNAL'S CIRCULATION STATEMENT.

In accordance with its established custom, The Journal presents elsewhere on this page to-day, its circulation statement for the year just passed.

The statement shows the record by months, not only for the past year, but for the past four years, and it forms, we think, a very concise but complete story of the paper's growth, dating back from the time when it really began to grow.

If the figures were to extend back to the founding of the paper, they would show that in 1898, its average circulation was about 400; in 1899 about 700; in 1900 about 900; and in the years following as shown in the published table—1887 in 1901; 2441 in 1902; 2929 in 1903; and 3540 in 1904.

For the past four years the yearly increase over each respective previous year has been as follows: Nearly 1000

for 1901; 554 for 1902; 488 for 1903; and 611 for 1904. It all shows a healthy, steady growth which speaks volumes for the solidity of the foundation upon which The Journal rests to-day.

In the statement printed to-day the figures for 1904, as well as those for some of the previous years, show that during the year the circulation went both up and down, but for certain months being smaller than for the preceding ones and vice versa. The general trend, however, has been upward, as the 611 increase shows.

The detailed daily statement for the year, on file in The Journal office, shows that a total of 1,111,491 copies were printed in 1904. Think of it. The advertiser whose advertisement appeared every day during the year had his name and business appeal to the public printed over one million times—a thing which could not be accomplished for ten times the money in any other way.

The Journal has always held to the

A Tribute to the Live Merchants of a Live Town.

In commenting further on a subject which it had previously discussed, relative to the enterprise of Jacksonville and other merchants in going into outside territory for business, operating even as far as Pensacola, the Jacksonville Times-Union pays the following deserved tribute to the live business men of its home city:

The progress and push of Jacksonville merchants is a material factor in making this a great commercial city. They are the local newspapers, thus holding the trade from other Florida towns where the merchants are less numerous and enterprising. One can pick up almost any Florida newspaper and find therein advertisements of Jacksonville business firms. From the corner of the state, Miami on the west coast, Key West at the most southern tip of the state and numerous interior towns, comes the same story—Jacksonville is reaching out for trade.

Through the efforts of these enterprising business men buyers by the hundreds and tons of mail orders come to them, and it is not they alone who profit thereby. Every business interest of the city is benefited, and the city is known far and wide for its progress and prosperity.

The enterprising merchants of Jacksonville do not pose as beneficent benefactors, doling out donations of "dough" to aid the newspaper in getting out its next number. They recognize the commercial value of the advertising space in a live newspaper and they buy it because it proves profitable trade of other towns.

We doubt if there is another city on this continent the size of Jacksonville where such progressive merchandising methods are in vogue, where such large, such carefully selected and exquisitely displayed stocks can be found; where there is one-half the enterprise exhibited as here.

These business men deserve the success that is theirs, for they have made Jacksonville what it is—and they will make it a Greater Jacksonville, constantly growing greater.

This is a tribute of which the business men of any community might well be proud and the best feature of it, in this case, lies in the fact that Jacksonville merchants deserve all that is said of them.

But the real point in the matter for the merchants of other cities to realize is the fact that if Jacksonville merchants can make it pay to advertise and do business in outside communities, the business men of those communities can make it pay to advertise and do that business themselves. If a Jacksonville merchant can sell goods in Pensacola, through advertising, a Pensacola merchant can do the same thing—and the Pensacola merchant OUGHT TO BE DOING IT.

proposition that business men who buy advertising space are entitled to know what they are getting for their money, and it has consequently always been ready with a correct statement of its circulation whenever the latter was desired. Not only that, but it has at stated intervals during the year published its circulation statement just as it does now, and it enjoys the distinction of being the only Pensacola paper which has ever done so.

Prospects for a great increase in circulation during the year 1905 are exceptionally bright for The Journal now, and advertisers will be kept posted from time to time as the list increases and the great circle of readers grows larger and larger.

INTEREST MANIFESTED IN PENSACOLA AND WEST FLORIDA.

Since its Progress and Prosperity Edition was issued a year ago, The Journal has received scores of letters from different parts of the country containing inquiries from people who have become interested in Pensacola and West Florida. Many of these letters commend the Edition, others simply ask for information, and still others make inquiries as to future works of this kind, which The Journal may get out. Of the last named, the following letter, just received, is a sample:

E. C. Foutz & Bro., Proprietors of The West Alexandria Woolen Mills, West Alexandria, O., Dec. 27, 1904. The Pensacola Journal, Pensacola, Fla.

