

The Evolution of the Oil Mill Industry.

Since the advent of the Boll Weevil, The Oil Mills in Louisiana have been content to work a small territory near home and run three weeks or three months in the year. To do this profitably, the initial profit in ton cottonseed had to be around \$6 to \$10 per ton.

A business can't mark time, it has to go forward or go backward.—Most of the Oil Mills have gone backward and only the real strong ones have been able to hang on.

This condition interests every cotton farmer, every seed seller, every merchant—an Oil Mill running a good part of the year is satisfied with \$1 or \$2 and puts this BIG difference in the price it pays for Cottonseed, thus putting the money in its legitimate channels. THE ALEXANDRIA COTTON OIL COMPANY desires to draw your attention to the fact that it has changed the condition first stated to the last: it is satisfied with \$1 or \$2 and pays the difference for Cottonseed.

This is THE COTTONSEED MARKET PLACE, it deserves your support, it deserves the preference on every ton Cottonseed you handle—for the simple reason that it made it possible for you to get the VALUE of your Cottonseed in Dollars and Cents: It has done for you and is doing a service of inestimable value; it is putting money in your pockets.

So far, prices have ranged from \$22 to \$26, your nearest Oil Mill assured you all the time that they were only worth \$18—some few even had the temerity to say \$15. Cottonseed may be worth \$30 ere long and then they will tell you that they are losing money—that \$22 or \$24 is all they are worth. This is the SHOP to pin your faith to—Whenever we'll be losing money it'll be because we are not buying—and when we are, we won't hold out \$6 or \$10 on you just because may be we could—The Liberally square deal, all cottonseed can bring—NEW BLOOD—Bright, Breezy, Bellicose and Aggressive.

Call us or wire us at our expense. Don't rest until your Cottonseed is on the way here—the BEST in PRICE and SERVICE will be your return.

THE ALEXANDRIA COTTON OIL CO. Inc.,
The Big Independent
HENRY BURKE, Manager,
ALEXANDRIA, LA.

YOU WHO HAVE BEEN SORT OF SKEPTICAL ABOUT INVESTING IN OIL STOCK LISTEN

The Gusher Bend Oil Co. of Shreveport, La., capitalized at \$50,000, with shares at Par Value of \$5.00 each, fully paid and non-assessable, offers you an opportunity for investment with all chance wiped out; you know exactly what you are getting; no "ifs" nor "ands" in this proposition.

--here's our status in a nutshell!
In the Red River field of Louisiana (see map) we are now drilling our first well; our location is in the midst of this field's mightiest producers where not a dry hole has been drilled. Every try for oil has yielded in abundance and possessing such choice locations and the services of R. E. (Bob) Allison, noted field engineer, we are reasonably sure of, in fact confidently expect nothing but, SUCCESS.

For our leases we are paying a low royalty; the entire management of this company is run on a conservative and economical basis.

The men who manage this company directed the highly successful "Oliver Oil Co." which drilled three wells and brought in three gushers.

We offer a proposition for investment that can be none other than highly profitable; we offer you an opportunity to invest in oil stock and reckon confidently on early and big dividends --its YOUR opportunity to become financially independent.

--we're going to get oil, would almost guarantee it; that will mean profits for us and profits for you if you mail your coupon now, while stock sells at par—Five Dollars per share.

