

Green River--The Whiskey Without a Headache.

HIGHEST AWARDS

PARIS, GOLD MEDAL, 1900. ST. LOUIS, GRAND PRIZE, 1904.

The Highest Type of the Distiller's Art. Twice Only in Competition. Twice Victorious for Straight Whiskey.

WITHOUT A HEADACHE } PURE
WITHOUT A RIVAL } WHOLESOME
WITHOUT A SUBSTITUTE } UNADULTERATED

For Eight Years Continuously and Now the Official Whiskey of all Marine Hospitals and used by them exclusively.

The Lewis Bear Co. Wholesale Agents.

Beautiful St. Andrews; The Bay and Village

By B. H. Thomas.

"Come out de hoi," put on de hatch and de canvas, de capt'n say. Oh, my baby, I'm comin' home," warbled one of the dusky roustabouts who had been loading the steamer Tarpon at Pensacola preparatory to her regular weekly trip to St. Andrews, Millville, Apalachicola and Carrabelle, and the rest of the crowd executed a few fantastic steps and joined in the refrain, glad that their heavy days work was at last over. Soon thereafter the Tarpon, under the skillful guidance of Captain W. G. Barrow, backed out into the bay and turned her prow toward the blue waters of the gulf, the "jingle bell" sounded and the vessel gathered full speed and started eastward on the run to St. Andrews, the first stopping place.

The waters of the gulf were like a mill pond, with scarcely a ripple, and only the steady "chug chug" of the engines and the churning of the twin propellers broke the stillness as the passengers sought their cabins to enjoy the restful slumber that comes only with "life on the rolling deep."

St. Andrews Bar.

The Tarpon crossed the bar at the entrance to St. Andrews' bay at about 10:30 the morning following its departure from Pensacola. The channel into the harbor is tortuous and winds around a number of sand spits and over unnumerable shallows marked by iron and spar buoys. There is only about 10 feet of water on the outer bar, in fact the sandy bottom was plainly visible through the crystal waters as the Tarpon, under slow speed, crossed the shallowest point.

Once fairly into the harbor the view is magnificent. The bay, with its numerous arms and bayous is over 60 miles in length, the shores being timbered almost to the water's edge. On the points jutting out into the bay before the main body of water is reached is a scraggly growth of palmettos, cab-

bage palms, stunted oaks and pines and, in one or two places fishermen have erected thatched huts made entirely of palmetto leaves. The country is sparsely settled and but little attention is given to agriculture, the fishing industry being paramount.

Town of Alavesta.

There are two main arms to the bay, one running east and the other north. On the latter, about 18 miles from the town of St. Andrews is situated Alavesta, the new town which is now being built by A. J. Gay, and which has been named after his daughter. Alavesta is 44 miles south of Chipley, which, at present, is the nearest railroad point.

Capt. Alexander, second officer of the Tarpon and an "old timer" in this section, built a house in St. Andrews in 1857 at the time when a Cincinnati company was trying to boom that section. His was the first painted house in what is known as the "New" town, the original settlement having been located about 1 1/2 miles to the southwest. Speaking of Capt. Alexander, who is quite a sport, by the way, the officers of the Tarpon had a good laugh at his expense when it was discovered, soon after leaving Pensacola, that he was the proud possessor of a small box of flowers which had been presented to him with a card upon which was written "Love and kisses from Alex."

A handsome young wife secluded at St. Andrews who may "start something" when she catches him should she chance to secure a copy of this paper.

A Magnificent Bay.

Just inside the entrance to the bay, after crossing Belle shoals, is Crooked Island sound and beyond that Masselaine point puts out into the bay. Masselaine point has been inhabited by an old dorky for many years, he having moved there from St. Joe after the yellow fever epidemic in 1857. After rounding the latter the broad expanse of deep blue water comes into sight and away to the northward is the little village of St. Andrews.

As the vessel made its way across the placid bosom of the beautiful bay immense flocks of ducks, some numbering hundreds, arose in its course, many within easy gunshot, and, after flying short distances, again alighted on the water. War Loons raised their heads and looked wonderingly at the mighty vessel that had thus so summarily disturbed them, while numberless pelicans flapped lazily over the water. All that is needed to make St. Andrews bay one of the most important of Gulf coast ports is a little dredging on the bar. Were the channel straightened and deepened to 20 feet or more an immense commerce could be taken care of and, if deep sea vessels could enter the port it would be only the question of a short time until railroads would be built. The present population of St. Andrews is about 400.

Surrounding Country.

The country immediately surrounding St. Andrews is rather unproductive, the principal industry being the turpentine business. Up near the head of North Bay, however, is one of the finest agricultural sections of west Florida and it is being developed rapidly.

