

# THE DONALDSONVILLE CHIEF.

A Wide Awake Home Newspaper—Published Every Saturday—Subscription Price, \$2 a Year

VOLUME 1.

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## DOCTORS SHOULD ADVERTISE

Eminent Physician Jays All His Talents  
To Be Wielded for Face of Earth

Dr. Royal S. Copeland, health commissioner of the state of New York, in an address before the Advertising Club a few days ago declared that publicity, if properly given, would wipe disease from the face of the earth. Advertising, he declared, should be the medium by which the highest secrets of the medical profession would be placed before the public to prevent disease and avert epidemics. He vigorously condemned the so-called "code of ethics" of doctors who make a secret of cures of various ills.

"The medical profession, through the ages, has chosen to make itself a secret thing," Dr. Copeland said, warning up to his subject. "The doctor has been looked upon as a sort of miracle man. He has hidden his wisdom behind a veil of silence. An air of mystery has surrounded the profession, and we have developed a code of ethics."

"This, I believe, is the most antiquated, unscientific and germinal institution in the world."

"To illustrate his contentions, the health commissioner cited cancer, which he said, is curable in the beginning of its growth. The public must be taught this, he declared. If more information were given by the medical profession about cancer the disease would never reach the cancerous stage.

"The power of advertising was vividly shown by the publicity given to Dr. Adolph Lorenz, the famous Viennese surgeon. Dr. Copeland continued. Dr. Lorenz did not bring with him any greater ability than at least twenty surgeons in this city possess. Other doctors, Copeland stated, did not let the public know they could cure paralysis, and so the public remained in blissful ignorance of their ability. But when newspapers began to exploit the feats of Dr. Lorenz, 35,000 persons flocked to him to receive his treatment.

There is something wrong with the system that makes it impossible for the sick or the crippled person to know he can be healed," Copeland went on. "And the fault is with the medical profession, which has been unwilling to advertise what it can do."

## STERLING TO REPLACE DOLLAR

England's Policy Gaining Hold in Foreign Trade.

That the steady rise of sterling is but the beginning of a contest in which the English pound will finally supplant the American dollar in the world trade is the belief of a few of the eastern bankers, according to an article contained in the Wall Street Journal.

"These men believe that the foreign policy of this country is now being put to the acid test and that it is failing to assume the responsibilities of a creditor nation. While on the other hand England will soon pay off her debt and is planning to do all she can to help her allies with their burdens. This policy they believe will gain for her a tremendous hold upon world commerce besides straightening out the European situation so that central Europe and Russia can get to work."

Instead of encouraging a resumption of production in embarrassed countries by extending credit this country has, "to an unprecedented degree, taken advantage of" exchange disparities to acquire a gold reserve that involves the danger of inflation at home while discouraging sale of our goods abroad.

"Even if entirely drained of gold foreign countries could do business with each other and they are developing among themselves a trade which is slight, but on the increase. A significant factor in this connection is that exchange on Holland, Sweden, Canada, Venezuela etc. is at a premium in London, though at a discount in New York."

"The dollar is losing favor as an international money and world bankers and merchants are falling back again on sterling for settlement of foreign balances."

**Big Increase in Exports.**  
Finished manufacturers exported from the United States in 1921 amounted to \$1,625,000,000 and formed a larger percentage of exports than in any pre-war year. Their value, despite the 1921 fall in prices was more than double that of any year preceding the war. As compared with 1914 the figures for this past year are \$900,000,000 more. It is quite apparent, says the Trade Record of the National City Bank of New York, according to these figures, that our manufacturers are sending abroad a constantly increasing share of their products. It is impossible to state the exact percent of the production because the law requires a record only of the value of the goods at the time it was shipped from the country. But it is evident that the percentage of growth in exports of manufacturers is far greater than the percentage of growth in production of manufacturers.

**Effects of Constipation.**  
Constipation causes a stoppage of the sewerage system of the body. The poisonous refuse matter that should be carried away is retained in the system and often poisons the blood and causes numerous disorders. No one can afford to neglect his bowels. A dose of Chamberlain's Tablets will afford relief. Avoid drastic cathartics as they take too much water out of the system and their use is likely to be followed by constipation.—(Adv.)

Arrangements have been completed for a big Mardi Gras celebration in Plaquemine on February 28. King Cypress IX, with his royal party will arrive in that city on that day and will greet his loyal subjects at a grand masquerade ball at night. His queen accompanied by her maids will await his arrival at the ball room.

