IF IT'S RIGHT, WE ARE FOR IT

CLAUDE L'ENGLE
Editor

THE SUN

A. K. TAYLOR
Cartoonist

AN ILLUSTRATED WEEKLY WITH A WILL OF ITS OWN, PRINTED FOR THE PEOPLE OF FLORIDA, BY THE SUN COMPANY, AT 31 WEST FORSYTH STREET, JACKSONVILLE, FLORIDA

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Arthur Brisbane, who is in the foremost rank as an editorial writer, in a recent Sunday New York American, said of Thos. E. Watson of Georgia, "He is without doubt the best editorial writer and the clearest thinker now before the public."

What Thos. E. Watson Thinks of Us

MR. CLAUDE L'ENGLE.

My Dear Sir—I have gone through the file of The Sun which you were good enough to send me. If there is any better weekly paper than this, it would puzzle one to name it. In variety and value of reading matter The Sun is hard to beat. The artist, Mr. Taylor, has the talent of a first-rate cartoonist. His "Just a Common Cur," "The Dog and the Fleas," "Old Two-Face," and "Naval Stores Situation" are up to the high-water mark of pictorial satire.

Not being familiar with Florida State politics, I am not competent to pass judgment upon your editorial treatment of that subject, but your articles upon national affairs show you to be a thinker, bold and independent.

I was particularly pleased with your leaders, "Roosevelt—What Has He Done?" "The White Man's Burden," "Lamar Did Exactly Right," and "Troubles of an Editor."

Perhaps the most convincing evidence of my good opinion of your weekly magazine is the dollar which I sent to prepay my subscription immediately after I had read a sample copy which a friend placed in my hands.

Very truly yours,

THOS. E. WATSON.

On and After March First, Nineteen Hundred and Six, the Subscription Price of The Sun Will Be Two Dollars Per Year

Effective March 1st, 1906, the subscription price to this journal will be **Two Dollars** per year.

This restoration of the subscription price of The Sun to the figure at which it was originally put is the result of simple mathematical calculation. About two months ago our subscription price was reduced to one dollar per year. This was done because we desired to place the **people's paper** at a **popular price,** so that every man in this State would feel that he could afford to enroll himself on the list which contains the names of intelligent and virtuous people living in every county in Florida and in many localities in other States.

We fully expected to carry this popular price as long as the paper lives, but last week the foreman of our composing room woke us up from the delicious dream we were having over the good work we were doing with this popular price scheme by **throwing some figures at us.**

In these figures was the cost of white paper, the cost of ink, the amount paid for composition, presswork and mailing.

To these figures we added the cost of special stories, serials and short humorous sketches we were running. Then such items as picture making, engraving and editorial expense were added.

The grand total thus obtained was divided by the number of copies printed, and it became apparent that we were selling this journal **for less than it cost to produce it.**

With this staring us in the face, something **had to be done,** and reviewing the situation, there were two courses open to us—

Lower the quality of the publication, thereby reducing the cost of production, or—

Raise the subscription price.

Not one moment was lost in the choosing.

We were determined—

That the **quality** of the reading matter must remain **the best procurable;**

That the cartoons must continue to be done with that close attention to detail that makes Mr. Taylor's work distinctive. We were not willing to reduce the number of these creations;

That the white paper, the ink and the mechanical work must be kept at the highest standard;

And that every detail of the publication must be looked after with an eye single **to the production of the best;**

So we decided to raise the price.

We believed that we have rightly judged the people of Florida and our friends in other States when we decided that however keen they may be to economize in their expenditures for bodily comforts, such as food and clothing, when it **came to intellectual food,** they would not consent to practice economy.

We have made bold to act on this judgment by—

Placing annual subscriptions to The Sun at $2, with proportional decrease in amount for shorter subscription periods.

All those who have paid for The Sun at the dollar rate will continue to receive it until their terms have run out.

All new subscriptions will be accepted at the old rate up to March 1,

After March 1st, Two Dollars, please.

We have the pleasure to announce that we have secured the services of Mr. F. T. Graham as canvasser. Mr. Graham will call on the people in our behalf, and we desire to tender, in advance, our thanks to those who show courtesy to him.