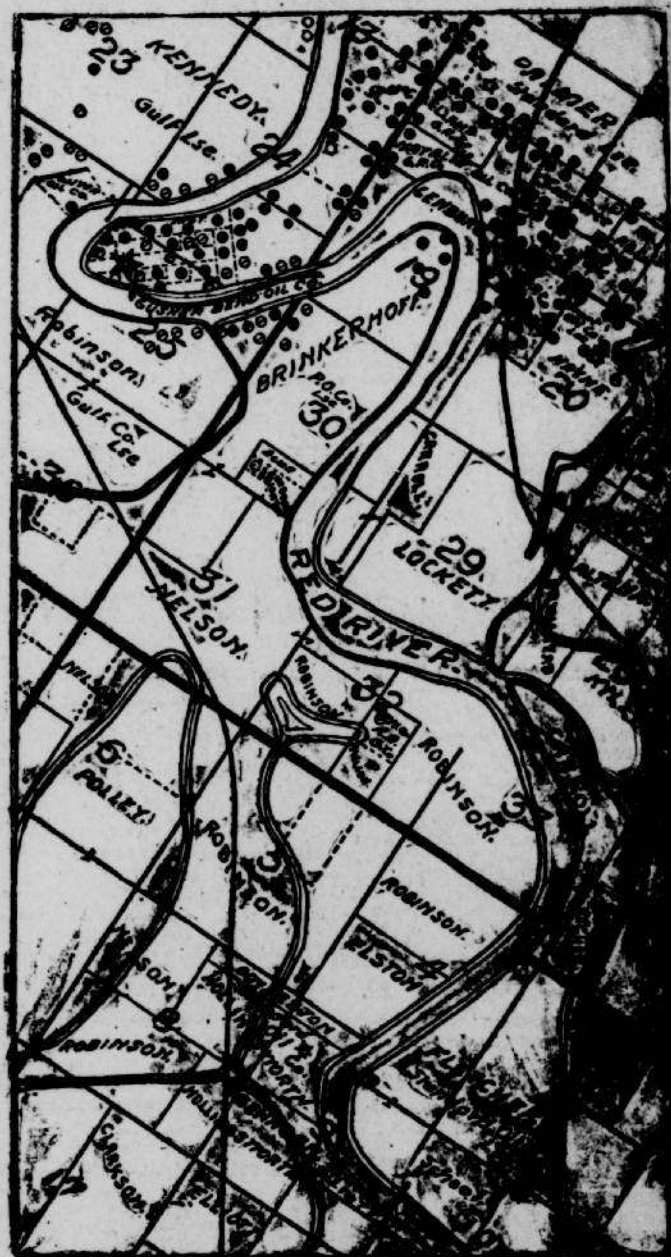
--delays are dangerous, especially in buying Gusher Bend Oil Stock --why not now. Should you desire references, write the Red River Valley Bank & Trust Co. of Shreveport or the State Savings & Trust Co., Texarkana.

COUPON---MAIL IT NOW!

GUSHER BEND OIL COMPANY, INC.,
54 American Bank Bldg., Shreveport, La.
Gentlemen:—I inclose my check for \$..... being payment of shares of your capital stock at par value of \$5.00 per share.
Name
Address

54 AMERICAN BANK BLDG.

SHREVEPORT, LA.



GUSHER BEND OIL CO.,

LOUISIANA STATE FAIR
SHREVEPORT
NOV. 3-4-5-6-7-8-1915
THE GREAT AGRICULTURAL AND LIVESTOCK FAIR
15000 IN PREMIUMS GREAT ATTRACTIONS
EXCURSIONS ON ALL RAILROADS
P.O. Box 1100

CARD TO THE PUBLIC.

To Whom it Ought to Concern:

We now give our friends an opportunity to help us build our annex for the Union Sunday School. The list is opened in the Gazette. The Ladies' Aid Society of St. Joseph heads the list followed by two little friends.

If you like, the amount promised can be paid at any time on or before September 1st. All cash subscriptions will be duly acknowledged by me or by the Ladies' Aid, to whom all money may be paid.

In name of Union Sunday School and Ladies' Aid Society.

B. F. BONNEY, Supt.

Ladies' Aid Society (on demand).....\$20.00
Two Little Friends.....2.00
W. R. Baker.....5.00
German Baker.....5.00
A. M. Smith and wife.....5.00
A. M. Smith, Jr.....2.50
B. F. Bonney.....5.00
Mrs. B. F. Bonney.....5.00
Contributor.....5.00
Dr. G. N. Clarke.....5.00
A Friend in Shreveport.....1.00
A Friend in Waterproof.....1.00
Moving Picture Show.....8.60
Mrs. Chas. Ross.....1.00
Richard Moore Whitney.....5.00
Miss Lila Hunter.....1.00
Miss Hazel Lindsay.....1.25
Miss Jennie Bonney.....1.00
Myles Bonney and wife.....2.00
Miss Brunette Lewis.....1.00
Jno. R. Smith.....1.00

\$84.35

ADVERTISED LETTERS.

Remaining in the St. Joseph Post Office for week ending Sept. 25, 1915.