The waters of St. Andrews bay teem with fish of every variety known to the gulf. Tarpon fishing is extremely good in season and many tourists from the north annually visit the little village in search of the sport. Large quantities of fish are salted, principally pompano and mackerel. Bass, trout, mullet, breem and red snapper are also abundant. In the woods are found deer, turkey, squirrels, quail and an occasional bear.

The climate is said to be delightful and the health conditions are unexcelled at any point along the gulf coast. There has been considerable talk during the past few years of cutting a channel through the narrow strip of sand that separates the bay proper from the waters of the gulf, but the talk is not taken seriously as, in the opinion of men of experience such action would prove disastrous as it would eventually result in washing away the sand key and making St. Andrews, instead of a land locked harbor, an open roadstead similar to Mobile or Apalachicola bays.

Full of Fish.

Between the Grand Lagoon, almost opposite St. Andrews, and the Gulf, on a narrow strip of sand, is a small bay, water lake which, according to the tale of an old resident, is so full of fine but voracious fish that an angler has to get behind a stump to bait his hook. The lake is about a mile long and 150 yards wide. It has no visible inlet.

The beds of the shallow places in St. Andrews bay produce some of the finest oysters to be had anywhere. Their flavor is delicious and they are sold in the town at 15 cents a quart. Many Pensacola fishing smacks visit St. Andrews during the season and purchase crates of fish and oysters which are taken to the Deep Water City for sale or shipment.

There are four religious denomina-

tions represented in St. Andrews. The Baptists, Methodists and Presbyterians each have a church and the Catholics a small chapel.

An old saying about St. Andrews is: "When the tide is out the table is ready," and it is the truth, too.

Prominent Business Men.

Among the prominent business men of St. Andrews are J. R. Thompson, tax collector of Washington county, who runs a general merchandise store; Ware Brothers operate a large general store and handle, in addition to the usual stock, a full line of ship chandlery stores and also operate several vessels in the fishing trade. Capt. L. M. Ware, who was particularly distinguished as the only republican in the last legislature, is a prominent resident of St. Andrews. Mr. Ware's health has been poor for several months past and he is not at present actively engaged in business. The principal hotel at St. Andrews is the Ware house which, although comparatively small, is well kept and home-like.

Ten thousand demons gnawing away at one's vitals couldn't be much worse than the tortures of itching piles. Yet there's a cure. Doan's Ointment never fails.

MAURICE BARRYMORE, NOTED ACTOR, IS DEAD.

By Associated Press.

New York, March 25.—Maurice Barrymore, the actor, died at the Amityville L. I. sanitarium to-day, aged 57 years. He has been in failing health for several years and lately his mind as well as body failed rapidly. He was born of English parents in India and his real name was Herbert Blyeth.

Ordinary Extracts are generally disapproved because they do not produce uniform results, but Blue Ribbon Lemon and Vanilla never vary from their high standard of excellence.

JOSEPH I. JOHNSON ANNOUNCES FOR RE-ELECTION.

Joseph I. Johnson, city treasurer, announces this morning for the position of city treasurer, to succeed himself. He will enter the general election of June 6th, and will be opposed by one of the present candidates. Mr. Johnson is very popular in the city, and will poll a large vote. He has held the office for a number of years to the entire satisfaction of the public, and his candidacy is being favorably received, from all accounts.

STOMACH TROUBLE

CURED WITHOUT DRUGS.

Letter Published By Request of Our Well Known Druggists, W. H. White & Co.

To the Editor of the Journal: "Believing that the people of Pensacola will be interested in cures by such a simple remedy, and as so many letters of this kind are constantly coming to our attention, I ask you to publish the following for the good it may do others."

Mr. Thomas G. Wallace, of Detroit, Mich., writes: "After being troubled with loss of appetite and stomach trouble, and trying many medicines without any benefit whatever, I commenced to take Vinol, and I am very much pleased to state that it has cured my stomach trouble, given me a hearty appetite, and I am strong and in better health than I have been for years."

A member of W. H. White & Co. in referring to Vinol said: "You see, Vinol is guaranteed to contain no drugs and is such a simple, wholesome preparation with remarkable curative powers. It contains all of the healing and strength creating elements contained in cod liver oil but without a drop of oil or grease to upset the stomach and retard its work." "Very few people who suffer with stomach troubles can take other forms of cod liver oil and emulsions or sickening drugs, but Vinol strengthens and tones up the weakened nerves of the digestive organs, and enables the sufferer to digest with ease the very foods that once caused distress. Vinol helps to change this nourishment into pure, rich, red blood and invigorates and strengthens the entire body."

"We ask every person in Pensacola suffering from stomach trouble to try Vinol on our guarantee to give them back their money if it does them no good. This is an honest offer." W. H. White & Co., Druggists.

