

# The Pensacola Journal

Daily, Weekly, Sunday,  
PUBLISHED EVERY MORNING EXCEPT MONDAY.

THE JOURNAL COMPANY.

FRANK L. MAYES, PRESIDENT AND GENERAL MANAGER.

MEMBER THE ASSOCIATED PRESS.

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THE ONLY PENSACOLA NEWSPAPER FROM WHICH A DETAILED CIRCULATION STATEMENT CAN BE SECURED.

Office—108 and 110 East Government Street.  
TELEPHONE No. 38.

PENSACOLA, FLORIDA, SUNDAY MORNING, DECEMBER 31, 1905

## The Old Year and the New.

The Old Year goes out to-day and at midnight the bells will ring in the vigorous New Year of 1906.

With Pensacola the year which is just closing has been a remarkable one, remarkable alike for the disadvantages under which the city has labored for a part of the time and for the great business activity which has dominated it during the balance of the time.

It is no exaggeration when we say that altogether Pensacola has had the best year in her history. The holiday trade has been exceptionally good, and the best feature of it is that it has been, in very large part, a cash business. Money has been plentiful and has been spent freely. Every laboring man's family had a good Christmas and something left over for New Year's.

If business during 1905 has been good, the business outlook for 1906 is still better. Pensacola's wholesale business is larger and growing faster than ever. Her export commerce is active and promises to continue so. The money from the city bond issue will become available within six weeks and the work of sewerage, paving, and improving the city will commence forthwith. There are in immediate prospect of construction during the year new buildings whose cost will aggregate a half million dollars. Every mechanic and laboring man in the city has been, is now, and will continue to be fully employed at good wages. In fact, the local labor supply will not be sufficient to fill the demand.

All this being true, business of every nature must necessarily flourish. And on top of it all, if the two projected railroads which Pensacola hopes to secure shall materialize—and we believe they will—the year 1906 in the Deep Water City will be the greatest year, which her people have ever experienced.

In a general way, the Old Year has been a remarkable one for the United

States and the whole world. The culmination of the Russo-Japanese war, the peace of Portsmouth and the part President Roosevelt and the United States played in it, Russia's domestic revolution, the Anti-Graft and Anti-Boss revolt in the United States, the exposure of the insurance mismanagement, the conviction of law-breakers in the United States senate (by law in some cases and by public sentiment in others,) the triumph of science over the yellow fever, and the wonderful business prosperity which has come to America in every way—all these things have combined to make 1905 a most memorable and remarkable year.

From every indication the New Year is going to be equally as prosperous as the Old one, and possibly more so. The commercial agencies predict a good year. The volume of orders booked ahead are said to exceed any previous year in the country's history and high prices, with full employment for labor, are predicted for an indefinite time.

Altogether the world has reason to feel good over the accomplishments of 1905 and to feel better over the prospects for 1906.

## The Law of Equalization and Retribution.

There is nothing more absolute or inexorable than the law of ultimate equalization and retribution—the law which metes out punishment fitting every sin, commensurate justice to every transgressor, great and small alike.

Some days ago, the United States senate, for the first time on record, refused to recognize the death of one of its members. This refusal was based on the fact that the member, Senator Mitchell of Oregon, had just previous to his death been found guilty by a jury of receiving a fee of \$500 to act as attorney for a land syndicate before the interior department.

The case of another United States senator, Mr. Burton, of Kansas, is still pending in the courts for an almost similar offense, though two con-

## The Business Manager's Heart to Heart Talk with the Merchants of Pensacola.

The Business Manager of The Journal wants to have a little heart to heart talk with the Merchants of Pensacola this morning.

The particular occasion of the talk is a new Advertising Rate Card which most of you have been supplied with and which goes into effect with the New Year.

It has been three years since The Journal has made a new Rate Card and during that time the paper's circulation has MORE THAN DOUBLED. More than that, in the past three years—the cost of operation has been TREBLED.

But notwithstanding the doubling of the circulation and the trebling of the operation account, advertisers have for THREE LONG YEARS been getting space for the SAME RATE that they paid at the beginning of 1903.

The time has now arrived when that rate must be increased. It must be increased for TWO main reasons—FIRST, because more money is an absolute requirement in the business office for the operation of the paper; and SECOND, because the increased and improved service which The Journal is now giving to advertisers IS WORTH IT.

It may be a surprise to many advertisers to know that The Journal's operating expenses are, with three or four exceptions, LARGER PROBABLY THAN THOSE OF ANY OTHER BUSINESS IN THE CITY. Its aggregate cost of operation is now \$125.00 a day, or \$750.00 a week. Of this, \$75.00 a day, or \$450.00 a week, is for LABOR ALONE. The other \$300.00 goes to pay for the Associated Press service, special telegraph matter, white paper, rent, lights, postage, power, heat, and the numerous and sundry other expenses on which a newspaper must always count.

