

Pensacola's Watchword—Boost, Boom and Build—That's All

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fact that it is necessary for cities to reach a certain point in development and improvements, such as street paving, sidewalks, new hotels, advertising, etc., before they begin to derive the benefit therefrom, and as all of these things are about seeing their completion at the end of the present year in this city we expect to see marked improvements in all lines of business in Pensacola during the year of 1910.

Wm. R. Johnson, of the firm of Wm. Johnson & Son, the oldest mercantile house in Pensacola, said:

"The present year has not only been a good one, but I think the prospects for 1910 are very bright indeed. There are big things coming for Pensacola and no one can help but see it."

Sol Cahn, one of Pensacola's leading grocers and business men, said:

"In my opinion the year 1909 has been a banner year for Pensacola. Our fall business has been the best that we have had in several years, and we have prepared for a busy winter business."

"I attribute the increase to street paving and sidewalk improvements, and think that the opening of the San Carlos hotel will be the beginning of a 'turning point' for the good of Pensacola."

D. Kugelman, D. Kugelman & Co., wholesale grocers, said:

"The present year for us and I think it has been general in Pensacola. I think the year of 1910 will be a prosperous one, as everything that we can see looks bright for the coming year."

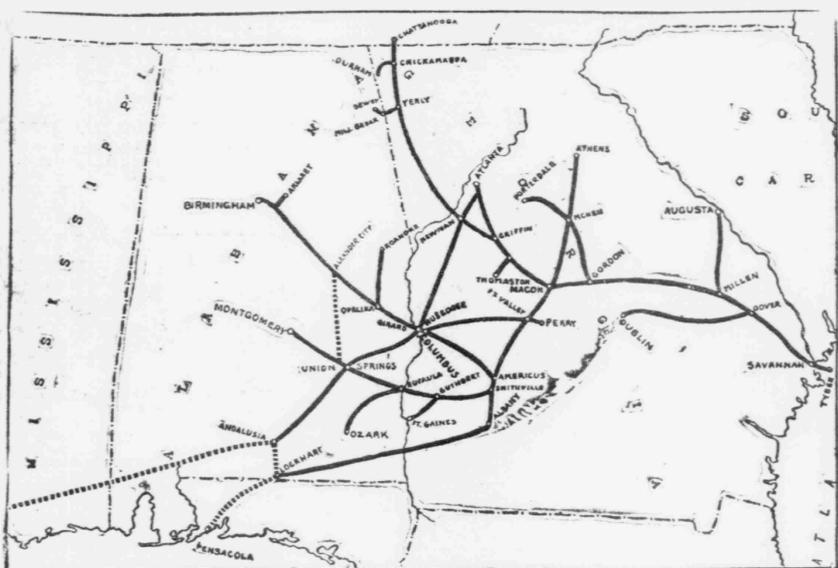
"With the improvements going on it certainly will distribute a lot of money and someone will be the benefit of it. When the improvements are completed it will give Pensacola a boom, as it shows the outside public that Pensacola is on a boom and has gotten out of the old rut, which she has been in for so many years."

Pensacola Investment Co., real estate and general investments, said:

"With the epitome of the principal steps of progression taken by Pensacola during the past twelve months before us, we are glad to say that the advancement of Pensacola has been greater than the most optimistic dared hope for at the beginning of the year 1909."

"In an endeavor to prophesy or calculate our expectations for the good of Pensacola in the coming year of 1910, the safest plan would be to base the probabilities of the coming year upon the achievements of the one we are just completing. The progress of the past twelve months has materially advanced the road so that the year 1910 will have no trouble in making a record to be proud of. The financial crisis that we passed through forced the fact upon Pensacola that she must fight—she fought and won. Continued fighting in this manner during the year 1910 will carry her onward and upward."