With The Money-Makers

What Is Being Done by The Journal Advertisers and Advertisers All Over the Continent, with Some Good Ideas from Ad. Experts.

Who Has Most Need of it?

The Gazette, Janesville, Wis., offers a full course in advertising instruction by correspondence, in one of the foremost schools, to the advertiser who publishes in that paper the advertisement which the office of the school shall judge to be the best. An original idea—but way wouldn't the course of instruction be most valuable to the one who got up the poorest ad?

Distributing Calendars.

The Consolidated Grocery Co. received several thousand very artistic and effective calendars a few days ago and many of them now adorn places of business and offices in Pensacola, and in fact, all over this section of the country. The calendar shows a half-tone picture of the train load of R. J. Reynolds tobacco which was received a few weeks ago. It is undoubtedly one of the best advertisements for both the Consolidated and the Reynolds product which could have been planned.

Brought the Business.

Mr. J. C. Keith, advertising manager for the Bon Ton, Altoona, Pa., advertised a "dissolution sale" by means of 10,000 four-page bulletins and a four column thirteen inch display ad in the daily papers. The advertisements are particularly strong and convincing in wording, and were well displayed. Their effect was to attract such crowds that the store was compelled to close its doors several times on each of the first few days of the sale.—Advertising World.

Virtue of Waiting.

The best of advertising must wait on the convenience of the customer for its results. And all good advertising tells its story so that convenience is facilitated.—Exchange.

Nature Smiles

and the happy spring days are near by. Provide yourself with a good

Kodak

and be in style. We handle all the standard makes and all grades. All kinds of supplies.

Gem Bookstore.

C. R. JOHNSON, Proprietor.

FACTS

Speak For Themselves.

The sale of JUNG'S RED HART BEER in Pensacola last summer more than doubled the sale of any two other brands. Since then it has made many new converts and the sale will be even larger this summer. Why?

It is the Best 10c Beer

on the market. It is an excellent appetizer, a good tonic; it is mild and it does not make you bilious. Try it.

Lewis Bear Co.

Agents.

How the French Advertise.

A new form of post-card originating in France is one to which is attached a thin, transparent gelatine disk which bears a gramophone musical record. A hole is pierced through the center of the disk, and the post-card can be placed on an ordinary "talking machine" and played in the usual way. The musical post-card opens up an entirely new field for the craze. Photographs of great singers and composers will be accompanied by extracts from their works, pictures of national flags by the anthems of the different countries, and so on in endless variety. Candidates for political honors, instead of sending merely their photographs to constituents, will be able to accompany them with the phonographic records of an election address. The additional cost, as compared with ordinary cards, is very slight. The disk, being perfectly transparent, does not in any way interfere with the picture beneath. As a novel advertising medium the new cards are certain to be popular. French champagne firms are already having pictorial cards printed which will literally sing the praises of their wares.—Bookseller, Newsdealer and Stationer.

Prepare Your Easter Copy.

The live, wide-awake merchants of Pensacola are preparing elaborate displays for spring stock. Millinery opening, straw hat sales, summer suits will now be the cry and each one will reach out for a portion of that spring trade. Journal advertisers are assured of the fact that the circulation of the paper is larger than before and reaches almost three times the number of readers reached by any other paper in West Florida.

Down With the Circular!

Since the stuffing of private mail boxes became a public nuisance in London, advertisers who send out circulars sometimes receive copies back with this notice enclosed: National Association for Suppressing the House to House Delivery of Circulars, and other objectionable and gratuitous literature. Members pledge themselves to return same to the source of origin by post-unpaid—and to boycott the offenders. Envelopes supplied free of cost. No more dirtied steps! Gates banged and left open! Runaway knocks! Vaulting over railings to next house! Smearing polished brasswork, etc.—Printers' Ink.

"Lannon Bargains."

T. H. Lannon & Co., have a very interesting ad in today's Journal. Ladies will find it to their interest to look over the fine list of bargains, all of which are regular "Lannon Bargains."

To Advertise Louisville.

The Louisville Courier-Journal which has steadily maintained that newspaper space offers the best medium to advertise that city industrially, recently offered prizes aggregating \$1,000 for suggestions on municipal advertising. The five successful suggestions advocated, in substance, the appointing of an advertising committee of business men, one to have charge of a permanent office on salary, the use of newspaper and magazine advertising to set the city's advantages before the world, the co-operation of local business houses, commercial travelers, etc., and a city appropriation of from \$10,000 to \$25,000 annually for five years to carry on the work. The Courier-Journal has now offered \$500 toward a fund of \$10,000 for maintaining a permanent office and advertising department, and the plan has been endorsed by the president of the Louisville Board of Trade.—Printers' Ink.

