

ABBEVILLE PROGRESS

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SUBSCRIPTION RATES.

Table with subscription rates: One year \$1.00, Six months .50, Three months .25, Single Copy .10

All subscriptions are payable strictly cash in advance.

J. W. O'Bryan, Proprietor.

Phones: Office 248, Residence 132.

Advertising Rates Upon Application.

Saturday, November 29, 1913.

Railroad Time Table.

EAST BOUND.

Table with railroad times for East and West Bound, including train numbers and departure times.

SEEK THE BENEFITS

Last week we published a communication from a citizen of Abbeville, regarding the Intercoastal Canal, which will eventually come through this way, and the communication speaks of the benefits that would be derived from the canal.

We also are glad to see the prospects that are in store for this community, but unless steps are made by the progressive element of this community to provide wharfs for loading and unloading, the canal would be of no profitable use to this community.

The only wharf that is now in use is the one of the railroad company, and we are reliably informed that this is not a public wharf. Therefore, it is necessary for this community to provide public wharfing facilities to really get the benefit of the canal.

As it is now, and has been for the longest, this community is losing enormous amounts of valuable business, owing to the mere fact that there are no wharfing facilities provided for the use of the public. Many of the little freight crafts go many miles further than Abbeville would be, simply on account of the accommodations they get elsewhere, and because they are not provided here.

The day has passed when one can be forced to do things, and if we wish to enjoy the water-way trade we should provide public shipping facilities, and invite the trade. Otherwise the more wide awake community will reap the benefit.

Wake up, ye wide awake citizens. Are you going to let prosperity stare you in the face, and ignore it. Wake up.

GIFT-SEASON ADVERTISING IS NECESSARY STORE-SERVICE

At a season when the stores are necessarily "rushed," as is the case with well-advertised stores in the gift-season, the necessity of very full and complete store-advertising is very obvious.

For the average woman, accustomed to buying with business judgment, does not like the prospect of "hunting about" from store to store for a particular article. She wants to make her shopping-program at home; to know exactly where she is to go for this article and that, and what it will cost. Following this program she conserves the time and patience of the store-folks, and

Advertisement for I.W. Harper Whiskey, featuring an illustration of a man and the text 'The Favorite of all men who appreciate a fine-old-mellow whiskey'.

Watch! Daily Specialty Offered each day by C. F. GRIMMER'S Desk Operator

sparcs her own strength and nerves. Without the aid of the "ads" she would have to drift helplessly about in the crowds, often buying things not included in her general plans, for the mere purpose of "having it over with."

While you are planning to do better for the coming year, don't forget about the advantages you derive by living on a cash basis. Stop the credit. Credit will ruin anything, and is a serious "disease" for any community to have.

The merchant must get used to the fact that his advertising is a necessary part of his store-service to the community; and that to neglect it is more damaging to the store's growth than would be equal neglect in his delivery system.

Your property may be worth more to John Smith than to John Jones. John Smith may have been looking, for a long time, for exactly the sort of property you have--may have been watching the "ads" for a hint of it; and, when he finds your "ad" he may be ready for an immediate deal. John Jones, on the other hand, may find out about, and investigate, your property; but not being fully persuaded that he must have it, is apt to seek a "sacrifice" price from you. Advertise until you find "John Smith."

Advertisement for JOE PIAZZA, Dealer in California, Florida, Louisiana, Cuba and all Domestic Products. Special Prices on Linoleum and Rugs at Abbeville Furniture Company.

Newspaper Advertising Has Helped to Put Home-Making and Home-Management on a Business Basis!

Quietly, imperceptibly a great change has been going on in "the biggest business in the world"--that of home-making. Time was when a housewife's natural inclination to thrift, based upon a fair judgment of values in shopping, constituted her sole equipment as a "buyer" of household necessities. She depended upon her own observation of the stores, and upon hints of neighbors and acquaintances as to "special sales" or special buying opportunities in this or in that store. She rarely read the store "ads." Somehow she felt that they were a necessary part of the newspaper, but that they had no special significance or value to her, personally.

