

# The Donaldsonville Chief

## Mississippi Valley Route Steamer Virgie

J. G. DAVIDSON, J. J. HICKSON,  
Captain, Clerk.

### Four Trips Daily

This Swift and Elegant Boat Makes  
between Donaldsonville and Natchez, connect-  
ing with passenger trains as follows:  
Passengers going north take boat at 6:00 o'clock  
a. m. and 10:00 o'clock p. m.  
Passengers going south take boat at 6:00 o'clock  
a. m. and 2:15 p. m.  
Passengers taking 6:00 boat arrive at New Orleans  
at 8:35 a. m. and 10:00 o'clock p. m.  
Passengers taking 2:15 boat arrive at New Orleans  
at 5:40 p. m.  
Horse-car at Natchez will convey passengers to  
and from the boat free of charge.  
Through tickets to all points on the boat.  
TRUNKS and BAGGAGE HANDLED

### Texas & Pacific Railway Time Table

PASSENGER TRAINS GOING EAST.	
No. 52—Cairo to Dallas	7:57 A. M.
No. 54—New Orleans to Dallas	8:00 A. M.
No. 56—Cairo to Dallas	8:25 A. M.
No. 60—Early Bird	8:35 P. M.
PASSENGER TRAINS GOING WEST.	
No. 51—Dallas to Cairo	9:32 P. M.
No. 53—Dallas to New Orleans	9:45 P. M.
No. 55—Dallas to Cairo	10:15 P. M.
No. 59—Early Bird	10:10 A. M.
LAFOLLETTE BRANCH.	
No. 63—Leaves for Thibodaux	7:55 P. M.
No. 64—Arrives from Thibodaux	8:15 A. M.
No. 65—Leaves for Thibodaux	10:15 A. M.
No. 66—Arrives from Thibodaux	4:15 P. M.
NAPOLSONVILLE BRANCH.	
No. 93—Leaves for Napolsonville	7:55 P. M.
No. 94—Arrives from Napolsonville	8:15 A. M.
No. 95—Leaves for Napolsonville	10:15 A. M.
No. 96—Arrives from Napolsonville	4:15 P. M.

Local freight trains each way daily,  
Sunday excepted.  
L. B. MATTINGLY, Local Agent.

## PROFESSIONAL

### PHYSICIANS

**E. K. SIMS, PHYSICIAN AND SURGEON.**  
Office in Houmas street, between  
Berwillie street and Crescent Place. Tele-  
phone 90.

**DR. T. H. HANSON, PHYSICIAN.** Of-  
fice: Railroad avenue, between Cal-  
houn and Opelousas streets. Phone 240.

**DR. J. D. HANSON, PHYSICIAN.** Of-  
fice and residence: Lessard street,  
between Nicholls avenue and Iberville  
street. Telephone 54.

### ATTORNEYS AND NOTARIES

**B. J. FEGA, ATTORNEY AT LAW AND  
NOTARY PUBLIC.** Office, 313 Nicholls  
avenue. Telephone 31.

**CALEB C. WEBER, ATTORNEY AT LAW  
AND NOTARY PUBLIC.** Office in Rail-  
road avenue, opposite the Donaldsonville  
High School. Telephone 109-2.

### SPECIALISTS

**DR. A. W. MARTIN, EYE, EAR, NOSE  
AND THROAT SPECIALIST.** Eye-glasses  
fitted. Office hours: 9 a. m. to 1 p. m., 2  
to 5 p. m. Office No. 121 Railroad av-  
enue, Donaldsonville, La. Telephone, 308.

### SURVEYOR

**R. J. LeGardier, Jr., Surveyor, Na-  
polsonville, La.** Practices in all  
the parishes of this section. Tele-  
phone No. 34, Napolsonville ex-  
change.

### MODEL DAIRY EXHIBIT.

It Will Be Shown in Cattle Division  
Promises to be Feature of Fair.

