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THURSDAY MORNING JULY 3, 1919

**BEARS CHARMED LIFE.**

Still another attempt, according to Madrid dispatches, has been made on the life of King Alfonso of Spain. This latest effort to do away with the king occurred a week ago, at the opening of the new Spanish parliament. Fortunately, the authorities were forewarned of the plot of the anarchists and by a change of plans at the opening of the session the conspiracy was frustrated.

King Alfonso, although the 13th ruler of his dynasty, has borne a charmed life since his accession to the throne of Spain. At least a dozen attempts against his life have been made, and as many more anarchistic plots have been nipped in the bud by the vigilance of the secret police. One of the earliest attempts upon his life was in Madrid in 1902, when an anarchistic plot with ramifications extending throughout the city was uncovered by the police. Dynamite cartridges, which were to have been used in the attempt, were seized.

On June 1, 1905, an anarchist attempted to assassinate Alfonso while he was visiting in Paris. As the king, accompanied by President Loubet, drove away from a gala performance of the opera an anarchist threw a bomb in the direction of the royal carriage. The projectile struck a soldier belonging to the cuirassier escort, on the shoulder, and then fell to the ground and exploded without injuring the king or the president, who continued their drive to the Palace d'Orsay.

On May 9, 1906, the king and his sister, Infanta Maria Theresa, were stoned as they were riding in an automobile from the railway station in Madrid to the royal palace. The princess was slightly injured.

Alfonso's narrowest escape came a few weeks later, on the day of his marriage in Madrid to Princess Ena of Battenberg. Shortly after the royal bridal procession left the cathedral a bomb was thrown from the window of a high building, and probably would have exploded in the royal coach itself had its course not been deflected by an electric light wire. A score of persons were killed and twice that number injured. But neither the king nor the queen received a scratch.

Many other attempts have been made on the life of the king. In 1903 a lunatic fired a shot at him as he was returning from church with his mother. In January, 1904, a bomb was found under a bench outside the palace, and in November, 1905, cartridges were exploded in the church of San Pedro, Madrid, while he was attending the service there. In 1908 a bomb was thrown at him in Barcelona. In 1911 he narrowly escaped death at Malaga, while he was en route from Madrid to Morocco, accompanied by Premier Canalejas, who later met death at the hand of an assassin. The royal party were met at the railway station in Malaga by a great crowd, which followed the carriage as it was driven toward the palace of the governor. As the king entered the palace there was an explosion in the crowd. The official investigation revealed the fact that a bomb, evidently intended for his majesty, had exploded prematurely.

It is recalled that on the occasion of his last visit to England King Alfonso was heard to declare that he had no expectation of dying in his bed, and that when the end came it would come very suddenly. King Alfonso is a fatalist, and makes no secret of the fact.

In a room at the royal palace in Madrid the king keeps a collection of criminal curios by which his life has been endangered. Amongst them are the knife with which a ruffian tried to assassinate the young monarch when he was a boy, the skin of the horse which was killed by a bomb in Paris, some mementoes of the royal wedding day outrage.

The people of Spain are of the belief that their king will never meet with a violent death, for they say he bears a charmed life. And the way he escapes from all plots made against him certainly seems marvelous.

The ensign adopted for the League of Nations has three broad horizontal stripes, the top and bottom being white and the center blue. It is really the flag representing the letter "J" in the international code—which is the universal language of the sea—with the colors reversed. The design was selected principally because it clashes in no way with any existing national flag.

Congressman La Guardia charges the war department with an itch for spending money. Well, the people scratched for it, didn't they?

We have a lot of doughboys in Europe who would be glad to take over the Mexican situation if that will hurry their home-coming.

Baron Makino has been admitted to the council of the Big Four. This is Makino discrimination against races.

**JAPS CHEER THEIR MONARCHS FIRST TIME IN HISTORY**

Tokio, Correspondence of Associated Press.—For the first time in the history of Japan the people have cheered their monarchs. Popular celebrations were held in Tokio to celebrate the fiftieth anniversary of the removal of the imperial capital from Kioto to Tokio and the thirtieth anniversary of the establishment of Tokio as a municipality.

For two days the people of the metropolis gave themselves up to enthusiastic rejoicing. The city was gay with festoons, flags and magnificent evergreen arches.

Emperor Yoshihito, with his escort, and Crown Prince Hirohito drove, through the crowded streets in open coaches and bowed in acknowledgement of the respectful "banzai" of the multitudes.

In the past the emperor of Japan has rarely made his appearance in the public streets and has always been received with silent homage. The recent ovation after the western idea is regarded as a democratic approach of the emperor to his people. In other words, Japan is responding to the democratic spirit abroad in the world.