## A MESSAGE TO PARENTS!

Over 300,000 babies die every year in the United States.  
Half of them could be saved if all births were registered promptly.

This is one reason why the United States Government asks you to register your baby's birth at once.

Other reasons are:  
Birth registration is an aid to the prevention of infant blindness.  
Admission to school.  
Leaving school to go to work.  
Marriage.  
Voting.  
Jury and military service.  
Admission to and practice of profession and many public offices.

Birth registration proves the child's identity, an essential point in:  
Administration of property.  
Settlement of inheritances.  
Settlement of insurance and pensions.  
Various matters in the criminal code.  
Passports to foreign countries.  
Residence in foreign countries.  
Be sure that your children are properly registered.  
Readmission to the United States after residence abroad.

Doctors and midwives are required by law to register births—sometimes they forget.

It costs nothing to register a birth.

## A NOVEL PROCEEDING

Convicted Man Seeks Parole Through Mandamus to Pardon Board.

Judge H. F. Brunot of the district court of Baton Rouge, has been ordered to show cause in the state supreme court on Feb. 20, why he should not be ordered to issue a mandamus directing the board of pardons to grant a parole to Herman D. Paillet, the man who was convicted in New Orleans of murdering his own father and sentenced to be hanged for the crime, but saved by the pardon board, which body committed his sentence to life imprisonment at hard labor.

Associate Judge Ben. C. Dawkins in the supreme court signed an order last Saturday commanding Judge Brunot to show cause on Feb. 20, why he should not be ordered to grant the writ of mandamus. Paillet's contention is that he has served the required number of years, and conducted himself as he should to deserve a parole. The pardon board could not, however, see the matter in the same light, so refused to grant the parole, whereupon Paillet took to the East Baton Rouge district court for a writ of mandamus to compel the board to grant his prayer. Judge Brunot declined to issue the order, an appeal was made to the supreme court for the writ of mandamus to compel him to do so.

The order of the high courts to Judge Brunot to show cause why he should not be directed by the supreme court to issue the mandamus to the board of pardons does not necessarily mean that he will be ordered to do so. The high court may find that his attitude is warranted in law after hearing argument of the matter.

## Farmers' Prices Must Go Up.

In an address delivered before the Retail Dry Goods Association in New York a few days ago, Secretary of Agriculture Wallace, declared that the retailers should join the farmers in the fight for lower freight rates in order to restore normal prosperity. The farmers' prosperity, that of 40 per cent of the population, goes hand in hand with the prosperity of the retailers, he said.

"The farmer's purchasing power is increasing slowly," said Wallace. "This comes about through recent advances in prices of principal farm products, and some decreases in prices of other things."

"This is a hopeful sign, not only to retailers, but to industry in general. The low-price period seems to be past and the trend is upward."

"Too many retailers act on the theory that the farmer is a 'jay' and wants jay stuff. If ever that was true it is not true now. The farmer does not want jay stuff; neither does he want jazz stuff. He wants and will buy good stuff at fair prices. Farm women and girls have good taste and good sense of value."

"We cannot hope for a return of the 'good old times' until we restore the normal relationship between the prices of the things the farmers have to sell and of the things they have to buy. Farm prices are below the pre-war prices, but wages in the highly organized industries, railroad rates, clothing, taxes, interest rates, are all still far above pre-war prices. This sort of thing cannot continue. Prices of these other things must come down and prices of farm products must come up, until the relationship between them is fairly normal once more."

## Elks to Build Memorial

The Benevolent and Protective Order of Elks have bought a site in Lincoln Park, Chicago, overlooking Lake Michigan, on which they propose to build a \$3,000,000 national memorial in honor of the 70,000 Elks who served the United States in the world war and the 1000 Elks who died in hat service. The building is also to house the order's central executive organization and the National Elks' Magazine.

It is reported that there are 316,860 men out of employment in the state of Pennsylvania. Which shows that the condition of hard times does not prevail in the south alone, but is general throughout the country.

The farmers' situation, says President Harding is "a grim reality." He is beginning to recognize what it is that ails his administration.

American league pitchers have at last found Babe Ruth's weakness. He thinks he can sing.

Ruo-My-Tism, a pain killer.