This is almost as much money as it takes to run Pensacola's street car system, much more than it costs to operate the water works system, more than any wholesale house in the city pays out for labor, and more than the cost of maintaining either the police or the fire department of the city. In fact, The Journal's expense account is nearly, if not quite, equal to the entire salary pay roll of the city government.

It takes hard work to get this amount of money together every week. It requires EXCEPTIONALLY HARD WORK to do it when advertising rates are HARDLY ONE-THIRD of what is ordinarily figured as a reasonable rate for a paper giving a similar service and operated at a similar expense.

Therefore the rate has to go up. It has not been trebled to correspond with The Journal's circulation. But it has been raised about 60 per cent, and no advertiser who appreciates the value of good service and a big circulation can possibly have any fault to find with it.

One feature about the newspaper business which few other businesses possess is that nearly all of its money is spent in the town where it is published. With the exception of its Associated Press report and its white paper account, all of The Journal's expenditures are for services rendered RIGHT HERE AT HOME and the money goes at once in local channels of trade.

The Journal does not usually go into details about its business in this way, but it has always believed in taking the people with whom it does business into its confidence, and the Business Manager has therefore made this little talk to his patrons this morning through the columns of the paper direct.

You who spent money for advertising space in The Journal during 1905 have done the biggest business in your history. Every dollar spent for advertising has been repaid you and with big returns on the expenditure. It has not been an expense—it has been an investment—and the best investment you ever made.

The coming year is going to be the best year in Pensacola's history and the man who does the proper kind of advertising is the one who is going to do the biggest business.

Victims have been found against him. He still holds his seat in the senate, but will probably not do so long.

Within the present month, John R. Walsh, owner of several national banks and sundry other enterprises, including the Chicago Chronicle, has faced the penitentiary doors on prosecution at the hands of the state and national authorities.

Since the New York election, fifteen men have been sent to the penitentiary for election frauds and crimes committed under the direction of Leader Murphy of Tammany hall.

For weeks the insurance investigation has been developing fraud and mismanagement that have sent some people to Europe, caused the resignation of others, and held a possibility of criminal prosecution up before numerous gentlemen in high places who are now suffering acute mind torture in view of what has been shown and what may still be shown.

The law of equalization—of retribution—is working.

And there are still others to come. Where the courts have failed to punish, public sentiment is at work.

A court and jury convicted Senator Mitchell for receiving a \$500 fee as attorney before the interior department. Public sentiment has already convicted such men as Senator Depew and Senator Platt for crimes against common honesty of a still more serious nature. Depew continues to hold his seat in the senate while at the same time he is a director or officer in more than 70 corporations and he receives a salary from most of them for looking after their interests at Washington. He is, in fact, their paid attorney in the United States senate. Platt continues to hold his seat in the senate and at the same time hold the position of president of the United States Express Company. He is that company's paid attorney in the United States senate. There are many others that occupy similar positions and represent similar interests.

These men will all have to answer in full to the law of equalization and of retribution and many of them are doing so now.

One feature that stands out in bold relief in connection with their cases is the fact that every one of them made themselves heard in 1896 and 1900 on the subject of "honest money" and "national honor." They prated long and loud about it. The Depews, Platts, Mitchells, Burtons, McCallis, McChrysts, Perkinses, Hydes, Walshes Murphys, and others of their ilk were horrified at the idea of a "dishonest currency" and of "national dishonor."

Time has shown, however, that they had no compunctions of conscience when it came to appropriating other people's money to their own uses, selling out the public interests whom they are supposed to represent, or debauching public sentiment by means of a corruption fund, as the case may be. The "national honor"

was of secondary importance then. But the mills of the gods are grinding, and we know what kind of a grist they turn out.

## Enterprising and Clever Holiday Editions.

The newspapers during the past two weeks have been doing some very enterprising and clever work in the way of special holiday editions and every one that has come to The Journal's exchange table has been read with interest and pleasure.

The Jacksonville Times-Union got out a big four-section paper which must have made Santa Claus's heart glad when he saw it. No where in the South is there a better or bigger newspaper than the T-U and it is doing a great work in exploiting the advantages of Florida to the world.

With characteristic enterprise Harry McCreary, of the Gainesville Sun, got out a special edition for Christmas. It is needless to say that it was a good one.

One of the most note-worthy Christmas editions received was that of the Jacksonville Metropolis which, always noted for its enterprise, fairly outdid itself on this occasion. Its special cartoons and illustrations were exceptionally good.

When it comes to enterprise, commend us to the Florida News. Though Florida is not a large town and what there is of it has been built up in the last three or four years, the News issued a Christmas edition that will rank with any of them.