Urged, perhaps by a timely hint in the newspaper itself, she commenced to read the store "ads" with a view to learning whether or not they were really important to her--whether or not they would help her to buy more wisely, even at the stores with which she was most familiar. This tendency to "test" the value of ad-reading has been a general one; and it is safe to say that no woman who has ever made the test has failed to make ad-reading a part of her "business routine" thenceforth. For she soon discovers that the "ads" have a NEWS VALUE--they give her facts AT FIRST HAND, where she had depended upon chance gossip or chance visits to the stores for them. After she has acquired the habit of studying the "ads" she would no more think of abandoning it than of neglecting to read the news columns of her home paper, and depending upon person-to-person gossip for her information as to what is going on in the world. Thus, studying the "ads," she comes to know the NEWS of the STORE-WORLD--to keep in touch with buying opportunities--to make of her buying for the home a real, practical "business matter."

Advertisement for 'The Moving Season' Never Ends, featuring an illustration of a man and text about finding new homes and advertising solutions.

Brief News Items of Local Interest

Harry Rich, at the Victor. Tomorrow is St. Andrew's Day, and is the first Sunday in Advent. There was a pleasant dance at the W. O. W. hall Thursday evening.

Mrs. L. J. Broussard will be hostess on Tuesday afternoon of the "Entre Nous" Club. Thursday evening there was a dance given at the Abbeville Sanitarium, complimentary to the foot ball players.

Harry Rich, "the man that flirts with death," will be at the Victor Theatre Thursday, Friday and Saturday, Dec. 4, 5 and 6.

The game of foot ball here Thanksgiving day resulted in a tie between the Abbeville high school and the Morgan City team, being 6 to 6. The last time Abbeville play this team Abbeville was defeated by a score of 49 to 0.

Miss Louise Estorge entertained the Five Hundred Club last Saturday afternoon. A delicious salad course was served and beautiful prizes awarded. The guest prize was captured by Miss Nita Estorge, of Iota, while the club prizes were awarded to Mrs. Raoul Chauvier and Miss Pauline Mizzi.

A. O. Landry, Jr., the little son of Mr. and Mrs. A. O. Landry, celebrated his birthday on Thursday of this week by entertaining forty-two little girls and boys. They had a joyous play on the court house grounds, after which they attended pictures at the Victor theater. Between the pictures delicious refreshments were served. All the little children had a most joyous time. Little A. O. received many nice birthday presents.

We have no window in which to display our nice line of candies, but they are nicely displayed inside. Stansbury & Co. ad

Advertisement for 'For Style, For Ideas' featuring McCall's Magazine, highlighting its 100-page monthly content and fashion designs.

A Card. To Our Lady Patrons: Our famous line of Wickert & Gardner New York style made Shoes for women have arrived, and we cordially invite your inspection.

CONSTABLE SALE. State of Louisiana, Parish of Vermilion. Third Ward Justice Court--No. 357.

By virtue of and to satisfy a writ of fieri facias issued from the Honorable Third Ward Justice Court in and for Vermilion Parish, in the above numbered and entitled suit, and to me directed, directing and commanding me to seize and sell the property of the defendant, I have seized and will offer for sale to the last and highest bidder at the principal front door of the Court House, in the town of Abbeville, La., between the hours prescribed by law, on

Saturday, December 6, 1913, the following described property, to-wit: One certain town lot being lot No. twenty-eight (28) of Victor Boet's portion of Abbeville, measuring sixty-seven feet front, by One Hundred and forty feet deep, more or less; being bounded north by the heirs of W. M. Lafleur, deceased, south by St. Victor street, east by St. Charles street and west by Joseph S. Ewell, together with all the buildings and improvements thereon situated, and appertaining thereto.

State of Louisiana, Parish of Vermilion. Third Ward Justice Court--No. 356. Town of Abbeville, through Adolph Brusseaux, Mayor, specially authorized in these premises by resolution.