If you don't have time to take in  
all the attractions at the Louisiana  
State Fair this year, November 4 to  
11, be sure not to skip the Model  
Dairy. It will be located, rather in-  
stead, in one of the cattle barns  
with fine walks from which the dem-  
onstrations and exhibits may be seen  
to advantage and with pleasure by all  
who are interested in the dairy busi-  
ness.

There will also be an expert, C. H.  
Staples of the state university of Baton  
Rouge, La., in charge of the demon-  
stration. He likes to instruct persons  
interested in the cattle and dairy di-  
vision, and will gladly welcome the  
visitors to this section of the grounds.  
Various things of interest will be  
shown. The main object will be to  
demonstrate how easy it is to conduct  
a dairy and to conduct it in a sanitary  
and profitable way, also with less phys-  
ical exertion than is required of those  
following the old methods. There will  
be churning, creaming, butter fat, silo  
and other demonstrations. In fact, all  
the things connected with the dairy in-  
dustry will be given attention.

This model dairy results from the  
growth of interest in the dairy in-  
dustry in Louisiana. It is  
hoped that large crowds will visit it  
each day.

For further particulars write Sec-  
retary Louis N. Brueggerhoff at Shreve-  
port, La., also for catalog and premium  
list.

Remember that the Fair opens Nov-  
ember 4 and closes November 11.

### SHERIFF'S SALE.

State of Louisiana—Parish of Ascen-  
sion—Twenty-Seventh Judicial  
District Court.

Peoples Bank of Donaldsonville  
Vs. No. 2247  
Joseph Constantine.

BY VIRTUE OF and in obedience  
to an order of seizure and sale,  
issued by the above named court in  
the above entitled and numbered  
cause, and to me directed, I have  
seized and taken into my possession,  
and will offer for sale at public auc-  
tion, according to law, at the principal  
front door of the courthouse of the  
parish of Ascension, in the town of  
Donaldsonville, on

SATURDAY, OCTOBER 24, 1914,  
at 11 o'clock a. m., the following de-  
scribed property, to-wit:

A certain tract of land situated in  
the parish of Ascension, on the right  
bank of the Mississippi river at  
about one-half mile below the town  
of Donaldsonville, measuring front on  
said river about one-half acre, with  
a depth of five arpents, more or less;  
bounded on the upper side by the  
lands of Gustave Cere and of Ber-  
nard Lemann & Bro., below by those  
of Mrs. J. C. Braud, and in the rear  
by the lands of Lemann Brothers; to-  
gether with all the buildings and im-  
provements thereon.

Terms and conditions—Cash in  
United States currency.

E. C. HANSON,  
Sheriff, Parish of Ascension,  
Donaldsonville, La., Sept. 19, 1914.

### Possible of Application.

An old woodsman was walking  
through a forest when he saw a large  
bear approaching him. Realizing his  
predicament, he exclaimed: "Oh Lord,  
be with me!" Still the bear came on,  
when the man again prayed: "Oh  
Lord, be on my side." Seeing the bear  
continue to approach, the woods-  
man, whipping out his knife, ex-  
claimed: "Oh Lord, if you won't be  
on my side, just declare neutrality, and  
I'll show you the goll-darnedest bear  
fight you ever saw in your life."

### Another Chance for Hubby.

Advertisement in a paper—not in  
the Billville district: "This is to no-  
tify my husband, who got mad and  
ran away without sayin' so much as  
a word, that if he returns home and  
signs a paper to quit his moccasins  
and get sensible, like he ought to have  
been raised to, which he wasn't, about  
all that I can think of now will be  
forgiven, provided, as said before, that  
he is a changed man and will quit rais-  
in' Cain at a-doin' of nothin'—Atlan-  
ta Constitution.

### Thirteen No Hoodoo to Him.

Police Serg. John Figg, in acknowl-  
edging a presentation from his com-  
rades in the Dover (Eng.) police force  
on his retirement, denied that misfor-  
tune attached to the number 13. He  
said he was one of a family of 13; he  
started work at thirteen; was 13 years  
in his first employment; joined the  
Dover police on April 13, when he was  
twelve thirteen years old; and his fam-  
ily numbered 13.