Gentlemen: Last January we had a copy of the Progress and Prosperity Edition of The Journal and we liked it very much. As we are even more interested in Pensacola and West Florida now than we were then, we write to learn if you are getting out a special industrial issue this winter. If so, will you kindly mail us a copy? We will remit promptly on learning the price of same.

Yours respectfully, E. C. FOUTZ & BRO.

The Journal, of course, is pleased to write Messrs. Foutz & Bro., that it is now preparing and will issue in February or March another special work to be known as The Pensacola and Panama Canal Edition—a work that will be better even than that of last year.

Such letters as the above are gratifying to The Journal and they ought to be doubly gratifying to very interest in the city. They demonstrate the worth to the community of such special editions as that which The Journal put out last year more forcibly than could be done in any other way.

Now that the holiday rush is over, The Journal expects to get right down to work on its Pensacola and Panama Canal Edition, and from the assurances of support which it has received, the edition is going to prove an unprecedented success.

If a Bryan man had been nominated he would have been beaten by a bigger popular vote than Parker was," walls a still unconvinced reorganizer. But inasmuch as the last Bryan man who ran got over one and a quarter million votes more than Parker did, it is hard to see what our Parker friend bases his statement on.

The board of public works has been at work trimming up and pruning the trees in the plaza. Now if any new trees are to be set out this year it would be a good idea to do the work pretty soon and not, as usual, wait until after the sap has started and the trees are worthless for transplanting.

Norman E. Mack, the New York member of the National Democratic Committee, intimates that Mr. David Bennett Hill who is, beginning with to-day, supposed to be resting in poli-

tical oblivion, may not be so dead as the country at large had been led to believe he would be. Mr. Mack says:

But, even when he is out of the same there is nothing to prevent his old followers from going to him for advice. In fact he will be a better counselor than ever when he gives up the leadership; for then it will be understood that his advice is disinterested. Hill became leader because the up-state democrats recognized him as the wisest man in the organization, and he will be consulted until some man becomes leader in whom the up-state democrats have as much confidence as they have in the ex-senator.

Mr. Mack is mistaken, if he means to convey the impression that Mr. Hill is still going to wield influence in the councils of democracy either secretly or openly. The public has long since become so well acquainted with Hill methods and Hill politics that nothing bearing even the remotest resemblance to them could command public support or confidence anywhere. It is immaterial to the country what Mr. Hill does and it is even less material to the democratic party.

The Jacksonville Metropolis is negotiating for a new press, its old one having proved inadequate for the work required. The Journal would recommend to it a Goss web, similar to the one The Journal installed nearly a year ago. It is just the press required for a growing paper, and will fill every demand of the Metropolis for years to come.

Our contemporary, the Daily News, says that after sixteen years it is prospering like a green bay tree. Glad to hear it. After only six years The Journal is prospering like several bay trees.

AMERICAN IDEAS IN THE PHILIPPINES.

(Jacksonville Times-Union.) President McKinley insisted upon the acquisition of the Philippines on the ground that it would be a good business investment for some surplus millions in the treasury; the contention that we must take them as a duty because we had destroyed Spain's power to hold them surely had no weight in view of Spain's desire to retain them. Next we had the idea that we must shoulder our share of the White Man's burden and help to disseminate our ideas in Asia—we must "assimilate and educate" those dwelling in darkness even if the task were performed with the bayonet.

Passing over these stations on the way, we reach the Rooseveltian conception that having blotted the flag we could not "haul it down"; that having gone there we could not with dignity "scuttle away," so other millions were invested in church lands. To-day the president contemplates without hysterics such withdrawal, but wishes congress to assume the responsibility—having convicted, the anti-imperialists like Boutwell and Hoar of complicity in murder by charging them with encouraging rebels to butcher men in American uniform, we seem about to adopt their views.

