



From Sun Kissed Spain

comes a navel olive shade that we'll put against any other hat color brought out this season.

Just enough brown to keep the green from looking too fresh and the particular shape we have in mind could grace the brow of a deacon without alarming his flock.

If you haven't time today we wish you'd run in and holler "I read your Olive ad in The Journal" and extemporize—we'll trot out the finest looking soft hat that you ever saw for eight dollars and a half in American money.



You can make "Wash Day" a pleasure by calling either of us.

- Star Laundry
Empire Laundry
Perfection Laundry

Associated Advertising
Laundriers, Cleaners, Dyers

Please Remember

That we carry a Most Complete Line of OFFICE SUPPLIES OFFICE FURNITURE LOOSE LEAF LEDGERS BINDERS INDEXES—FILES Senbusch Self-Closing INK STANDS Schaeffer's Self-Filling FOUNTAIN PENS 1920 CALENDAR PADS SHARP-POINT PENCILS MAYES PRINTING COMPANY QUALITY PRINTING MODERN OFFICE EQUIPMENT AND OFFICE SUPPLIES Phone 181 20-22 W. GOVERNMENT ST.

NORTHUP & WOOD FUNERAL DIRECTORS AND EMBALMERS Ambulance Service Day or Night. Phones 39, 55 or 56 Office 12 and 14 W. Intendencia St.

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EVERLASTING FABRICS CO. Pensacola's Representative Store

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FALLING PRICES ARE PROPHESED

READJUSTMENT CERTAIN, SAYS EXTENDED DEPRESSION MAY BE AVOIDED.

Prospects of falling prices are discussed by the National Bank of Commerce in New York in the February number of Commerce Monthly, the bank's publication, just issued. The bank, while not predicting a definite time when price readjustment may be expected, maintains that the process need not mean disruption to business. "If, when the tide turns," says the bank, "readjustment is not too long resisted and production is not too much slowed down, and if the situation is flexible and competitive, we may expect to meet the reaction without disaster. The country is not as well braced now for reaction as it was at the time of the armistice, but so many of our major industries are in an exceedingly strong position, and our banks are as a whole in such excellent condition, that we should view the prospect without undue apprehension."

"The question of price readjustment in the United States is tied up with our attitude toward Europe's economic recovery. If it is felt that we are all involved to a significant degree in a common economic future, our participation will doubtless be active. As a part of such a policy, new loans to Europe to make possible a continuance of our exports essential to reconstruction would delay the process of price readjustment."

"Withdrawal of the present extensions of credit to support exports to Europe would soon check the present abnormally one-sided trade. This would necessitate our domestic market's absorbing three or four hundred million dollars' worth of goods each month which our market has not had to absorb during 1919. With goods thrown back on the domestic market in this volume a relaxation of the strain in our commodity markets would follow. Two possibilities would then be opened. On the one hand, we might have a speedy readjustment of prices and wages and a revival of business activity on a lower level. On the other hand, if efforts were made to resist price reduction by artificial means, we would be exposed to the dangers of a painful period of real business depression."

"When this readjustment comes, the business men of the country will have opportunity for the policy toward labor which will go far in making for industrial peace in the years that follow. In so far as the balance sheets permit it, business men will find it wise to let prices go down first without making too vigorous efforts to reduce wages. The natural course of events will lead to substantial wage reductions in time. However, we cannot expect to see wages recede as rapidly or as far as prices, because the elimination of immigration in recent years has left our labor supply relatively short. Even without reduction in wages, labor costs per unit of output will be reduced with the restoration of shop discipline and the cessation of overtime work."

The chief cause of high prices outlined by the bank is the shortage of supplies for the domestic market, due to the drain upon American productivity by Europe's demands. The shortage has been accentuated by the curtailment of output in many lines following the armistice. Other causes are the creation of an abnormal amount of credit by government loans for destructive purposes and extravagance by the public in a post-armistice relaxation from war-time economy. Concerning the relation of the value

COL. RICHARD E. HOLZ.



