

The former Magazine Clubbing offers made by THE SUN are now withdrawn. This has been made necessary by the fact that this year, on account of the greatly increased cost of producing high-class Magazines, the publishers of all of the leading Magazines have been obliged to raise their clubbing rates, and as we have been affected by this change, it has become necessary for us to make the new clubbing proposition which first appeared in the issue of October 27.

Our only clubbing Magazine proposition now in force is that which appears on page 16 of this issue.

IN THE SUN'S CHARIOT

Never, perhaps, in the history of any State, certainly never before in the history of this State, has the necessity for a *strong, bold and independent* journal been made more apparent.

STRONG—in order to insure its presentation of truths that *respectful and interest compelling attention* necessary for their *careful consideration* by the public:

BOLD—in the telling of things as they *really are*, no matter if *this* kind of telling *does upset* a few pitchers of skimmed milk masquerading as cream:

INDEPENDENT—of men, interests and conditions, so that the first named cannot *improperly influence it*, the second cannot *dominate or control it*, and the third cannot *overwhelm and sink it*.

There are, doubtless, many such journals now being published in Florida, but unfortunately *all of them* are local in their scope and circulation. They confine themselves almost exclusively to the affairs of their immediate neighborhood, and when they do present or discuss general subjects *few people see them*.

Upon second thought we will amend our original proposition and put it thus—

As never before, this State needs a strong, bold and independent journal of general circulation and NEEDS IT NOW.

Other things have happened at other times to accentuate this need, but, the unequalled campaign on the Drainage Question just closed, has brought this need home to the people with the vividness of a lightning flash against a dark cloud bank, and the force of a broadside discharge from the Dreadnaught—400,000 tons.

THE SUN qualifies for *all of the specifications* included in the list of what the people need in a journal.

It has a general circulation *larger than that of any other Florida newspaper whatsoever*.

And, this is as far as it is necessary to go in the enumeration.

Everybody who has heard of THE SUN, and this includes everybody living or visiting in Florida, *knows the rest*.

But, the end of the first year of THE SUN'S life is at hand. Many of its subscriptions expire with this issue. *If yours is one of these, it is up to you to renew, if you have not already done so.*

THE SUN has no bank roll.

No vested interests are behind it.

NO COUPON CUTTER IS PUTTING UP FOR IT.

It is owned, by the man who makes it, and *his money alone* has been spent in exploiting it.

He has done the best he could, but *he cannot do it all*.

It's now up to you, the plain people of Florida—

To DO YOUR SHARE.

THE SUN cannot live unless the people support it, because without the *people's support* it cannot be *independent*.

If it gets support from any man, or any interest, or any set of men, it will not be THE SUN.

It will be a thing.

All that THE SUN asks of you is to read it, and to *pay for the privilege*.

THE SUN has done its duty by you.

It has given you a *reliable account* of things *good for you to know*. It has treated you honestly and fairly in the matter of news. It has not deceived you. It has not held out on you. It has given up all it could get just as it got it.

Have you done your duty by THE SUN?

That duty is a simple one. Send \$2 for a year's ride in the Chariot of THE SUN.

If you have done this—

Get after your neighbor and *never let up on him until he does his duty to THE SUN*.

In the meantime, don't worry about getting your money's worth.

THE SUN *will make good* every time it reaches you.

Now come across with that two spot.

We can't do without it.

And you can't do without us.

Say!

DO IT RIGHT NOW.