And then comes the proof that "American ideas are ruining the Philippines." And the party acceptance of Wood's view is thus given by the Detroit Free Press: "While at first glance the assertion of General Leonard Wood that American ideas in the Philippines are a handicap appears paradoxical, there is after all more truth in the statement than appears on the surface. General Wood, speaking of the Filipino scouts, says that prior to enlistment they lived principally on rice and fish and went barefoot, and it is a question whether their capacity for work has not been diminished by the equipment and ration furnished them. We have swathed and toggled our tropical native soldier, he declares, whose primitive clothes weighed only a few ounces and hung on him loosely, with

the clothing required by those in the temperate zone, to the injury of the service. "Because of the comparatively small number of men involved in the military operations, this condition of affairs would be unimportant were it not for the fact that it points out a serious weakness in the general system of regenerating those who come under our care. The conversion of other nations to the American way of doing things is desirable, but it is a question whether the zeal displayed in that direction is not after all a drawback. Reconstructing a nation is not a task to be accomplished in a day; uprooting customs that have been in force for centuries is a laborious task and too much haste often tends to delay the consummation of the plan. Convincing a man by example of the error of his way and pointing out to him the advantages of pursuing another course is far more effective than seeking to compel him to adopt a new policy."

The Journal Printed During 1904 a Total of 1,111,491 Copies Or an Average of 3,540 Daily.

The following figures show The Journal's circulation by months for the past four years:

Years.	1901	1902	1903	1904
January	1,324	2,255	2,612	3,298
February	1,446	2,352	2,681	3,296
March	1,556	2,423	2,992	3,517
April	1,733	2,372	2,892	3,771
May	1,854	2,375	2,930	3,775
June	1,931	2,399	3,024	3,640
July	1,926	2,458	2,970	3,537
August	2,007	2,451	2,978	3,492
September	2,204	2,516	2,915	3,456
October	2,192	2,527	2,914	3,528
November	2,183	2,586	3,000	3,658
December	2,187	2,568	3,190	3,500
Averages	1,887	2,441	2,929	3,540

I hereby certify that the above statement is correct according to the records on file in this office. FRANK L. MAYES, Editor and Manager.

Sworn to and subscribed before me this 31st day of December, A. D. 1904. J. P. STOKES, Notary Public.

all the clothing required by those in the temperate zone, to the injury of the service.

"Because of the comparatively small number of men involved in the military operations, this condition of affairs would be unimportant were it not for the fact that it points out a serious weakness in the general system of regenerating those who come under our care. The conversion of other nations to the American way of doing things is desirable, but it is a question whether the zeal displayed in that direction is not after all a drawback. Reconstructing a nation is not a task to be accomplished in a day; uprooting customs that have been in force for centuries is a laborious task and too much haste often tends to delay the consummation of the plan. Convincing a man by example of the error of his way and pointing out to him the advantages of pursuing another course is far more effective than seeking to compel him to adopt a new policy."

Now, let us see. We needed a great navy to "impress the American view" on others by "taking our place among the world-powers." Having spent many millions for a navy and prepared to spend many more we find the fruit turning to ashes on our lips, and we desire it not. Why, then, build the navy? The end contemplated is not desirable, why take the steps?

Yet another doubt. If it be undesirable to "assimilate and educate" in the Philippines, why undertake the work in South America? If we continue to build the fleet after the Asiatic idea is abandoned, will it not be just to accept the conclusion that we have abandoned Asia to Europe in return for a free hand on our hemisphere? Perhaps this would be logical and just, but it is not something of a surrender when we abandon the hope of impressing America on Asia, that we may ourselves impress European standards and ideals on our neighbors?

Shall we begin our career as a world-power by surrendering all for what we stood in the past? Can we cheaply or easily "eliminate" the inhabitants of a continent when Wood informs us the task will be both long and of great cost in Samar?

RESTORATION OF THE ARMY CANTEEN.

(Savannah News.) There doesn't seem to be much doubt that the canteen will be put back in the army, though before it is there is bound to be a big fight between the prohibitionists and those who favor it. It was abolished after a long and bitter fight, and it will not be restored without a struggle.

