

BOGALUSA ENTERPRISE

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CLYDE S. MOSS - - - - - OWNER-PUBLISHER

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SALUTATION

Happy New Year to all! The Enterprise is with you. We make no apology for coming with the New Year. We feel no defiance in entering your homes. We are proud of being published in Bogalusa and we extend that you, too, shall share in that pride.

Your interest is, and shall be, our interest. This is Our City and we want you to feel that the Enterprise is Our Paper. It is Ours for in all things that make for the common good we will be as one with you.

Independent, clean and fearless the Enterprise will get the patronage necessary for its welfare, because it will deserve that patronage.

Setting down naught in malice, shielding nothing by favor, the Enterprise will be in truth and in fact a Newspaper worthy of the name.

When it ceases to be that may it also cease to exist!

BUY AT HOME

Keep your dollars at home. Give them a chance to become permanent residents of Bogalusa. If they are here we may all get them if sent away they are gone for ever.

Buy from your home merchants. They have it just as good and just as cheap as you can get it elsewhere. Make them rich, then you have a chance of getting some of it back some time.

Buy in Bogalusa, whenever you can. Buy in Washington Parish. Buy in Louisiana! Keep your money here at home. Don't send it away to build up other towns and States. Buy at home and help your City and your Parish and your State to prosper.

Buy at home, folks, buy at HOME.

BOGALUSA

There's magic in the name. Ten thousand people call Bogalusa home. The very name itself unknown some nine years ago.

Selected as the site of the giant mill to be erected by the Good-year interest, where the town now stands was nought but virgin forest.

A model magic City, broad streets, beautiful parks, fine residences, splendid hotels, mammoth stores, water works, sewerage system, electric lights—hustling, energetic up-to-date Bogalusa the youngest municipality in the state is setting a pace that her sister cities will find it hard to keep.

A Commission form of government, City Court, Uniformed Police Bogalusa the City has!

A progressive, live wire, up-to the minute citizenship is hers!

No gloomy moss bearing memories of the past, no crushing debt of by gone years are hers. Proud of the present, fearless of the future Bogalusa stands with her face towards the rising sun and knows that the coming years will bring to her Peace and Plenty and Prosperity, because by work and pluck and push this city intends to deserve the best of all things and this city of Bogalusa believes that a community, like an individual, gets what it goes after.

We dream big dreams and intend to strive to make our dreams come true.

Bogalusa—There's Magic in the Name!

THE NEW YEAR

We salute you infant of all the years, 1915 just born, we salute you. Heir of all the ages past, what opportunities are yours! The old year is gone, 1914 is no more! It lived out its allotted days and passed away, of it nothing remains save the memories.

But the young year just beginning, what of it? Shall we not make of it the best of all. Shall not the memories of other years be with us throughout the New so that by the experience gained we may avoid the errors of the past. No matter what the past has been. Its joys shall be with us still. The sorrows of the years that have gone shall dimmer grow. The wisdom of having lived is ours and the New Year coming brings to each of us the opportunity of performing our allotted tasks surer, better.

Let hate and envy find no place in the year just born. Love and service far better are.

The New Year brings to all the promise of an early, eager spring; a calm, maturing summer; a glorious and fruitful fall and then once more the year slow fades away in winter's grasp. As day follows day, so each year treads the other out; and our care should ever be to work so each descending sun sees a world made better and brighter for those who are to be, in the days and the years yet to come.

Love and work and service should be the war cry of all, and if we each in our own circle, shall strive day day for better and sweeter things, then the New Year will bring its blessings to us all.

With a common purpose toward a common end let us work shoulder to shoulder for the material advancement and moral welfare of our State and our People.

A happy and a prosperous peaceful plenty New Year to You All

Stockholders Meeting.

A meeting of the stockholders of the Bogalusa Building & Loan Association was held at the M. C. A. Building on the evening of the 29th. Twelve hundred of the 1700 shares of stock in the Association were represented either in person or by proxy. A board of Directors was elected at the stockholders meeting, and then the Board of Directors held a meeting and re-elected the present officers of the Association for another year.

The Bogalusa Building & Loan Association is one of the strongest institutions in the city and is doing a great deal for the upbuilding of Bogalusa. There were a large number of houses built by the Association during the year 1914 and the prospects are that it will contribute to the growth of the city by building a very much larger number during 1915.

When you are in need of first-class job work phone 111.

Col. Hester, Here.

Col. H. D. Hester, Secy. of the New Orleans Cotton Exchange, accompanied by Mrs. Hester and Mr. Scelye Dickinson arrived in Bogalusa Thursday evening to spend the week end as the guest of Gov. and Mrs. J. Y. Sanders, Mrs. Sanders is the daughter of Mrs. Hester.

Masonic Officers For Year.

The officers of Center Lodge No 244 F and A. M. recently elected and installed are W. P. Richardson W. M. J. C. Lee S. W. DeWitt Richardson J. R. A. M. Dobbs Secy. D. W. Richardson Treas. L. O. Taylor S. D. C. H. Flournev J. D. J. W. Williams Tyler, J. R. Ratcliffe chaplin, E. Peterson M of C. D. W. Richardson, the Treas. has held the same office for 33 years. This lodge will meet Saturday night and their will be work in the Masters degree.

Mrs. Strug No. 1.

Mr. and Mrs. Maurice Strug, of Columbia St., are the proud parents of a daughter who arrived a few days ago.