Bull, C. Jackson, Lottie
Brown, Corene Ougental, Maurice
Bass, Lucy Riley, Jacob
Clarence, George Tunie, Leavie
Dorsey, Sy. Tates, Susie
Hackins, Lillier Wiley, Frances
Ferguson, Johnnie Elliot
Jackson, James Miller

Persons calling for the above letters will please say "Advertised" and can procure same by paying one cent for each letter.

L. J. DEANER, P. M.

The Song O' the Ford

By Richard N. Elliott, Connersville, Indiana

I have looked at the canopied coaches that ride
Like a ship of the gods on the sea,
And the swaths of their cutting are heavy and wide,
Like a bungalow out on a spree;
I have heard of their glory in story and screed,
But the more of their glory I scan
The better I know that the car that I need
Is the car that will work for a man.

I am not of the gods; I reside on the earth;
I am fond of the neighborhood, too,
And I want a machine that will render its worth
In the things that I want it to do;
And the ship of the gods may be good for the gink
With a million or so in his hoard,
But I know what I know, and I think what I think,
And I think I will get me a Ford.

I will get it, and settle, and put it to use,
And the ships of the gods may cavort;
They may run them on a gallon of juice—
But, the Ford gets there first—on a quart.
They may smile at the little machine that I run,
They may laugh, if they like to, and can,
But the car that I want for myself is the one
That is worth what it costs to a man.

Joke a Ford and you joke at the sands of the seas
And the leaves when the forests are full;
When a bull rushes into a nest full of bees
Is the joke on the bees or the bull?
They are common—for everyone has 'em but me,
And I feel pretty lonesome and bored,
And I want what will be what I want it to be,
So I'm going to buy me a Ford.

C. L. Clark, Newellton, La.
Agent for Tensas Parish



One
Experience
Convinced Me
of its Value

"One of our salesmen demonstrated the value of the Long Distance Telephone to us. He was at Huntsville, Ala., and upon his own responsibility put in

Long Distance calls for fifteen merchants within a radius of several hundred miles.

"In less than one hour he had sold 2100 barrels of flour at a total cost to us of less than six dollars.

"Since then we have applied the Long Distance Bell Telephone to every feature of our business with most profitable results. The service is fine, the rates are reasonable and there is more satisfaction in one Long Distance Telephone talk than in half a dozen letters".



**CUMBERLAND TELEPHONE
AND TELEGRAPH COMPANY**
(INCORPORATED)

C. P. SHAW & CO.,
Foundry and Machine Shop,
Natchez, Miss.

We are prepared to do any class of machine, foundry and boiler work. Smokestacks and boilers built to order. Specialty of Gin Repair. Complete stock of pipe and fittings on hand. Let us quote you prices on repair work.

W. R. BAKER
St. Joseph, La.
OFFERS
50 to 75 COLONIES OF BEES
AT
VERY LOW PRICE
P. O. Box 202 Phone 36

The new
Royal

Price \$100
(In Canada
\$125)



"The Typewriter of Perfect Presswork"

THE flawless presswork of the new Royal Master-Model 10 carries the high-grade business message in as fine form as your thoughts themselves! Royal presswork reinforces the result-getting power of your business-letters—for it adds the forceful stamp of quality to every letter you sign.

Heretofore, you have been obliged to accept a standard of typewriting inferior to high-class printing, yet you would not accept poor printing. But with the new standard of "typewriter presswork" created by the new Royal "10," it is no longer necessary to accept inferior typing in your office.

"The Type That Tells." Pick up the letters you have signed to-day. Examine the m—then see a sample of the faultless presswork of the Royal! On which kind of typing will you send your signature to represent YOURSELF?

Which one will you trust to convey unmistakably to the world the character of your house?

Get the Facts!

Send for the "Royal man" and ask for a DEMONSTRATION. Investigate the new machine that takes the "grind" out of typewriting. Or write us direct for our new brochure, "BETTER SERVICE," and book of facts on Touch Typing—with a handsome Color-Photograph of the new ROYAL 10—all sent free to typewriter users. Write now—right now!

ROYAL TYPEWRITER COMPANY, Inc.
332 BARONNE STREET, NEW ORLEANS.