The holiday edition of the Canabake, Ala., Herald, edited by E. B. Barker, formerly of Pensacola, was one of the kind that it does your eyes good to look at. Mr. Barker is making a fine success of his newspaper enterprise and his friends in Pensacola rejoice with him in it.

The Woman's Edition of the Tallahassee Capital recently issued was not only a very interesting publication, but it was a decided credit to the women of Tallahassee. It contained 20 pages, was printed on book paper, and was attractively illustrated.

The Miami Metropolis issued a Christmas number in a handsome lithographed cover which could not fail to attract attention wherever it was seen. The Metropolis can always be depended upon to keep in the van of the procession.

The latest addition to The Journal's exchange table is the St. Augustine Meteor—an exceptionally edited and attractive weekly. It looks like it deserved success. Lewis W. Zim is editor and proprietor.

**A HAPPY NEW YEAR!**

Welcome to 1906!

New Year's Resolutions are now in order. May we suggest?

Resolve that, during the coming year you'll buy all your Footwear at this Store.

**You Can't Do Better  
You Might Do Worse**

Happy New Year. May 1906 be freighted with good health and happiness for us all.

**Boston Shoe Store,**  
Phone 690. 117 S. Palafox.

No. 5603.

H. L. COVINGTON, President. M. E. CLARK, Cashier.  
C. W. LAMAR, Vice-President. JNO. PFEIFFER, Asst. Cashier.

**THE AMERICAN NATIONAL BANK**  
OF PENSACOLA, FLA.

DESIGNATED DEPOSITORY OF UNITED STATES  
Capital Stock, \$200,000 Surplus, \$40,000

**DIRECTORS**

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Accounts of Banks, Individuals, Corporations, and Firms Solicited.  
Four per cent. Interest paid on Time Deposits.

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**First National Bank**  
of Pensacola, Fla.

DIRECTORS: F. C. Brent, W. A. Blount, Wm. H. Knowles,  
W. K. Hyer, Jr., D. G. Brent.

**Foreign and Domestic Exchange Bought and Sold**

We draw our own Bills of Exchange on Great Britain, Ireland, Germany, France, Austria, Italy, Holland, Spain, Belgium, Russia, Norway, Sweden, Denmark, and other European countries.

Vessels disbursed upon the most favorable terms, and their obligations taken payable at Port of Destination Ten Days After Vessel Arrives there.

Safety Deposit Boxes For Rent, in Connection with which we have a Private Department for the use of Renters.

Savings Department—Interest Paid on Deposits at rate of 4 per cent per annum.

L. HILTON GREEN, PRESIDENT. T. E. WELLES, VICE-PRESIDENT.  
R. M. BUSHNELL, CASHIER. MANSFIELD MORENO, ASST. CASHIER.

**Citizens National Bank,**  
of Pensacola, Florida.

Geo. W. Wright, Rix M. Robinson, Morris Gear, T. E. Welles, L. Hilton Green.

A GENERAL BANKING BUSINESS TRANSACTED.

J. S. REESE, President. E. W. MENEFFEE, Cashier.  
R. M. CARY, Vice-President.

**THE PEOPLE'S BANK OF PENSACOLA.**

Directors—L. J. Reeves, J. S. Reese, W. DeC. Kessler, R. M. Cary,  
W. A. D'Alemberte, T. A. Jennings.

TRANSACTS A GENERAL BANKING BUSINESS.  
YOUR ACCOUNT IS RESPECTFULLY SOLICITED.

**R. M. CARY.**  
Wholesale and Retail Dealer in

**STEAM, DOMESTIC, ANTHRACITE  
and Blacksmith  
COAL**

Office—No. 13 South Palafox Street. Telephone, 53.  
Yard corner Tarragona and Gonzalez streets. Phones 6 and 372.

**New Crop Cane Syrup**  
Put up in all size packages  
WRITE FOR PRICES

Supt. Stores, Southern States Lumber Company  
**PENSACOLA, FLORIDA**

Order Your  
**ICE, COAL and WOOD**  
from the  
**Consumers' Ice and Fuel Company.**

Office—Corner Chize and Tarragona. Phone 259.

**OPERA HOUSE**

New Year's Attraction!  
MATINEE AND NIGHT!  
Monday, January 1.  
Everybody's Favorite,  
**Miss Mabel Paige**  
In the Daintiest of Comedy Dramas  
—by—  
PAULINE PHELPHS  
AND  
MARION SHORT.

**"At Cozy Corners"**  
The Daintiest of Pretty Gowns,  
A Wealth of New and Attractive Scenery.  
PRICES—Matinee 25 and 50 cents.  
Night 25, 50, 75 cents.