Colonel Holz will be the chief speaker at the dedication of the Salvation Army citadel Tuesday afternoon. The building is located at 14 W. Government. The colonel will be accompanied by Staff Captain and Mrs. David Main, Birmingham, Ensign Ernest R. Holz, New York, and other officers of the army. Captain and Mrs. Bergen, officers in charge, extend invitations to the public to be present at the dedication. Captain Bergen has completed the arrangements for the dedication and the big quarters of the army are all ready to be officially opened to the public. Captain Bergen has been untiring in his efforts to get the building and have it finished as the home of the army, and its inception is due to the captain and his wife.

of gold to prices, the bank has this to say:

"The great change in price in the United States has been due, not to a fall in the value of gold, but to a rise in the value of goods. At the present time, forces are at work tending to make the value of gold rise rather than fall. High prices and high wages are curtailing gold production, and with diminished production there has come also an increased industrial consumption of gold. At the present time the arts and industries are consuming more gold in the United States than our gold mines are producing. If no other factor were at work, this would mean in the long run a fall in prices."

GROW SOFT LONG HAIR

Double Its Beauty! "Q-Ban" Hair Tonic Grows a Mass of Thick, Lovely Hair, Kills Dandruff, Too.

After the first application of "Q-Ban" (pronounced Ku-Ban) Hair Tonic, it changes your plain, dull, half dead, flat hair to one of shimmering beauty. Your hair soon becomes abundant, soft, glossy and full of snap and life. Q-Ban Hair Tonic dissolves the scales, dandruff and film of grease which forms on the scalp and which soap cannot remove, removes the dust, dirt and excessive oil from your hair and scalp. Your hair then quickly becomes a mass, so soft and lustrous and so pleasant to handle. Let Q-Ban Hair Tonic put more life, color and vigor in your hair. The bald spots soon fill in with new hair, so it grows long, thick and beautiful. Druggists or by mail, 50 cents. Address, Q-Ban, Memphis, Tenn.—Adv.

INFLUENZA PREVENTIVE SIMPLE AND EFFECTIVE

(By Dr. M. O. Terry.)

To protect, save the annoyance, avoid the danger and the awful mortality of the "flu," requires simply just that attention that routine care requires to keep yourself in a good sanitary condition.

Last year I sent a letter to a distinguished friend of mine, in fact, one of the most prominent men in Florida. As he is a humanitarian at heart he quickly published the same knowing that I was indifferent to such an announcement, as I had withdrawn from active practice many years ago. It was in 1872 when I began practice in Akron. I was immediately initiated into a general spread of what was designated "epizootic." It was as contagious then as it is now under the name "flu." All sorts of remedies and nose sprays were used. I am not prepared to say with what efficacy. There is in the span of my active practice a line of facts well substantiated that this is a germ disease, as is the La Grippe, epizootic or the flu, which may be a difference in degree and not in kind the same requirements for treatment being the same. As a throat specialist trained in Herman Knapp's School of Ophthalmology, Otology and Laryngology, the New York Eye and Ear and the Manhattan, I have been familiar with the methods of the greatest schools on these lines, so all of the various sprays and treatments have been tested with questionable results.

When I note the confessed results of the treatment for re-visiting of the unwelcome flu, noting the awful mortality, especially in pneumonia, it appears to me that any suggestion which involves no danger, prevents the spread of the infection, should be considered by newspapers, public officers of authority, who have nothing to recommend but a handkerchief to the nose, which handkerchief will contain millions of the germs throw into the atmosphere in the specks of lint disseminated by every use of the handkerchief. These germs are let loose in all of their activity and virulence. After you have noted the great mortality of the disease in question instead of the ridiculous treatment advised, try what was tested last season on my recommendation expressed in the Florida papers and in California through friends.

My discovery of this treatment was accidental. In trying an oil spray years ago, I noticed that instead of getting these influenza attacks immediately following the treatment, I had ceased to be infected with them, which formerly carried me into a laryngitis, then bronchitis of a septic nature requiring many weeks to disappear. Cresoline, inhalation of Eucalyptus vapor, and rock and rye—now a thing of the past—were tried, the latter quite fascinating. I am giving these facts to show the utter rot of the ordinary recommendations and isolated treatment as carried out from the forum of official reference. Hundreds of lives were saved in Florida last year by the line of treatment re-stated. It means that it should be followed up sick or well with the regularity of the use of a hygienic tooth brush and to get rid of mouth germs the tongue should always be brushed with antiseptic solutions. The failure of previous treatments suggested is due to the fact that drugs not in oil solution used as sprays will not destroy the germs. Oil inhibits the growth of them. That is why if a medicated oil spray is used systematically at least morning and evening, more frequently under marked exposure, so that the mucous membrane has the spider netting of oil, as it were, the germ will not gain admittance into the circulation, thus avoiding systemic infection. This treatment cuts out the doctors, prevent nose colds and the extension of the flu, which causes pneumonia. Go to any drug store and get two ounces of liquid petroleum to which add one dram of Eucalyptus oil. If too irritating, double the oil or divide the Eucalyptus. Use any oil spray.