## FAIR ELECTION DIRECTORS

Prominent Men to Guide Affairs of Association for Ensuring Year

A meeting of the stockholders of the South Louisiana Fair Association held recently, the following named gentlemen were selected to comprise the board of directors for the ensuing year from the parishes belonging to the association.

Association—J. LeBlanc, Lawrence Montebello, Harvey Fausole, Emilio M. Boudin, Jos. Giesche, G. H. DeBussy, Jos. Thiac, Walter Lemann, A. Blochstein, E. E. Noel, W. B. Stuart, D. W. Buffers, son, Gonzalez, Thas Pitman, W. C. Hayward, Henry Picard, C. J. Wise, Mrs. W. Lemann, Mrs. Frank K. Sims, Mrs. W. C. Gary, Mrs. R. E. Vickers, Miss Doris E. Kattie, U. A. Rousseau, E. P. Barriol, Frank K. Sims, Dr. Y. F. Vulliamy, David Israel, Mrs. A. Natter, Mrs. E. B. Holcomb, Jas. Von Lotten, C. C. McCrory, M. S. Eby, Henry C. Beaud.

Iberville—L. E. Murrell, A. H. Gay, E. J. Gay, C. E. Schaub, L. C. Randolph, J. W. Surpe, John Wierst, Jr., C. C. Roemer, L. B. Babin, A. L. Greenwood, A. Gueymard, Burton DeBlanc, J. S. Ware, Mrs. L. C. Randolph, Mrs. E. L. Gay, Jr., Mrs. L. E. Murrell, Mrs. Jos. M. Surpe, Mrs. J. C. J. James—R. P. Woods, Fred Betail, C. Roussel, J. E. Weidon, Hal Allemen, Hector Hime, Raymond Wacoupack, D. G. Jackson, J. Y. Gourdeau, R. F. Lory.

Assumption—E. Sundberg, R. L. Baker, C. W. Harper, Gus Villere, Walter Godchaux, Robert Villere, G. W. Dodge, A. E. Winkler, E. J. Martin, C. Barton, Steve Mansour, Clay Dugas, A. M. Foley, W. J. Foley, Edmond Weber, Mrs. R. J. Martin, Mr. E. J. Giannini.

Lafourche—Aldie Robichaux, Dr. J. S. Smith, W. S. Lafargue, John F. Barker, Dr. A. J. Price, L. R. Falkout, Camerod Mattingly, G. E. Payne, W. D. Berard, L. C. Boyer, E. F. H. Delorme, William Ritchie, Leo Horse, J. Firmin Thibodaux, J. F. Drexler.

Orleans—J. Traxillo, T. S. Childers, L. D. Deland, L. de Benedictis, D. D. Clayton, E. LeB. Villere, Jeff B. Hardin, Jr., Walter Parker, H. S. Armstrong, S. L. Prochaska, Harold W. Newman, J. M. Gwin, Mrs. C. Scherer, Mrs. Philis Weiden, Mrs. John Di- bert, Geo. Long, A. H. Borden, A. F. Rolf, H. E. Bruce, H. J. Siefert.

West Baton Rouge—Horace Wilkinson, Jr., Dr. J. H. Jancinski, J. E. Clayton, J. L. Calhoun, Walter Vaughn, A. W. Koon, A. J. Bethancourt, Mrs. L. J. Barrios, F. X. Boura, Dr. W. Pipes, Jr.

Terrebonne—Dr. M. V. Marmande, Chas. Krambhaar, Dr. J. B. Duval, W. T. Cobb, Dr. J. H. Jancinski, J. E. Clayton, J. L. Calhoun, Walter Vaughn, A. W. Koon, A. J. Bethancourt, Mrs. L. J. Barrios, F. X. Boura, Dr. W. Pipes, Jr.

Pointe a la Paille—Geo. Mercer, H. P. Mounzer, J. C. Cole, T. Merrick, Felix Beaud, Charles Phillips, Sim Parent, A. B. Current, Ernest Morgan.

The newly elected directors will meet at the offices of the association tomorrow at 10 o'clock forenoon, to elect officers for the year. Other important business, including plans for the holding of this year's fair, will come up for discussion. A full attendance of directors is requested.

Tex Ricard, well known in sporting circles and promoter of the world championship fight between Dempsey and Charpentier, is held in bail in the sum of \$10,000, for action by the grand jury of New York on the sensational charges preferred against him by Alice Ruck, a fifteen-year-old girl.

Two men lost their lives and several others were hurt in a fire which destroyed the wharf of the American Creosote works at Southport, above New Orleans, last Saturday.