The Busy Season.

Pensacola's busy season is now at hand. Don't be too slow and wait until after the rush is over before you use your advertising ammunition.

Past Trademarks Sustained.

Recent decisions of the United States circuit courts enjoin breweries in Utah, New Jersey and Alabama from using the blue ribbon that has become a mark of identification on Pabst beer, as well as the Pabst blue label. The use of the words "blue label" is also prohibited in connection with beer, and the word "Milwaukee" in connection with beer not actually brewed in that city. These decisions are of importance because of their broad scope and their character as decrees protecting trademark and other rights created by advertising.—Printers' Ink.

TERSELY TOLD BUSINESS LOCALS.

Hendrix & Carpenter will furnish estimates on building and painting and give personal attention to work. 322 E. Strong, and 324 East LaRue street.

McKinn's Oertling & Co., wholesale and retail ship chandlers and grocers, the only first-class house of the kind in Pensacola. Fair prices to all.

Stationery—Always up-to-date. Everything selected in view of offering the very best values. C. V. Thompson, 30 South Palafox.

NOTICE.

All candidates should see me before having their cards tacked, also get estimates on large posters for the billboards.

GEO. A. VUCOVICH, Licensed Bill Poster.

Give Nature a Chance

BY USING

Newbro's Herpicide

The ORIGINAL remedy that "kills the dandruff germ."

It destroys the tiny vegetable growth in the sebaceous glands of the scalp, after which the hair will grow as nature intended. Don't wait until it is too late, for chronic baldness is incurable. The microbe of dandruff and baldness makes the hair dull, brittle and lustreless. It fills the hair with dandruff and causes itching of the scalp. Later, it chokes the very life out of the hair and causes it to fall. Save it with Newbro's Herpicide. Extraordinary results follow its use.



CLARENCE HAMILTON



C. J. BUDLONG

Read These Three Letters.

After typhoid fever my physician recommended Herpicide for my hair, which was falling. I used it a number of months and my hair is longer now than ever before, measuring more than five feet in length. St. Paul, Minn. (Signed) MARIE A. McINTYRE.

The top of my head was completely bald and fifty dollars worth of "Hair Growers" failed to benefit me. My photograph shows the result of a thorough treatment with your dandruff germ destroyer. (Signed) CLARENCE HAMILTON, Atlanta, Ga., Police Dept.

At an early age my hair began to fall. I was almost bald when I was induced to try your valued remedy and now I have a fine head of hair. (Signed) C. J. BUDLONG, Washington, R. I.

Herpicide contains no grease; it will not stain or dye. STOPS ITCHING OF THE SCALP INSTANTLY.

Send 10c in stamps for sample to THE HERPICIDE COMPANY, Dept. L, Detroit, Mich.

W. A. D'ALEMBERTE, Druggist and Apothecary, SPECIAL AGENT, 121 S. Palafox Street, Pensacola, Fla.

Back Again at the Same Old Stand!

but with an entire new line of FANCY AND STAPLE GROCERIES, FEEDSTUFFS, ETC.

I WANT ALL MY OLD CUSTOMERS BACK AND ALL THEIR FRIENDS, TOO.

J. A. VAN PELT, 143 E. INTENDENCIA ST.

Protect Your Children



all you can. We believe you will, because we sincerely think you love them. While you're health and prosperity their present protection is assured.

If You'd Die To-Morrow

how would it be? You know better than we do. You know, though, a good life insurance policy is as good protection as gold in the bank.

If you have one and need more we'll make a proposition you can't duplicate. Splendid company, perfect safety. Confidentially, don't delay.

McDAVID-HYER COMPANY, AGENTS NEW YORK LIFE INSURANCE CO., 7 SOUTH PALAFOX STREET, PHONE 700, PENSACOLA, FLA.

We Never Sleep!

Merchants Transfer Co.

Thorsen & Frater, Managers. Hauling of every description. Safes and Machinery moved. Special attention given to Baggage day or night. Phones 653 and 978. P. O. Box, 677.

Our Laundry Work Is Perfect,

and what can be better than the best? When you want to be sure of your Shirts, Collars and Cuffs, send them to

The Star Steam Laundry,

19 E. Garden St. Phone 114. Pensacola, Fla.

That Easter Suit....

Are you going to wait to the last minute? Be wise and come in NOW and select a pattern from our

2,000 Samples

and have it made just like you want before the rush. Everything that is new and nobby in Spring and Summer Suits can be had here.

We have a large line of Gents' Furnishings, Hats, Caps, Shoes, and largest line of Rubber Cuffs and Collars.

D. & I. MAYER,

Next to First National Bank, Pensacola, Florida.