Mrs. J. C. Talley and daughter Katherine and Mrs. Jennie Hauge, mother of Mrs. Talley, who have been making their home in Bogalusa, have left for New Albany, Ind. where they will make their future home. They have made many friends during their residence in the Magic City who will regret to hear of their departure.

We Thank You For Your Patronage.

for the past year and hope to continue business with you in the future.

WE WISH YOU A PROSPEROUS NEW YEAR.

Berenson Bros.
Columbia Street.
PHONE 197,

BRICK ICE CREAM.

and the best of all kind of ice cream and ices made from pure cream.

Prices are the lowest. Delivered to any part of the City.

H. A. MAASON
PHONE 49 AVENUE F.

Tender Juicy Steak

When your order for meats come here you get the kind that is

"GOOD TO THE LAST BITE."

It cost no more than the ordinary kind.

Bates Market.

N. Bogalusa Phone 219.
Pleasant Hill Phone 390.

A YEAR OF Happiness Prosperity Plenty and Peace During 1915.
A. S. Anderson
FEED and GROCERIES.
PHONE 287.

Cash Does Wonders
That's why we are in a position to give you the more for your money.
WATCH OUR SALES EVERY 23rd. of the month.
"The Store That Saves You Money."
Gus Levin
CASH STORE PLEASANT HILL.

Start New Year Right
By doing your trading at this store Lowest prices, best goods and excellent service
J. A. Scarborough
PHONE 250. CUMBERLAND STREET.

Injured
King Sheardin, Ex deputy sheriff of Washington Parish sustained a broken leg, Thursday afternoon Mr. Sheardin resides at Zona and drove to Bogalusa, when near the hospital the horse became uncontrollable and before assistance arrived Mr. Sheardin was thrown from his buggy. He sustained other minor injuries. He was taken to the Bogalusa Hospital and was resting well last night. He has a wide circle of friends in Bogalusa and Washington Parish.

The Ladies Missionary Society of the Baptist Church will hold a social meeting at the residence of Mrs. R. E. Keaton of Pleasant Hill Thursday.

Mrs. G. A. Tyler and children Anita and Mary are making an extended visit with relatives in Dodson La. They expect to return to Bogalusa about the middle of January.

The House Naval sub-committee has been called to meet on Dec. 31 st to finally pass upon the preliminary draft of the appropriation bill. The bill provides \$1,000,000 for aviation development.

Santo Oteri, Millionaire Fruit Importer, died in his home at New Orleans Wednesday morning at 6:30 o'clock.

Mr. Oteri, was identified most prominently with the Bluefields Fruit & Steamship Co. from which he retired in 1911. He is survived by his wife who was Miss Alva Stevens of New Orleans.

Parties desiring good board and rooms, convenient to all parts of the city can secure such at very reasonable rates. Mrs. Zimmerman, over Enterprise office.

Pride Of Bogalusa.

This store has the distinction of being carrying one of the finest, most complete and best arranged stock of articles found in any city this size.

5 and 10 cent STORE.

A. W. MARTH
Columbia Street

Three Big FEATURES AT THE Magic City Theatre
THURSDAY, FRIDAY AND SATURDAY NIGHTS
FRIDAY NIGHT
An Imp Modern Drama of two reels.
SELF DEFENSE
Among the popular actors who will appear in the great play are
WILLIAM SHAY
VOILET NERTESAUX
HOBART HENLEY
SATURDAY NIGHT
Another installment of one of the most popular pictures of the year.

New Year Welco

If 1915 is not good to Bogalusa it will not be the infant did not receive a R come for shortly before Thursday the blowing of the display of fire works other means, including of hip pocket artillery and joined in making Bogalusa showing Bogalusa, New Years, like she other things surpasses and gave the welcome that would have to cities with double

McCabe Buys

J. M. McCabe, night G. S. L. Co. has purchase of E. W. Starns on Mississippi and will be located in his new home by the first of the week.

It is reported that the Washington Parish Police Jury will meet in the near future for the purpose of considering the employment or appointment of Road Supervisor.

Good roads are of vital importance to the development of a community.

Next week the Enterprise will start a classified column which will be the meeting place of buyer and seller. If you have anything to sell have rooms to rent, house for rent or in fact anything that you have and do not want or anything you want and do not have this column will be the place to get quick action. The cost is small, 1 cent per word and results are certain.

I'm the best pal I ever had, I like to be with me. I often sit and tell myself Things confidentially.

I often sit and ask me If I shouldn't or I should. And find that my advice to me Is always pretty good.

I never try to cheat me, I'm honest as can be. No matter what may come or go I'm on the square with me.

I never got acquainted With myself till here of late; I find that I'm a bully chum I treat me simply great.

I walk with me and talk with me, I tell me right from wrong; I never knew how well myself And me could get along.

If you mingle with the masses, You'll find the crowd's a joke; If you only treat yourself as well As you treat other folks.

Then be real honest with yourself, And trust yourself with you, And you'll be surprised how well Yourself will like you if you do

The Enterprise
For only \$1.50 a year

The Best In Bogalusa

is what you get here. It may be a little out of the way but it pays to trade here.

Red Cross Shoes FOR WOMEN

Walkover Shoes FOR MEN

Better Shoes Are No Made.

DREYFUS
Richardsontown
PHONE 120.