

Save Money During 1916

and at the same time get better merchandise. This store is better equipped to serve you, save money and give you better values than any store in the parish. Give us a chance to convince you and to show you that we appreciate your business.

BROCK'S

Austin Street Bogalusa, La.

ELECTION OF COL. PLEASANT CONCEDED BY TIMES PICAYUNE

Paper That Has Been Anything But A Supporter Of Mr. Pleasant Says Only Improbable Accident Will Keep Him From Defeating Parker And Barret

BY NORMAN WALKER, Associate Editor of The Times-Picayune

Col. Ruffin G. Pleasant, present attorney general of the state, will be the next governor of Louisiana, barring some unforeseen and most improbable accident.

He should easily and by a very considerable majority, defeat his opponent, Lieutenant Governor T. C. Barret, for the Democratic nomination in the primary of January 25. He will have majorities in that primary in both this city, as has been expected by all, and in the country; and if anything like a full vote is polled, he may have a majority of 15000. The drift against Barret which began some weeks ago, still continues. He is losing ground in most of the parishes, and has lost several which seemed certain for him at the beginning of the campaign.

Unless present conditions radically change in the next two months and the voters are aroused to a pitch of high excitement and enthusiasm, Col. Pleasant will decisively defeat John M. Parker, the Progressive-Independent candidate, in the state election in April.

COL. PLEASANT'S CANDIDACY

Col. Pleasant's success in the present campaign is one of the wonders of Louisiana politics. Almost without issues, an indifferent campaigner, with little personal following, apparently weak from every political point of view, he seemed destined to carry off easily and cheaply the high office of governor,

for which Foster, Blanchard, Wilkinson, Hall and others had to fight so hard. There is nothing like it in the political history of Louisiana, unless it be that other lucky candidate from Union Parish, Gov. W. W. Heard, who got the office without any special effort on his part or any great personal strength.

His Support

When he entered the present campaign, Col. Pleasant had little support or following outside of Union parish, his birthplace, Lincoln, where he attended school, Caddo, his present residence, where he has held office and from among the alumni of the Louisiana State University, where he was very popular as cadet and teacher. But no sooner had he entered the field than support poured in from all quarters and directions and the several obstacles in his way suddenly disappeared. The support that has come to him has been of the most contradictory and irreconcilable character—from "the organization in Orleans" without any promise or condition on his part, so he says, although the bosses have usually made hard bargains with those who have asked their votes; from some of the strongest and bitterest anti-prohibitionist in Louisiana, although he (Pleasant) is a pronounced prohibitionist; from rival candidates for sheriff and assessor, who are fighting each other like Kilkenny cats, but who have agreed to unite their hostile forces in his support; from nearly every "courthouse ring," so-called; from four-fifths of the two to three thousand candidates running for office in the coming primary—representing the most antagonistic views on nearly every public question

CONTROL IS MAIN THING IN BILLIARDS



Willie Hoppe, Wizard of Billiards.

(By FRANK G. MENKE)
"The person who wants to succeed in billiards must have perfect control of the muscles in the wrist, he must have a perfect eye for measuring distance, and speed and, above all else, he never must get careless."

So says Willie Hoppe, the champion of all champions in the cue world—the most wonderful billiard player in the game today. Hoppe has been playing the game since he was a lad in knickerbockers. Five years ago he seemed to have reached absolute perfection. But every year since then he has gone beyond—has performed so brilliantly, so wonderfully that it seems that he is a miracle worker.

"Carelessness has kept out of the championship class many men who had wonderful natural skill with the cue," said Hoppe. "The greatest trouble with the average billiardist is that he grows careless with an easy shot before him—and frequently he falls down. Early in my career I saw the mistake that others made and I resolved that I always would exercise as much care in playing an easy shot as a hard one."

"Perfect control of all the wrist muscles, in my mind, is the main essential to billiard success. Unless this control is acquired—and acquired fully—one cannot become a real billiardist because, in critical moments in a game, the lack of control of even the minutest muscle will lose a shot for a man and perhaps the game, and ultimately the series being played."

"Judgment of speed and distance really depends upon the muscular control. If a man has his muscles under control he can send a ball just as far

and as fast as he wants. If he hasn't, his speed and distance calculations often go awry."

Hoppe changes his stance after every shot. He never deviates from that rule, even though his succeeding shot is so simple that he could make it with his eyes closed. Hoppe's theory is that by changing stance it gives the muscles a chance to slip back into their original position so that when he calls upon them for the next shot they will answer readily and normally.

"In my opinion," said Hoppe, "the draw shot is the most valuable in a game of billiards. When a player has reached the point where he has control and a good draw shot he is on his way toward the championship class. A draw shot is the basis for all the variations of English."

Hoppe declared that playing for position is merely a matter of practice.

"The rule of billiards is simple," he said. "Keep the balls as closely together as possible so that it will be easy to make the next shot. Acquiring position consistently needs practice—and care. But one who is patient and who goes at the thing wholeheartedly is sure to succeed."

Hoppe leaped into international fame ten or eleven years ago when he went to France and surprised the entire billiard world by beating Vignaux, the wonderful Frenchman. Hoppe was a mere boy at the time—still in his teens—and the "wise ones" declared that his victory was a fluke.

But events since then have shown that it wasn't a fluke victory; they have shown that Hoppe is the greatest billiard player of this age and in the opinion of many, the greatest in the long history of the cue game.