"The many public improvements, street paving, side walks, new hotel, etc., have had great weight with the progress made. Such improvements as these undoubtedly have a great tendency to bring new people and additional capital to our city, which means progress. Present indications point to a steady progress, but continued activity is essential. Indications point to better things and what is of vastly more importance to



Proposed New Railroad from Pensacola to Andalusia, Ala.

greater things, but it is going to take the individual effort of each and the united efforts of every citizen of Pensacola. We believe that Pensacola is about to face record-making events, and it behooves all of us to employ great circumspection so that when the battle of 1910 has been fought and won, the fallen heroes of the year will have met an honorable death, or prove by their scars the nobility of the motive that actuated them."

J. E. Concannon,

J. E. Concannon, of J. E. Concannon & Co., grocers, said:

"The present year has been the best since I went into business, and I think the coming year will be far ahead of anything Pensacola ever dreamed of on account of the many advantages this city has over any city in the South in the magnificent port and shipping facilities. On the completion of the Panama canal we will begin to have commerce for the world come by way of the port of Pensacola, the gateway of the South. "If you want a good town or city, first have good roads leading to your city, then good streets and sidewalks, and there is nothing that will help a town more. Good streets and roads will go further to advance a city than anything else and Pensacola is to be congratulated on the paving which has been done here and should keep the good work up and push ahead."

Jos. Coleman,

Jos. Coleman, dealer in clothing, furnishing goods, etc., said:

"The present year of 1909 has been much better than the year before, also the town seems much more prosperous."

"Regarding the coming year, it looks to be an improvement on this one, as I notice a betterment each succeeding month. It certainly should improve

Pensacola financially as well as in appearance."

Benj. C. Heinberg,

Benj. C. Heinberg, of the Hub, said:

"The present year has been a good one with me and undoubtedly a good one for Pensacola as a whole."

"The year 1910 will be a good year, as the city is now undergoing a big change, and all the municipal improvements and its natural advantages will make it 'the city of the South.'"

"The public improvements, like street paving, sidewalk work and the new hotel are bound to make business conditions better, and provided that we can keep local option, and get the race track, our population is bound to increase, and business boom."

H. P. Neuman,

H. P. Neuman, of the Meyer Shoe Co., said:

"The year just closing has been a splendid one for us, and I believe for Pensacola as a whole, as with the improvements that have been made, which meant an increase in the weekly payrolls, naturally placed more money in circulation, thereby making trade that much more brisk. As to the coming year, every indication points that it will be the largest and most successful one that we have had."

"As with the vast amount of improvements now going on the major portion of which will be completed the coming year, and with other improvements contemplated, all should assist most materially in making the year 1910 the banner one. I believe the street paving and new hotel will have more effect in an increase in the city's growth than anything yet undertaken by Pensacola."

"Good streets and good hotels are the first things that impress a stranger, and it is the stranger whom we want to impress as he gives publicity to the improvements that have been made, and publicity

creates an increase in the city's growth. And for the coming year let's all get together and work for Pensacola as never before, let's keep Pensacola money in Pensacola, let's build up the merchants who have the interests and welfare of the city in which they live at heart, and who are always the prime movers in that which will do good for Pensacola. Let's continually talk Pensacola and tell those who forever have got there little hammers that there is no room for them here, and they must move on."

"In the language of The Journal, let's 'Boom, Boost and Build.'"

James McHugh,

Jas. McHugh, of the McHugh Grocery Co., wholesale and retail grocer, said:

"The present year has been a good one with us, and I believe 1910 will be equally as good."

"The public improvements now in progress, such as the new hotel, street paving and sidewalk building, will prove a big thing for Pensacola."

Harry W. Gibbs,

Harry W. Gibbs, of Gibbs, Quigley & Morgan, hardware dealers, said:

"The year 1909 has been decidedly better than 1908 and we expect 1910 to be an improvement over 1909."

"We don't think there is any question about the street paving, sidewalks, and new hotel helping the general condition of Pensacola and vicinity. It is largely due to these improvements that we expect a better business in 1910 than the present year."