### Wise Precaution.

A certain politician desired a diplo-  
matic appointment, says the Washing-  
ton Star. A friend, in surprise, said  
to him: "But you don't even speak  
the language of the country!" "Well,"  
replied the determined applicant, "a  
man isn't nearly so likely to make  
indiscreet remarks, if he has to get  
a lexicon and look up the meaning  
of every word he utters."

### Government Kept Going.

"I notice that the old man's quit  
cussin' the government?" "Yes; after  
tryin' it for 30 year the government  
keeps a-goin', jes' like it never heard  
tell of him—never so much as askin'  
him to please let up an' give it a  
chance to grow up with the country.  
That made him so mad he was too  
full fer utterance, he was struck  
speechless!"

### Magic for Rust Spots.

To remove rust spots on bathtubs  
and basins and discolorations in toilet  
basins and sinks apply muriatic acid  
with a mop. As soon as the discolora-  
tion is removed the acid should be  
thoroughly rinsed off with clear water.  
The acid works like magic; it is al-  
most instantaneous in its effect and  
the labor of scrubbing is saved.

### Rather a Neat Rebuke.

"We will now take up our annual  
collection for the benefit of the heath-  
en," announced the Rev. Dr. Fourth-  
ly at the close of his sermon, "and I  
hope those young men making so much  
noise all through this service will be  
especially liberal in their contribu-  
tion. They are in duty bound to help  
their brother heathens."

### Hearing Heart Beats.

If you hear your heart beat for one  
ear, as many persons do, it is no proof  
of anything wrong with the heart. It  
is much more likely to be a local de-  
fect such as a chronic catarrh of the  
middle ear or stiffness and retraction  
of the drum. This is on the authority  
of a leading physician of Chicago.

### Peasling of the Epitaph.

A monument dealer says but few  
people now have epitaphs on the monu-  
ments of their loved ones. It is get-  
ting so in many cases that you can't  
guess a fellow's final destination by  
the way the marble ticket routes him.  
—Houston Post.

### Daily Thought.

A man's true wealth hereafter is the  
good he has done in the world to his  
fellowmen when he dies, people will  
ask, what property has he left behind  
him? But the angels will ask, what  
good deeds has he sent before him?  
—The Koran.

### Saiting the Wound.

Artist—"Dobbins, the critic, has  
roasted my picture unmercifully." His  
Friend—"Don't mind that fellow. He's  
no ideas of his own; he only repeats  
like a parrot what all the others say."  
—London Opinion.

### Why Wind Them?

Maybe there are people in town who  
feel that keeping a rooster through the  
summer is necessary to life, liberty  
and the pursuit of happiness, but  
why wind them like an arm clock,  
every night!—Toledo Blade.

### His Heaven.

"When I design a heaven," said  
Noah Count of Chiggerbite reflectively,  
"one of the many people who will  
not be there will be the guy who runs  
around telling you how he loves his  
work."—Kansas City Times.

### Snd Fact.

Age cannot wither nor custom stale  
the infinite sadness of entries on the  
right-hand page of the bank book.—  
Ohio State Journal.

### Worth More.

"Why should a married man be paid  
more than a single man?" "The mar-  
ried man ain't so anxious to get home  
early," declared the boss.—Seattle  
Post-Intelligencer.

### Put it on the Other Fellow.

"We should go live," remarked the  
man on the car, "that the other fel-  
low will be to blame if anything goes  
wrong."

### Arkansas Leads in Oil Stones.

Arkansas produces the greater part  
of the natural oil stones of this coun-  
try.

An ad in The Chief will pay.

### MUSIC AT STATE FAIR.

It Will Be Furnished by Thaviu's Band  
of Musical Experts, From  
November 4 to 11.

For the small price of twenty-five  
cents visitors to the Louisiana State  
Fair, which opens November 4, will  
have the privilege of hearing an even-  
ing performance by the famous Thaviu  
band. An entertainment of this  
splendid assortment of musical talent  
at many places and on other oc-  
casions would cost from \$1 to \$2, and  
those capable of judging good music  
would no doubt declare the investment  
a lucky one.