Four Nights and Matinee!  
...COMMENCING...  
Tuesday, January 2  
THE  
**INA LEHR**  
STOCK COMPANY  
...In...  
**"Jack's Sweetheart"**  
MONDAY NIGHT.  
With all New, High-Class Specialties.  
Illustrated Songs.  
PRICES—10, 20 and 30 cents.  
Seats now on sale.

**J. E. REED**  
Butcher and Green Grocer  
Cor. DeVilliers and Romana Sts.  
PHONE 1022.

Meats of all kinds, Western and Country Pork, Sauer Kraut, Chickens and Eggs, Turkeys, Geese, Ducks and everything sold by a first-class meat market. Free delivery.

**Marine Grocery Co.**  
604, 606, 608, 610 S. Palafox St.  
Phone 725.  
V. J. VIDAL, Manager.

THE HOME OF GOOD THINGS TO EAT.  
Just Received:  
Halibut Chunks, Halibut Quick Lunch  
50 kits of fancy Mackerel, \$1.25 per kit.  
50 kits Salmon, \$1.25 per kit.  
50 kits halibut fish, \$1.25 per kit.  
50 kits of Cod Tongues and Sounds, \$1.25 per kit.  
Bloaters, Milkers and Ross, Herring, Codfish, Pickled Salmon, Dill Pickles, German Sauer Kraut.  
Pigs Feet in kits, \$1.00.  
Maneival and Lange's Fruit Cake, National Biscuit Co's Fruit Cake, 25c per pound.  
We handle the celebrated blends of Coffee roasted by the Gulf City Coffee Co. H. P. Chipman, Manager.  
Caxaca, 35c lb.; Gold Standard, 35c lb.; Diamond Blend, 25c lb.; Golden Rio, 20c lb.  
Strictly fresh roasted and as good as any Coffee sold in this city.  
Send us your orders and we will deliver promptly.

**COFFEE!**

We are the Pioneer  
Coffee Roasters of  
West Florida.

**McHUGH'S BLENDS**

have no equal. A trial will convince the connoisseur that we make no extravagant claims.

Wholesale and Retail  
**GROCERS**  
and all kinds of Feed  
Stuffs.

**Pluto Water**  
Wholesale and Retail.

New Orleans Grocery Co.  
Jas. McHugh,  
Phone 105. Proprietor.

**Florida and Alabama  
LAND COMPANY**  
Manufacturers of  
and Dealers in  
LUMBER, SAWED CYPRESS SHINGLES and KILN-DRIED SAP.

**The Angel of the New Year**

By Celia Myrover Robinson.

Last night I lay asleep and I dreamed  
The Angel of the New Year came to me  
Holding within her hands Life's gracious gifts—  
The wreath of Fame, the Rose of Love and gold  
Within a casket set with precious gems,  
I dreamed she took my tired hands in hers  
And thus spake unto me:

"What wilt thou, man,  
That I should give to thee, of all my gifts?  
Long hast thou labored—faithfully and well—  
Hast done thy best, and now within my hand  
The best of gifts I offer unto thee.  
Here," and she lifted high the chaplet green  
That I had craved for many weary years:  
"This wilt thou wear or wilt thou choose the gold?  
Or wilt thou wear this rose upon thy breast?  
Even the fragrant, crimson Rose of Love,  
Choose thou," she said; then silent, waiting stood.  
Then spake I to the Angel of the Year:  
"Long, loak," I said, "I struggled all in vain  
To wear the wreath of Fame upon my brow—  
Alas, too late, it comes—desire is dead—  
I cannot light again its burned out fires,  
I ask not for the plaudits of the crowd—  
I have grown careless of its praise or blame,  
The gold within the casket, what of that?  
Can it bring peace to me? I fear me not.  
The Rose of Love would wither all too soon  
Upon this restless, weary heart of mine,  
I wore a little flower upon my breast  
Once many years ago—'tis withered now:  
It was so fair and seemed to lend the world  
Something of sweet-ness. 'Twas a "Jill bloom"  
The flower of Faith—I lost it on Effie's way  
And it was trampled 'neath the feet of men,  
Poor little tender bloom of my lost youth,  
When on my breast I wore the little flower,  
All life's good gifts were added unto me,  
Give back to me my faith in fellow-man,  
And keep thy other gifts, I pray to thee."  
And then methought the Angel, smiling, said:  
"Thou knowest not, oh man, what thou dost say:  
If thou wouldst, wear a blossom on thy breast  
Wear then upon thy breast my Rose of Love;  
Within its heart it bears the fragrance sweet  
Of all earth's flowers; 'tis a talisman  
Will bring all gracious gifts to him who wears—  
If thou dost crave thy faith, then take my rose,  
And in shall faith be added unto thee,  
And life shall bourgeon down the ways again."