## THE BURNING QUESTION

If you like the very best courteous treatment.

If you like to have your wants attended to immediately by a man who is an expert at his business.

If you like to be sure that a barrel or a ton of coal, real coal, will be rolling within a few minutes after you place your order.

If you enjoy the sensation of dealing with a man that has access to the best coal mines in the east and west.

If you want to be sure that the coal you get is going to give service along with the very best.

If you want to deal with a set of folks who really appreciate your business?

THEN

Order your coal from ELRAY KOCHE, "The Old Reliable," and give me a chance to show you that I am the sort of a fellow you like.

## Mississippi Syrup Goes North.

Four cars of sugar cane syrup made by small farmers in Mississippi, were shipped from New Orleans to New York city last week via the Morgan line steamer Creole. The shipment was made up of 2000 cases of one-gallon cans and came in separate carloads from McComb, Tyler-town, Lucedale and Laurel. All of the details including the sale to the New York distributors were handled by J. F. McKay of the marketing department of the Mississippi Agricultural and Mechanical College.

## NEW PONTIFF CROWNED.

Coronation of Pius XI Attended With Solemn Old-time Rites.

Pius XI was crowned pope in the basilica of St. Peter's at Rome last Sunday with the same solemnity and pomp which have attended such events in all the centuries past. The ceremony took place in the presence of princes and dignitaries of the church, the diplomatic representatives of foreign countries, members of the Roman aristocracy and a vast multitude filling the great structure to the doors. The ancient custom was carried out with impressive ceremonies and the newly elected pontiff now occupies the throne of the first Pope reported crowned, Leo III who reigned from 795 to 816.

Pius XI again blessed the crowds from the outer balcony of St. Peter's. This time there were nearly 200,000 persons shouting "Long live the Pope," and waving handkerchiefs, many of them multi-colored, and admission tickets to the Vatican which had failed to find them room inside the great church.

Good will, sincerity and hope were the dominant emotions prevailing in Rome as the new spiritual leader was receiving the triple crown with the magnificent ceremony of the Roman Catholic church, but with a tinge of the matter of fact and businesslike manner obtaining in the world today. Silver bugles of the sixteenth century announced the coronation and the red robes of the aged cardinals mingling with the uniforms of the Swiss guards recalled the middle ages, but the crush of spectators at the heavy bronze gates of a formerly forbidden Vatican revealed that something was changed in Rome.

Sixty thousand persons were packed in the noble and impressive basilica of St. Peter's, silent and reverential, with one thought pervading all—that the saintly old man within the Vatican walls yet may enjoy that which was the recreation of young Ratti di Desio, climbing the Alpine Mountains of his native land. Today he is a prisoner within the walls of the Vatican, but tomorrow the hope is expressed freely that he may be free to mingle with the crowds of the common people he loves so well.

The first message sent out broadcast over the world by the new pontiff expressed the wish for universal pacification and declared that while the Holy See will not abandon any of the church's temporal prerogatives, a satisfactory arrangement whereby the Vatican could rule spiritually only will be welcomed.

## IBERVILLE FARMERS ORGANIZE

Planters Combine for Mutual Help in Growing and Marketing Crops.

Two hundred farmers of Iberville parishes met at the Parkland Theatre, White Castle, last week, and organized the Iberville branch of the American Cane Growers' Association. A. L. Greenwood of White Castle, was elected president and Raoul F. Sentille of Bayou Goula, was named secretary. Addresses were delivered by L. M. Soniat, Mr. Romer, parish demonstration agent, Mr. Greenwood and J. W. Supple. All strongly urged the formation of a co-operative agency for mutual help in the growing, refining and marketing of their crops. All speakers urged extension of the movement until the whole state is covered by co-operative societies. Nearly all those present signed membership cards. The meeting was one of the largest gatherings of farmers ever held in Iberville.

## WANT TAX LAW DEFINED.

Provisions of New Constitution Affecting Exemptions Not Clear.

"Millions of dollars of taxation are involved in a novel proceeding before the Supreme Court in which two lawyers are contending for opposite readings of a provision in the new state constitution. The issue is not raised in the appeal in which they intervened, both Harry P. Sneed, attorney for the Louisiana Tax Commission, and Edgar M. Cahn, who has a number of clients affected by that body's decision. Sneed, appointed to rule on the question raised, or otherwise there will be a great deal of confusion and litigation after the commission on March 1 calls for returns from taxpayers. Each lawyer admits that he has no direct interest in the case appealed, and that he appears as amicus curiae, without either client or fee.