Thaviu's band made its first appear-  
ance at the Louisiana State Fair last  
year. So impressed were the audiences  
that the management of the fair as-  
sociation lost no time engaging the  
same attraction for this year. To do  
so took a pile of money, but the man-  
agement knew what was being engaged,  
and that it would delight the state fair  
visitors.

There will be five concerts, or enter-  
tainments each night, and all in the  
Coliseum, where there are plenty of  
comfortable seats, and the accompa-  
nies and other arrangements are splen-  
did. There will be nothing but high-  
class entertainment, including opera  
singers, tango dancers, cabaret singers  
and an array of other good musical  
features.

Thaviu has a reputation that is  
among the best in the world and he  
is called to the great cities, and the crit-  
ics are liberal in praises of their mu-  
sic. Similar praise at the Louisiana  
Fair this year is a foregone conclusion.  
And just think of the price—only  
twenty-five cents.

The Louisiana fair dates are Nov-  
ember 4-11.  
For catalog, premium lists and other  
information, apply to L. N. Bruegger-  
hoff, secretary, Shreveport, La.

### ART MUSEUM EXHIBITS.

State Fair Visitors Invited to See Dis-  
plays in the  
Building.

If you wish to see what is being ac-  
complished by artists in Louisiana  
visit the Art Museum at the State Fair  
at Shreveport, November 4-11. It is  
conveniently located, fronting the fair  
walk, on which are also located the agri-  
cultural building and the coliseum  
and machinery halls.

In the Art Museum there will be the  
exhibits from several departments, es-  
pecially schools, drawing rooms, sew-  
ing rooms, kitchens and parlors. These  
things are particularly interesting to  
women and to persons interested in  
school work and other branches of ed-  
ucation will be shown prominently.

It is expected that several thousand  
specimens will be on display. They  
will be exhibited tastefully, so as to  
show the exhibits to advantage as well  
as pleasing the spectators.

Competent attendants will be on  
hand to explain any features about  
which questions may be asked.  
Remember the dates of the fair, Nov-  
ember 4 to 11.

For catalog and premium list, apply  
to State Fair Secretary L. N. Brueg-  
gerhoff, Shreveport, La.

### FINE POULTRY DISPLAY.

Will Be Seen at the Louisiana State  
Fair—Many Premiums Offered.

A contest that is open to the world  
with a splendid array of cash prem-  
iums and ribbons of honor, promises to  
draw to Shreveport this year an in-  
tensely interesting poultry display. It  
will be held in one of the big build-  
ings at the State Fair Grounds, Nov-  
ember 4 to 11, inclusive, and promises to  
be a feature attraction of the annual  
Louisiana State Fair.

E. L. McCord of Danville, Ill., will  
do the judging. Dr. Sam M. Watson  
of Shreveport will be the superintendent.  
These same officials served last  
year.

The show will not be limited to poul-  
try alone. Poultry supplies, such as in-  
cubators, brooders and feeds, will also  
be shown, and demonstrations given.  
The incubators will be run as one of  
the attractions.

The premiums will total \$1450 and  
will be so distributed that various  
breeds will enter in the competition.  
The facilities and accommodations  
for showing and sheltering the poultry  
are unusually creditable. There are  
5000 Empire coops, conveniently  
arranged, with plenty of illumination,  
so the exhibits may be seen to advan-  
tage on dark days and at night. Size  
of building 80x160.

Upon application to Louis N. Brueg-  
gerhoff, secretary of the Louisiana  
State Fair, catalog and premium list  
will be mailed free.

Dates of Fair, Nov. 4 to 11, inclu-  
sive. Place, Shreveport, La.

### How Indiana Sleep Warm.

The Indian, according to a writer  
about camp life, resorts to two meth-  
ods to keep warm while asleep. If it  
is not unduly cold, he lights a rather  
large fire and warms the earth, then  
rakes away the coals, lies down and  
pulls his blanket over him. In colder  
weather, besides this, he heats a big  
boulder, covers it lightly with earth,  
and curls himself around it. He never  
wraps himself in the blanket, but uses  
it exclusively as a covering.