Hoyt Bros. & Co.,

Hoyt Bros. & Co., grocers, said:

"The present year has been very good with us, especially so if our disadvantages are considered. We think the year 1910 will be a good year for Pensacola, for if for no other reason, there should be a natural reaction in business."

"The public improvements are bound to help business and the growth of the city, and have already done so. We have heard several visitors speak of the great improvement over last year."

Jno. N. Day,

John N. Day, real estate man, said:

"The past year has only been fair, but prospects look very bright for the coming year. The local improvements are bound to have a good effect and will appeal strongly to all tourists, making them stay longer than usual. Also the same things appeal to business men looking for investments."

"We ourselves will have more pride and that feeling shown to all strangers will induce them to stay and have others come. The general good feeling will encourage confidence and that will make more business. Beside, our new hotel should bring a wealthier class than heretofore."

Friedman Dry Goods Co.,

Regarding the year's business the Friedman Dry Goods Co. said:

"The present year so far has been a very good one with us, and according to our opinion it has been very good with the whole city of Pensacola in all lines of business. Your question as to what we think of the year to come, that is of 1910, if it is going to be a good year or not, we would rather not say, as we are neither 'prophets' nor the 'sons of prophets,' but from past experience we are rather inclined to think that 1910 will be a very prosperous year for Pensacola, as well as for the whole country."

"The reason we think so is because the price of raw material is on the increase. Very naturally that will increase the wages of the laboring man, and no doubt the demand for all the different classes of merchandise will be as great as ever, and that will, in the natural course of business, help the trading element a great deal."

"As to the improvements of the city of Pensacola we wish to say that improvements in the city and the new hotel will have a tremendous effect on Pensacola and on its general business in every line, as we will have a beautiful city and have a hotel second to none, so we will be able to accommodate rich and poor and will be able to invite the rich men to come to Pensacola and sojourn amongst us. We will be able to accommodate them with good shelter like they are used to at home, which heretofore we were not able to do, and my opinion the new hotel will do more good in the way of building up Pensacola's interest than

the little railroad proposed from here to Andalusia."

H. G. DeSilva, H. G. DeSilva, of DeSilva & Co., manufacturers of sash, doors and blinds, says:

"In my opinion the present year has been particularly good for Pensacola as a whole. The improvements on all sides are very noticeable and most of them are permanent."

"Nineteen hundred and ten ought to be a banner year as the country in general is prosperous, money is easier, and the prices are high, all of which are good signs for the immediate future."

"The new hotel will bring, we hope, a new class of people to Pensacola, and some of them will no doubt invest in Pensacola."

"The public improvements will naturally tend to improve business conditions, showing the confidence of the people in their city, and these will encourage the people to improve their own property."

"I consider prospects excellent for the coming year."

Frank Reilly, Frank Reilly, wholesale tobacco and cigars, said:

"The present year has been a good one with me and has shown a marked improvement in business in comparison with the two previous years, and also, I think, for the city of Pensacola as a whole."

"I think the year 1910 will be a good business year for the reason that the country will have recovered from the financial depression of 1907 and our section of the country especially, owing to the increased demand and price of naval stores product; also the increased exports in cotton and timber and advance in price, which leads me to believe that the coming year will be a prosperous business one."

"The municipal improvements and the completion of the San Carlos hotel, I think, will have a salutary effect on general business conditions of Pensacola and the growth of the city."

T. H. Lannon, T. H. Lannon, of T. H. Lannon & Co., wholesale and retail merchandise, said:

"Our business for the past year has been most satisfactory, showing a very creditable increase each month over

Christmas Day on North Hill Highlands, 1910

Visit North Hill Highlands on Christmas, 1910, and you will find some of your friends eating Christmas dinner in elegant homes on this beautiful residence property, which adjoins North Hill, the fashionable residence section. NORTH HILL HIGHLANDS is the highest point in Pensacola.