Did you ever think of society like this—

Fashionable society is to a man relaxation, to woman a profession in which success means position, marriage, her heart's desire. To its glittering circle men bring wealth, women beauty, for the great exchange. Ah, the heartaches and the hidden tears that sear the soul behind the smiling face in fashion's cold exchange—"The Beauty Market."

Beauty, Driven by Necessity, Finds Love and Jealousy Impeding Her Triumphant March to Wealth.

ISIS Musical Theatre
TODAY AND TOMORROW
MATINEE 17c - 28c
NIGHT 28c - 35c



KATHERINE Mac DONALD The American Beauty in "THE BEAUTY MARKET"

A Drama of Society for People who Think "FATTY" ARBUCKLE IN "BACK STAGE" As Fast as a Jack Rabbit in Front of a Prairie Fire and as Full of Chuckles as a Setting Hen. —PROF. REILLY AND HIS ISIS MUSICAL MONORCHS



Advertisement for Houdini's "The Grim Game" featuring an airplane accident. Includes text: "The best pocket one is No. 38. Whitehall-Tatum, of New York. Inhale the spray fully in the nose and throat. Finally it is my belief that in spite of the questionable sneer of the doctor that the mortality in these cases will be just about nil, and that tens of thousands of lives will be saved in this country, wrecked constitutions saved from infirmities due to these microscopical germs which multiply by the million within twenty-four hours, the ptomaine poison of which render uncounted numbers of people invalids for all time, even if they survive the invasion of this calamitous germ disease. The question may arise by scientific physicians as to inhibition of germs in an oil solution. In reply will state that it has been proven that as the breathing apparatus of the germ is on the outside the germs are thus smothered immediately by contact with oil."