### Cure for Whooping Cough.

A gill of amber, half a gill of old  
Jamaica rum. Mix them together and  
rub the child's back and breast with  
it. Then put a piece of new flannel  
over breast and back. Do this night  
and morning and whenever the cough  
is very troublesome. You will find  
that whooping cough will not last long  
after this treatment.

### Would Be Second Choice.

Little Helen had received a package  
through the mail from her Aunt Edith  
containing patterns for two dresses,  
one pink and one blue. One was in-  
tended for her and the other for her  
little sister, Dorothy. While examin-  
ing the dresses, she exclaimed: "The  
little dear may have her choice, but I'll  
take the pink one."

### Nocuous Discovery.

Another thing that interferes some-  
what with a man's ambition to get  
even more than seventeen miles per  
gallon is the women folks' scientific  
discovery that gasoline, poured freely  
around the roots of the burdock plants  
along the back fence, will kill 'em  
deader than a door nail.—Ohio State  
Journal.

### Beauty of Nature.

Nature is beautiful, always beauti-  
ful. Every little flake of snow is a  
perfect crystal, and they fall together  
as gracefully as if fairies of the air  
caught water drops and made them  
into artificial flowers to garland the  
wings of the wind.—Lydia M. Child.

### Beauty to Be Seen in Rain.

It is a great mistake always to know  
enough to go in when it rains. One  
may keep snug and dry by such knowl-  
edge, but one misses a world of love-  
liness.

If it news you'll find it in The  
Chief.

# How to Write Advertising Copy

By HERBERT KAUFMAN

Author of "Do Something! Be Something!"

A SKILLED layer of mosaic works with small fragments of  
stone—they fit into more places than the larger chunks.

The skilled advertiser works with small words—they fit  
into more minds than big phrases.

The simpler the language the greater certainty that it will be  
understood by the least intelligent reader.

The construction engineer plans his roadbed where there is a  
minimum of grade—he works along the lines of least resistance.

The advertisement specialist runs into mountainous style is badly  
surveyed—all minds are not built for high grade thinking.

Advertising must be simple. When it is tricked out with the  
jewelry and silks of literary expression, it looks as much out of  
place as a ball dress at the breakfast table!

The buying public is only interested in facts. People read ad-  
vertisements to find out what you have to sell.

The advertiser who can fire the most facts in the shortest time  
gets the most returns. Blank cartridges make noise but they do  
not hit—blank talk, however clever, is only wasted space.

You force your salesmen to keep to solid facts—you don't allow  
them to sell muslin with quotations from Omar or trousers with  
excerpts from Marie Corelli. You must not tolerate in your printed  
selling talk anything that you are not willing to countenance in  
personal salesmanship.

Cut out clever phrases if they are inserted to the sacrifice of  
clear explanations—write copy as you talk. Only be more brief.  
Publicity is costlier than conversation—ranging in price downward  
from \$10 a line; talk is not so cheap, but the most expensive commodity  
in the world.

Sketch in your ad to the stenographer. Then you will be so  
busy "saying it" that you will not have time to bother about the  
gawgaws of writing. Afterwards take the typewritten manuscript  
and cut out every word and every line that can be erased without  
omitting an important detail. What remains in the end is all that  
really counted in the beginning.

Cultivate brevity and simplicity. "Savon Francais" may look  
smarter, but more people will understand "French Soap." Sir Isaac  
Newton's explanation of gravitation covers six pages but the school-  
boy's terse and homely "What goes up must come down" clinches  
the whole thing in six words.

Indefinite talk wastes space. It is not 100% productive. The  
copy that omits prices sacrifices half its pulling power—it has a  
tendency to bring lookers instead of buyers. It often creates false  
impressions. Some people are bound to conceive the idea that the  
goods are higher priced than in reality—others, by the same token,  
are just as likely to infer that the prices are lower and go away think-  
ing that you have exaggerated your statements.