LITTLE PICK-UPS OF SPORT

If Fielding Yost goes to Yale it will probably start a football war. The Wolverines may retaliate by starting a rival college at New Haven.

Looking over Michigan's football record for the season, we agree with Coach Yost in his denial that he will lose five stars.

The report that \$34,000,000 was paid in baseball salaries in 1915 shows there is money in baseball all right, but the owners don't get it.

Freddy Welsh and Ted Lewis are not fighting in this country instead of in Europe because they lack nerve, but because there are no gate receipts in Europe.

All Kale is to box in New York. That's a name for a box fighter.

New Big Four: Colgate, Washington and Jefferson, Pitt, Oregon Aggies.

Fans who saw Zulu Kid go fifteen rounds with One-Punch Hogan wonder where Hogan left the punch when he started for the ring.

Joe Rivers says bad hands caused his setback. Thought Joe was a fighter instead of a poker player.

There are a lot of professional amateurs running loose now in communities where professional sports are barred.

Forty minor leagues played in 262 towns last year under the professional association, compared with 44 leagues playing in 300 towns in 1914.

Jim Cox, failing to whip Gunboat Smith, has darn little to crow about now.

HOPE FOR CHRIS MATHEWSON

Suffering From Subdeltoid-Bursitis, Says Dr. Eugene Jeffery—Believes He Can Cure Ailment.

Dr. Eugene Jeffery, who looks after the physical well-being of Willie Ritchie, believes he may be able to put Christy Mathewson back in pitching condition. Doctor Jeffery is a close friend of Mike Dantin, and Mike



Christy Mathewson.

is arranging to have him look Matty over.

"From what I have heard of Mathewson's trouble," said Jeff, "I understand he is suffering from subdeltoid-bursitis. If this is correct, I am one of the only two men in the country who can be of service to him. I am not certain that I can cure him of the ailment, but unless it is an unusually stubborn case I think it will respond to my treatment."

Hoblitzel's Promising Future. Dick Hoblitzel is only twenty-six years old and has a long life ahead of him as a member of the Red Sox if he plays as well as he did last summer.

The Store of Service

will attempt to render its patrons even better service during the present year. You cannot appreciate what real service is unless your drug business is sent to

Lear's Drug Store

The Store of Service



The next number of the Lyceum Course at the Y. M. C. A. will be given on the evening of January 28th when the Ben Hurs will appear.

The Commission Council will meet in their regular session on Tuesday, Feb. 1.

The primary for the election of nominees for the state and parish officers will be held on next Tuesday, January 25th.

The Police Jury will meet in their regular session on Tuesday, Feb. 1.

The big Mass Meeting will be held at the Y. M. C. A. on Friday evening, Feb. 4th.

The annual musical play of the Wee Ten Music Club will be held at the Magic City Theater on the evening of Thursday Jan., 27th.

The election of candidates for State and parish officers will be held on Tuesday, Feb. 29th.

The next legal holiday will be on Tuesday, Feb. 22—the anniversary of the birth of George Washington.

On Thursday, Jan. 20th there will be a total eclipse of the moon. On Feb. 4th there will be a partial eclipse of the sun.

BASKET BALL LEAGUE WITH FIVE TEAMS IS ORGANIZED

A basket ball League has been organized at the Y. M. C. A., in which 5 teams representing 5 industries will compete. Namely the following—

N. O. Great Northern R. R. Co., G. S. Lumber Co., Bogalusa Stores Co., La. Fibre Board Co., and High School team, manufacturing manhood. The teams are evenly matched and some great games are promised. The League will start Friday night, Jan. 21 when the N. O. G. N. team will go up against the G. S. L. Co., and Bogalusa Stores will clash with the Paper Mill Team. The games will be played every Friday night as far as possible with a double header each night. The price of admission to these games will be 10 cents for men and women and 5 cents for boys and girls, which will be used to help defray the expenses of the League. The following were elected on the Board of Managers.

Jules LeBlanc	Chairman
Searcy Young	N. O. G. N.
R. W. Taylor	G. S. L. Co.
Leon Senac	B. S's. Co.
Paul LeBlanc	La. F. B. Co.
Virgil Underwood	H. S.

The public is cordially invited to attend these games and witness some first class basket ball. The games will start at 8:15 and the Y. M. C. A. BAND will play for this occasion.

Spelling Contests

Spelling contest will be held in every school of the Parish on March 23 and 24th. On each day the pupils will be given 250 words. These contests have proved interesting besides greatly improving the spelling of the students. Pupils making 100 percent will receive state certificates, bearing the seal of the State and the signature of the Governor and the Supt. of Education

Speaking of Preparedness

This stock is better prepared to serve your wants than ever before.

Our stock has been replenished with what is new and up-to-date and the prices are commensurate with the QUALITY offered.

NEVER

in the history of the parish has a more DIVERSIFIED stock of goods been offered.

A. K. Beall Company



Why take Chances?

If you Want **Coca-Cola**

Be sure of getting what you want by drinking Bottled Coca-Cola. Its made of pure Coca-Cola Syrup and Filtered Artesian water, with proper amount of carbonation. It is bottled under the strictest sanitary conditions, in a fly-proof, clean laboratory.

Try a bottle and Be Convinced

Bogalusa Coca-Cola Bottling Company
Phone 67 Bogalusa, La