TEACHERS ASK FOR ARMY PAY BASIS

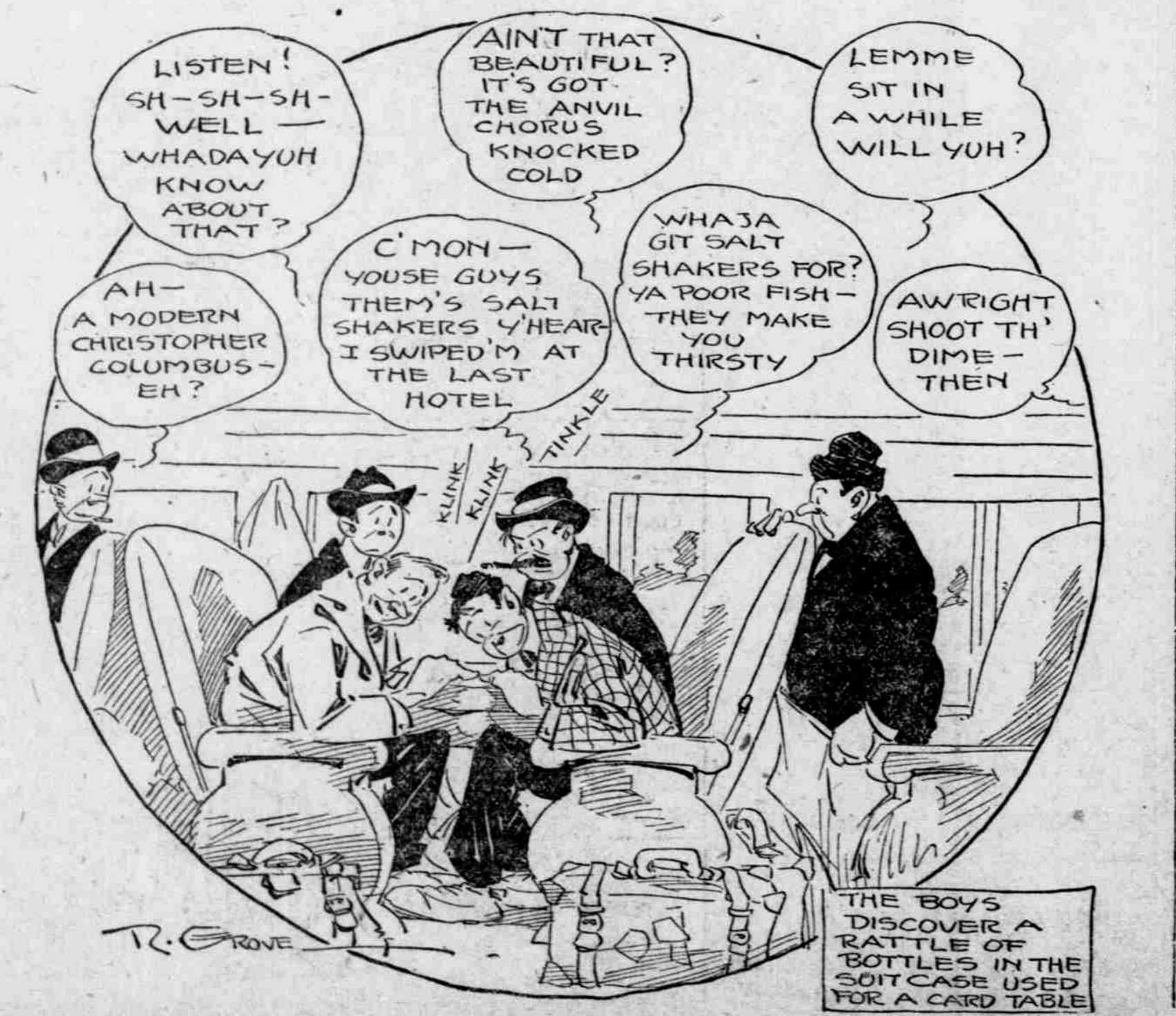
Pittsburgh, Pa., Feb. 1.—Thirteen male teachers in the public schools of this city have made a proposition to the board of education to be put on an army basis for pay and subsistence. These teachers served with distinction in the world war and they ask the school board to give them \$23 a month with board, clothes and lodging furnished. They claim they do not get the equivalent of that now. As teachers their pay ranges from \$12 to \$217 a month.

TONIGHT At the Big Tent Ed. C. Nutt Comedy Players OFFER "KICK IN"

THE BIG DRAMATIC CROOK PLAY By WILLARD MACK WONDEROUS, ALLURING INTENSE BEST PLAY YET OFFERED Better Than "Under-Cover" ALL NEW VAUDEVILLE SAME BARGAIN PRICES LAST HALF THIS WEEK "THE GRAFTERS" ANOTHER GOOD ONE

BLISS NATIVE HERB TABLETS Lack of exercise, poor food, improper digestion and mental worry often cause SICK HEADACHE Biliousness, Dyspepsia, Constipation and Stomach Disorders, Bliss Native Herb Tablets are a great Kidney and Liver Regulator or 20 years recognized as the only standard herb remedy. Safe, gentle. Every tablet contains this trade mark. Put up in two sizes, 50c and \$1.00. Sold by leading druggists and local agents everywhere. Made by Alonzo O. Bliss Co., Washington, D. C.

"THE BOYS IN THE OTHER CAR"



To Fortify the System Against Colds, Grip and Influenza Take Grove's Tasteless chill Tonic

It Purifies and Enriches the Blood. It Builds up and Strengthens the Whole System. It Fortifies the System Against Colds, Grip and Influenza.

When cold damp weather chills the blood, try taking GROVE'S TASTELESS Chill TONIC and see how Warm and Comfortable you feel when other folks around you are complaining of feeling chilly. This will prove to you the value of GROVE'S TASTELESS Chill TONIC as a general strengthening tonic. It Improves the Appetite, Brings Color to the Cheeks and Restores Vitality and Energy by Purifying the Blood and making it Rich. You can soon feel its Strengthening, Invigorating Effect. It is acceptable to the most delicate stomach and does not cause nervousness or ringing in the head. Very Pleasant to take. Price 60c.