The reader must be searched out by the copy. Big space is  
cheapest because it doesn't waste a single eye. Publicity must be on  
the offensive. There are far too many advertisers who keep their  
lights on top of their bushes—the average citizen hasn't time to  
overturn your bushes.

Small space is expensive. Like a one-flake snowstorm, there is  
not enough of it to lay.

Space is a comparative matter after all. It is not a case of how  
much is used but how it is used. The passengers on the limited ex-  
press may realize that Jones has tacked a twelve-inch shingle on  
every post and fence for a stretch of five miles, but they are going  
too fast to make out what the shingles say, yet the two-foot letters  
of Brown's big bulletin board on top of the hill leap at them before  
they have a chance to dodge it. And at that it doesn't cost nearly  
so much as the sum total of Jones' dinky display.

Just so advertisements attractively displayed every day or every  
week for a year in one newspaper will find the eye of all readers, no  
matter how rapidly they may be "going" through the advertising  
pages, and produce more results than a dozen piling pieces of copy  
scattered through half a dozen papers.  
(Copyright.)

## CIVIL SERVICE EXAMINATIONS

Opportunities for Obtaining Em-  
ployment Under the Federal Gov-  
ernment.

The United States Civil Service  
Commission announces the following  
examinations to be held on the dates  
given below, and circulars containing  
further information relative thereto  
may be seen at the office of this  
paper:

Oct. 20—Auto-machinist, male, \$4  
per diem, Bureau of Engraving and  
Printing.

Oct. 31—Entomological ranger,  
male, \$840 to \$1200 a year, Depart-  
ment of Agriculture.

Oct. 27—Assistant in Rural Educa-  
tion, female, \$1800, Department of  
Interior.

Specialist in home economics, fe-  
male, \$3500, Department of Interior.

Ornamental iron worker, male,  
\$440 per diem, Bureau of Printing  
and Engraving.

Nov. 3—Specialist in agricultural  
education, male, \$3500, Department of  
the Interior.

Junior physical chemist, male,  
\$1800, Bureau of Chemistry.

Nov. 4—Teacher of vocal music,  
female, \$720 per annum, Indian Ser-  
vice.

## Whiteman Bros.

Donaldsonville, La.

Wholesale River Dealers and  
Distributors of

## West Kentucky COAL

The Cheapest and Best Coal  
on Earth. Easy to Burn  
and Free of Clunkers

Deliveries made by water to  
any part of the State.

## WRITE FOR PRICES

CONTRACTS TAKEN FOR  
TOWING.

## NOTICE TO CREDITORS

— of —

Peoples Bank of Donaldsonville.

ALL PERSONS, firms or corporations, other  
than depositors, who may have claims  
against the Peoples Bank of Donaldsonville in  
liquidation, are hereby called upon to file the  
same with the State Examiner of State  
Banks, represented by Jas. P. Armitage, special  
agent, at the Peoples Bank, in the town of Donald-  
sonville, La., on or before Oct. 21, 1914.

W. L. YOUNG,  
State Examiner of State Banks.

## NOTICE TO DEPOSITORS

— of —

Peoples Bank of Donaldsonville.

ALL PERSONS, firms or corporations, who  
may have claims for deposits made in the  
Peoples Bank of Donaldsonville, now in liquidation,  
are hereby called upon to file the same for  
adjustment with the State Examiner of State  
Banks, represented by Jas. P. Armitage, special  
agent, at the Peoples Bank, in the town of Donald-  
sonville, La., on or before Oct. 21, 1914.

W. L. YOUNG,  
State Examiner of State Banks.

## FOR RENT.

400 ACRES of virgin rice land, located on  
Baron Landouche. For particulars ap-  
ply to A. ERNST WINKLER, Klotzville, La.

## Whiteman Bros.

Donaldsonville, La.

Wholesale River Dealers and  
Distributors of

## West Kentucky COAL

The Cheapest and Best Coal  
on Earth. Easy to Burn  
and Free of Clunkers

Deliveries made by water to  
any part of the State.