Improvement contract guarantees six-foot cement sidewalks, eighty-foot graded streets, city water, electric lights, and all modern conveniences.

We sell these lots for \$450.00, \$45 cash, \$10.00 per month. No interest, no taxes, free deed to family in case of death.

OWEN-CLARK COMPANY

American National Bank Building.

the year previous, and we have every reason to believe that the average merchant will make a good showing for the year's business about to close."

"Taking into consideration the fact that our navy yard has been almost out of commission for the past year, thereby cutting off a considerable source of revenue, and also when we look about us and see the amount of money invested during the year in new homes and property investments, also the great amount of expenditure on the part of property owners for new tile and concrete walks and street paving, it all goes to show that Pensacola has wonderful resources."

"We believe the year 1910 looks full of promise for our city, and this entire section. The Tri-County fair, which was so successfully launched last month, has already created a new interest in agricultural pursuits and will be productive of good results in this community. Let us keep up the good work, and by united effort and co-operation make the 1910 fair one to be long remembered. Our city has made wonderful strides during the past year in the way of civic improvements, and, when all the work planned out and that is already under way is

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"Home For Christmas"

That is the time when everyone wants to be "HOME." HAVE YOU a HOME of your OWN? If not, WHY NOT? You can own a home just as easy as you can pay rent; buy a home with the money you now pay the Landlord. We are in the Real Estate Business for the express purpose of finding just what you want and then to make it easy for you to secure it. We have located numbers of people during the past year and they are all very well satisfied. Why not come in and see us before the New Year and let us find a HOME for you and start 1910 RIGHT?

MR. LANDLORD:—Are your rent returns satisfactory? We are in the Rent Collecting Business and would like to add your houses to our list. We employ one of the best Collectors to be had, and give this department our personal attention. Taxes and water bills paid, our charges are small and our returns prompt. We solicit a trial for 1910.

FIRE INSURANCE

We represent two of the best and strongest Fire Insurance Companies doing business in this State and will guarantee you prompt and efficient service.

Money Loaned on City Property at Lowest Rates

McMILLAN-McGLURE AND COMPANY

1004 American National Bank Building. Phone 271.

Buy That Property You Need

Buy it now. If you'd bought a year ago you would have saved money. If you wait you'll pay more. You want a home of your own, now or sometime in the future. Now is a good time to get it. Ownership of property gives you better financial standing, helps you to save, commands more respect for you as a citizen. We can get you what you want, and advise you as to values. Our service broad? and efficient, buying or selling. service is prompt and efficient, buying or selling.

LOTS

4 1/2 lots, southwest corner Baylen and Brainard, \$3250.
5 lots, northeast corner Spring and Lloyd, \$4000.
6 lots, northeast corner Reus and Lloyd \$4750.
3 lots, facing east on Reus, between Brainard and Lloyd, \$2100

EAST HILL

4 lots, southwest corner Strong and 19th Avenue, \$1325.
4 lots, southwest corner DeSoto and 11th Avenue, \$1050.
5 lots, southwest corner 14th Avenue and 11th Street, \$1325.
7 lots, corner 15th Avenue and 14th Street, \$2100.

HOUSES

5-room cottage, facing west on Barcelona, between Gregory and Wright, lot 36 1/2 x 170, \$2750.
7 room house, two story, all conveniences, Barcelona, between Wright and Belmont, lot 60 x 125, \$5250.
8 room house, southeast corner Barcelona and Cervantes, all conveniences, excellent location, lot 75 x 90, \$6500
5 room house, East Gregory, between Alcaniz and Cervellos, facing south, lot 48 x 192, \$2500.
5 room house, northwest corner 6th Avenue and Strong, lot 95 x 120, \$2250.
5 room house, nearly new, southwest corner Jackson and 15th Avenue, lot runs through block, facing 100 feet on Jackson and 80 feet on LaRue, \$3700.

C. E. DOBSON CO.

211 Blount Bldg.

Phone 469