"The issue revolves about section four of Article Ten of the constitution of 1921, which provides that certain property, and no other, shall be exempt from taxation, and enumerates among such tax exempt property 'debts due for merchandise or other articles of commerce.'

"In the tax suit appealed, both sides admit that mercantile credits were exempted from taxation, and the only issue the Supreme Court was asked to decide was the exact time when the exemption becomes effective. That brought Mr. Sneed into the matter with the claim that the new constitution did not grant any exemption to credits, bills receivable, etc. The tax commission's attitude moved Mr. Cahn to enter the lists to prevent the assumption that the taxpayers endorsed any such interpretation. Whether the Supreme Court consents to pass upon the point at this time, the intervention serves notice that if the Tax Commission attempts to tax credits the business interests of the state will offer vigorous resistance.

"Mr. Sneed's brief was filed several weeks ago. Mr. Cahn presented his brief Monday afternoon. The original appeal in which they intervened has been submitted, and an early decision is expected."—Times-Picayune.

## HOME DEMONSTRATIONS.

Campaign Started to Enroll Mothers As Well As Children in Clubs.

A drive was started during January by all of the home demonstration agents throughout the state to enroll the mothers as well as the children in the various clubs, says Mrs. Mary B. Gelson, assistant state home demonstration agent. The state home demonstration agents do not think that it is right that club children should be given all of the opportunities to learn how to grow a better garden, can vegetables, bake bread, and become expert seamstresses, and for that reason the mothers are going to be asked to enroll in some of the advanced work that is being done by the clubs. It is thought that much more interest will be taken in home demonstration work, not only by the children but by the adults, if in some cases mothers and daughters be allowed to compete against each other.

This plan was worked out by the home and state demonstration agents during the State Corn Show and Farmers' Week held at the university January 9-14 and the details have not yet been completed.

## When You Are Bilious.

To promote a healthy action of the liver and correct the disorders caused by biliousness Chamberlain's Tablets are excellent. Try them and see how quickly they give you a relish for your food and banish that dull and stupid feeling.—(Adv.)

## Why don't you advertise?

666 cures Bilious Fever.

## NEXT WEEK'S BIG SPECIALS

FEBRUARY 20 TO 25.

EXTRA VALUES! EXTRA VALUES!  
Genuine Hope Cotton, 20c value special price, per yard 15c  
36-inch Colored Silk Taffeta, worth \$2.25, special price, per yard 1.69  
Good Quality Bed Spreads, worth \$2, special for next week 1.48  
Ladies' New Spring Tailored Suits, up-to-the-minute styles \$35 values, at 24.98  
Ladies' Brown Kid Oxfords and Strap Sandals, special price, per pair 3.35  
Men's Tan Scout Work Shoes \$3.50 values, special, per pair 2.48  
Men's Balbriggan Undershirts and Drawers, next week, each 39c  
Men's and Young Men's Worsted and Cashmere Suits, worth \$25 each, at 13.45  
Ladies' Black and Colored Banded Straw Sailors, \$4 value, special price, at 2.98  
Children's 3-4 length Socks, black, white and brown, special, per pair, only 35c

## The Fashion

THE STORE THAT SELLS FOR LESS

Corner Railroad Avenue and Mississippi Street

Donaldsonville, La.

## ENDORSES THE FARM BUREAU.

Resolutions in Favor of Collective Distribution Adopted.

The farm bureau organization was strongly endorsed by delegates representing parishes in southwest Louisiana at a meeting held at Lake Charles Thursday of last week. The following resolutions were adopted by the delegates:

"We, the delegates from St. Martin, Vermilion, Lafayette, Acadia, St. Landry, Jefferson Davis, Iberia and other parishes of the rice district, do hereby, as appointed to attend the Rice Conference at Lake Charles, Feb. 9, 1922, believing that the time has come for farmers to join together in definite organization for the following purposes:

"First—For more intelligent and economic production.  
"Second—For collective and profitable distribution of our products.  
"Third—To join our fellow farmers in Louisiana and sister states to work collectively to obtain for agriculture a reasonable degree of prosperity, therefore:

"Resolved, that we endorse the American Farm Bureau as being the best farmers' organization now operating.  
"Resolved further, that we commend the farm bureau to the citizens of our respective parishes and to the citizens of Louisiana as being the form of co-operative organization that will best serve our needs.  
"Resolved, that we deem it necessary that the farmers themselves should distribute their own products to the fullest possible extent; that in order to do this effectively there must be a long term, binding contract between the grower and his own association which will give the association the power and right to handle the product.  
"Resolved further, that we, rice growers, representing the above parishes, do endorse the commodity contract plan for marketing rice as set out by the farm bureau, because it has stood the test of courts and experience in other states and has the endorsement of the federal government. Therefore we recommend it to our fellow rice growers.  
"Resolved, that we pledge ourselves to assist in setting up the farm bureau and its commodity contract plan of selling rice."

## THE DIOCESAN SEMINARY.

Work On Great Catholic Institution Began Last Saturday.

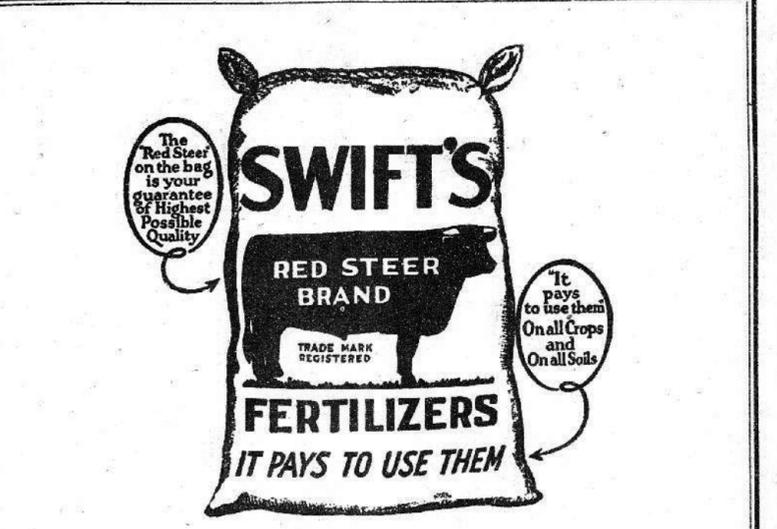
Work on Notre Dame Seminary, the great institution for the education and training of Catholic priests for the archdiocese of New Orleans, was formally begun last Saturday. Archbishop John W. Shaw, in the presence of a large delegation from the clergy and laity turned the first spadeful of earth for the foundation of the college. The institution will be located on a large tract of land facing Carrollton avenue. It will be an immense structure of brick and concrete, and will cost \$500,000. It will be ready for occupation next fall. Funds for the purchase of the tract of land and the erection of the building and the endowment of the seminary, were raised by popular subscriptions among the priests and people of the diocese, and amounted to a total of \$1,000,000. When finished the college will be one of the finest of its kind in the country and will fill a long felt want in providing means for the training of young men for the priesthood in Louisiana.

## The People of Ireland seem to be hard to please.

After 700 years of revolution they finally succeeded in prevailing upon England to grant them freedom, but now they have started a civil war among themselves, which is said to be a three-cornered affair.

## Why don't you advertise?

666 cures Bilious Fever.



All you need to look for in buying fertilizer

A small percentage of southern farmers obtained a bale of cotton per acre last year. Plenty of fertilizer plus hard work overcame the boll weevil, crop diseases and adverse weather conditions—and made money for them.

This year it will not be a question of whether you will buy fertilizer, but what make of fertilizer is the best buy.

Swift's Red Steer Fertilizers are backed by the Swift reputation, maintained for more than fifty years, of making every Swift product the best of its kind. Swift Company has the resources, the equipment, the raw materials and the knowledge necessary to combine and process different car-

riers of plant food to insure the right kind of fertilizer for different crops and soils.

Swift's Red Steer Fertilizers for cotton contain the right amount of quickly available plant food to cause a quick start and a sufficient amount of more slowly available plant food to insure the continuous growth and the early maturity which in most cases will get ahead of the boll weevil.

The famous Red Steer bag shown above is your guarantee of the highest possible quality. It is all you need to look for in buying fertilizer.

Buy Swift's Red Steer Fertilizers—containing 14% or more of plant food—from your local Swift dealer, or write us direct.

Swift & Company (FERTILIZER WORKS)  
Atlanta, Ga. Charlotte, N. C. New Orleans, La. Albany, Ga.