The bill which has been introduced into the house provides for amending the anti-canteen law. It gives the secretary of war authority to issue a permit to any post for the establishment of a canteen when it is shown by the officers that temperance, health and discipline would be promoted by it. It seems the secretary of war has sent to congress a statement that the abolition of the canteen has "increased drunkenness, disease, desertion and desertion and moral and physical degeneration." If it has done all this, there ought to be no hesitation in restoring the canteen. And that it has, is testified to by all the general officers in the service except two, and by practically all the other officers. In fact, at the posts there has been an increase of all sorts of offenses since the canteen was abolished of about 35 per cent. Even the inspector General says that it was a mistake to abolish it.

As a matter of fact, here in this section of the country there is ample evidence that the soldiers would be better off with the canteen than they are without it. At Fort Screven saloons have been established within a stone's throw, as it were, of the post, and it is to be presumed that every possible effort is made to induce the soldiers to spend their money in them for drink. It has been found necessary at about all the army posts to find fault with the manner in which the nearby saloons are conducted, and indictments have been found against them for violating the liquor laws. If the officers at Fort Screven were questioned it is probable they would say they would much rather have the canteen so they could control the drinking of the men and also so they could be sure that the liquors the men drank were fairly good.

As the facts are all against the anti-canteen law, it would seem that the prohibitionists, if they oppose the pending bill, were more anxious to have their way in the matter than that the thing best for the soldiers should be done.

THE ASSOCIATED PRESS REPORT OF THE JOURNAL.

The Pensacola Journal announces that on December 18 it will begin using the service of the Associated Press. This speaks well for the Journal's prosperity and enterprise, and shows that the metropolis of West Florida is becoming worthy of the name by support of a metropolitan newspaper.

Jacksonville Times-Union. The Pensacola Journal is the latest of our esteemed contemporaries to "take the Associated Press," and will begin the service on the 17th. The Journal has always been one of the best ever published in West Florida; and Frank L. Mayes will now give his readers a better paper than ever before.

Walton Sun. For the past four years The Journal has been publishing a special telegraphic report which was not only the best ever given by a Pensacola paper but which, with the exception of the Jacksonville Times-Union's Associated Press report, was the best in the state. The Associated Press is the greatest

newsgathering association in the world, and The Journal's readers will, beginning with the Sunday issue of December 18, get the benefit of that association's morning report.

It is needless to add to the above that everybody knows that Frank L. Mayes, the able editor of The Journal, stands at the mast head of Florida Journalism. His indomitable push and energy has made The Journal second to none in the state.

It certainly has been a great factor in the building up of Pensacola to its present status—one less strong of purpose and sticktoitiveness (a good word) would have succumbed to the herculean task.

West Palm Beach Sun. The Pensacola Journal has been elected a member of the Associated Press and, beginning next Saturday, will take that expensive service. Congratulations are due Editor Frank Mayes for his enterprise in giving the readers of The Journal only the very best. The Times-Union, the Tampa Tribune and The Pensacola Journal are the only three morning papers in Florida using the full Associated Press service.

Lake City Index. The Pensacola Journal is getting along on the up grade again. Bro. Mayes is putting in the complete Associated Press service.

Mobile Item. The esteemed Pensacola Journal is now a member of the Associated Press, and this addition to its news service will make it one of the best newspapers that flourish on the soil of Florida.

Mobile Register. Our near neighbor, The Journal of Pensacola, has been elected a member of the noble fraternity of the Associated Press, and we extend the fraternal hand. The Journal is about the newest for size published in these parts; and now that it is to have the press dispatches it will give Pensacola what that city has long deserved—a first-class morning paper.

Chipley Banner. The Pensacola Journal, under the skillful guidance of Editor Mayes, continues to thrive and prosper. The Journal is the best paper ever published in Florida west of Jacksonville. Now it takes The Associated Press service and is better than ever.

Mobile Item. The esteemed Pensacola Journal is now a member of the Associated Press, and this addition to its news service will make it one of the best newspapers that flourish on the soil of Florida.

Pensacola News. It must be confessed that The News has been dilatory in expressing its opinion of The Journal's large and exceedingly well gotten up Christmas edition, but there was never any intention of allowing it to pass wholly unnoticed; a press of work upon the editor the past few days with a part of the office force sick and another part out of the city, must be offered as a partial excuse for the delay. The News desires to say, however, that the excellent number issued last Sunday morning, which was designated as its Christmas edition; it showed enterprise and industry. However, The News does think The Journal should not have made a public exhibition of its jealousy of this paper, as it did yesterday morning, merely because The News was compelled to print a few more pages than usual to make room for increased business incident to the holiday season. The Journal should not show such spiteful jealousy of The News.