The municipality presented to the emperor and empress several historic documents and pictures concerning the capital. The pavilion used for the principal ceremonies in Ueno park was specially erected in pure Japanese style, the roof being thatched with the bark of cryptomerias and the outer walls being covered with green cryptomeria leaves. The walls inside were beautifully decorated with gold dust and covered with screens and curtains having designs of flowers and birds.

A procession reconstructing the ancient daimyo corteges and lanterns and flag processions were included in the celebration which was commemorated also, by the issuing of a special postage stamp.

Every house, from richest to poorest, bore in front an exquisite paper lantern surmounted by a spray of cherry blossom flowers.



**Skill, not Money is the Secret of Successful Advertising**

If you wish to advertise then you should either study the science of advertising or else place yourself under the guidance of a man or firm whom you have reason to believe does know the science of advertising, and is honest.

Isn't it reasonable that a man who has made a study of advertising as a profession, who has proven his efficiency, is better able to conduct a campaign and to practice the science of advertising than a business man who will attempt the study of advertising as a mere side issue?

There are millions of unproductive dollars expended in advertising every year. Considering the present position of advertising as a science and the number of available agents and experts who are known to thoroughly understand their business, this loss must be charged to the advertisers.

A man would not ordinarily attempt to qualify as his own lawyer or doctor, and unless he is a thorough student and skilled in the science of advertising he should not attempt to qualify and properly conduct an important advertising campaign.

Consult with one of the recognized and accredited Advertising Agencies named below. Allow one of them to submit an outline of the service they are prepared to render. You may be assured that an invitation to call will be appreciated and that no obligation whatsoever will be incurred.

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- Staples and Staples, Inc., Richmond, Va.
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This advertisement prepared by Perry-Hanly Advertising Co. New Orleans, La.

**AS TO OFFICIALDOM.**

Every revolutionist, from the days of Absalom down, has complained of "Officialdom."

The near-Bolsheviks of this country complain about the number of our officials and the interference of officials in the affairs of everyday life.

Max Eastman, Chrystal Eastman, John Reed, A. Rhys Williams, Raymond Robbins, and other American defenders of Bolshevism, talk as though that was the Realm of the Blessed, the Home of Freedom, the place where everybody lived like everybody else, had plenty to eat and wear and where there was little law and few officials.

We all know that under the czar, Russia was cursed as "The Land of Officeholders."

Now, it just so happens that a body of European socialists, who were a bit suspicious of Lenin and Trotzky, looked into this matter. It was difficult to get any information, but they finally succeeded in securing figures as to one province.

This province had 12 administrative districts or counties. In the 12 districts, there was a total of 275 office holders under the czar. This was an average of 23 officeholders to the district.

Under the Bolsheviks, in five districts of this same province, there are 495 officeholders. This is an average of 99 office holders to the district. In other words, there are more than four times as many officeholders under the Bolshevik as there were under the czar, and there were too many officeholders under the czar.

The natural result is given in the Isvestya, Bolshevik organ, of Dec. 1, 1918. It says: "With few exceptions, the mass of our officials are apathetic even to death, and appear only twice a month to draw their salaries."

It is a safe bet, however, that they show up at all elections of soviets, etc.

Trotzky had a Tammany training in New York. Trotzky is sure to apply in Russia the Tammany principle of "Give every man who can control votes for us a profitable job with nothing to do."

Knowing Trotzky and his training, it could have been predicted in advance that, under the Bolsheviks, there would be a steady increase in the number of officials and a steady decrease in the amount of work done for the government.

It is interesting to have the socialists of Europe confirming this as a fact.

**OUR PLEASANT SPEEDWAY.**

It is time the city and county authorities took some steps to put a stop to speeding on Palafox. Hardly a day goes by that there is not mention of some local automobile accident in the daily papers, yet speeding goes merrily on, and he who owns a car may run it at his own sweet will.

Those who walk as well as those who ride have some rights. And while on the subject of speeders, the local police might well take some steps to enforce laws in relation to bicycling, and if there are no such satisfactory laws, ordinances might be introduced which will put a stop to the reckless way in which the bicycle riders dash about the streets with no signals, no regard to right of way, or any other safeguards for the protection of the public.

Between the automobile and the bicycle boy, with his swift and noiseless approach, it is not to be wondered at that there are so many accidents, but that there are so comparatively few, when there is nothing to prevent such accidents, except the will of those who use the thoroughfares as speedways.

We see by the papers that there has been a snow in the north temperate zone of Texas.