"This doing wrong creates such peace." Readers us jealous and destroys our peace." Montgomery Journal. The Pensacola Journal has become a member of the Associated Press and now gets the news service of that splendid news association. The Pensacola Journal very truly says that the "Associated Press is the greatest news association in the world."

Our Pensacola namesake tried other news associations, but did not find them reliable and trustworthy, and abandoned them to take the Associated Press. The Journal will now surely get all that's going on in the world. The Journal congratulates its Pensacola namesake on this evidence of its enterprise and prosperity.

DeFuniak Breeze. The Pensacola Journal got out a big edition to celebrate its beginning of the use of the Associated Press franchise, and like everything else Brother Mayes does, it was well done.



THE REASON. The Manager—What was all that noise 'back of the scenes' last night? Stage Director—The coprae... of contralto... of contralto...

PROBLEM OF THE COTTON PLANTER.

(Montgomery Journal.) Of course burning cotton is not the way to settle this vexed question of prices. A curtailment of the crop is a future question and cannot now be discussed. Besides that, it is not possible or probable. But there is one present remedy for the farmer, and that is to hold his cotton, or so much of it as he is able to hold.

The Journal believes the movement of the ginners and the producers to organize is the first step. The next step is to appoint an executive committee, or call them trustees, if you prefer, to whom all cotton that can be held by the large and small planters can be transferred, to be held by them and sold at the proper time, thus taking the matter out of the hands of the farmer and placing with responsible persons, who will be in a position to study the market and the conditions, who can gather facts and statistics from the mills in this country and in Europe, and thus determine the amount of cotton that is being used by the manufacturers, the supply on hand and what they will likely need in the future.

This is one way of reaching the end desired. It is a practical way. To allow each farmer to control his own surplus crop, who, through fear of a lower market or a want of knowledge of the true conditions, the demands and the necessities of the mills and the world for cotton, dumps it on the market at inopportune times, thus defeating the very object for which the farmers are organizing, would seem to be an impracticable solution of the problem.

There is another point involved in all this controversy. The present price of cotton, which is below seven cents, is, as was stated in an Associated Press dispatch to the Journal yesterday from the New Orleans cotton exchange, below the cost of production. If this is true, and it is a generally recognized truth, why sell cotton at the prevailing prices? Why sell a crop at less than it costs to make it, and then proceed to raise another crop to be sold, perhaps again at less than cost? Why not save the cotton now on hand till another season, rather than sell it for less than the cost of production, and save a year's labor making another crop? In plain words, why sell a bale of cotton at \$30 or \$35 that will cost the same amount of money and an equal amount of labor to raise another year, besides losing a year's labor?

If you had a good farm horse, and were offered \$100 for him, would you accept the price if it cost \$100 to replace the horse with all the chances of getting one just as good? The farmer in selling his surplus cotton crop at the actual cost of production acts just as big a fool as the fellow who sells his horse for \$100, and has to go to the trouble of replacing that horse at the same price, taking and accepting all the risks involved in the transaction.

Let the farmers look at this matter in a practical way. Let them enter into the spirit of the movement for organization and self-protection, as other people engaged in other vocations organize, as the wholesale merchants, retail merchants, as bankers and lawyers and newspapers combine for personal profit, and they will have taken the first step toward achievement of success and the betterment of their condition, by first of all, securing better prices for their cotton.

Change of Habit. The chimney swallow built its nest somewhere long before the white man constructed chimneys, the potato bug had its home on the plains before it ever knew a potato, and the common elm beetle has fed voraciously in the mountains of North Carolina on a species of skullcap scutellaria, touching apparently no other plant, in localities where the elm was not to be found. In gardens half starved bees have taken to grapes and raspberries. Once when there was no rain from the Fourth of July until Oct. 12, everything having become parched long before, and insects living on green food did not increase, the robins took to seeds and green fruits. The apples in the orchards were dug out as if by mice. An American Golden Pippin, with a heavy crop, presenting a remarkable appearance with what should be apples hanging on the tree like empty shells. In brief, no creature will ignore the promptings of nature. It will change its habits when necessity demands.