By virtue of and to satisfy a writ of fieri facias issued from the Honorable Third Ward Justice Court in and for Vermilion Parish, in the above numbered and entitled suit, and to me directed, directing and commanding me to seize and sell the property of the defendant, I have seized and will offer for sale to the last and highest bidder at the principal front door of the Court House, in the town of Abbeville, La., between the hours prescribed by law, on

Saturday, December 13, 1913, the following described property, to-wit: The southeast corner of Lot No. Twenty-six (26) of Megret portion of the town of Abbeville, La. having a front of forty-five (45) feet on North street, and running back between Jefferson street and the running parallel to said street to the southern line of that portion of said lot number twenty-six (26), bounded north by Jacob Isaac, or assigns, east by Jefferson street, south by North street and west by Marceline Bethancourt, or assigns, together with all the buildings and improvements thereon situated, and appertaining thereto.

Terms of sale: cash, subject to appraisal. Constables Office, Abbeville, La., this 5th day of November, 1913. LOUIS T. GUIDRY, Constable of Vermilion Parish, La.

Among Those Coming and Going

Alex Bonin, of LeRov, was a business visitor here last Saturday. H. J. David, of Kaplan, was over here on business last Saturday. J. O. Broussard left Sunday for a visit to points in Texas, being gone several days.

Dr. J. T. Abshire, of LeRov, was among the many business visitors here Saturday. Dr. A. P. Stewart, of New Iberia, was among the many visitors here during the week. J. F. Giles, of the Adeline plantation was among the many business visitors here Tuesday.

Will Cotton, of Morgan City, came in Wednesday to attend the Boudreaux-Trahan wedding. Miss Ethel Finley, one of the teachers of Delcambre, was here to attend the Boudreaux-Trahan wedding.

Mrs. John Cotton, of Morgan City, came in Monday, and was a guest at the home of Mrs. Richard Dalton. C. M. Pickett, of New Iberia, representing the National Biscuit Co., was a business visitor here this week.

Fred Breaux, of New Orleans, came in to attend the Boudreaux-Trahan wedding and was one of the groom's men. Mrs. George W. Summers, who has been visiting with relatives in Opelousas and Melville returned home Wednesday.

P. H. Sewall, representing the Graham Paper Co., of New Orleans, was in this city this week, calling on his customers. A. M. Smith, of Kaplan, came over to attend the Boudreaux-Trahan wedding, and was one of the ushers at the church.

Miss Roberta Young, of the Morgan City high school faculty was over for a visit and to attend the Boudreaux-Trahan wedding. Frank Godechaux, of New Orleans, president of the Louisiana Rice Milling Association, was here Sunday, the guest of home folks.

Mr. and Mrs. Will Cotton, of Morgan City, motored over here Wednesday, and were the guests of Mr. and Mrs. Richard Dalton. Mr. and Mrs. George W. Downing, who were married here last week, left Monday for a wedding trip to California and other western points.

Robert J. Boudreaux, of Erath, came over to attend the marriage of his brother, Dr. L. M. to Miss Lydia Trahan, and was one of the ushers at the church. Miss Ruth Trousdale, of Monroe, is a visitor in this city, a guest at the Trahan home. Miss Trousdale was the bride's maid at the Boudreaux-Trahan wedding.

Rene Trahan, of New Orleans, came in Wednesday to attend the wedding of his sister, Miss Lydia Trahan, who was married Wednesday night to Dr. L. M. Boudreaux. Mrs. Thomas Cain and baby, of New Orleans, who have been visiting in this city for several days, as a guest at the home of her father, Mr. Henry Champagne, returned home Tuesday.

Blas Broussard motored over to Kaplan Saturday. Mrs. J. A. Summers was a visitor to Lafayette Thursday, returning home today. Mrs. E. Comeaux, of Kaplan, was a visitor here Wednesday, the guests of friends.

Miss May Flory has returned home after a pleasant visit with friends in the country. Mrs. T. Rosso and little daughter were visitors to Kaplan last week, the guests of friends.

Prof. and Mrs. I. R. Brunfield, of Kaplan, were among the many visitors in our city Saturday. George Deninger, of New Orleans, was here this week to attend the Boudreaux-Trahan wedding.

Policar Broussard was one of the many from here who attended the dance at Erath Wednesday evening. Mr. Blum, of New Orleans, was a visitor here this week, a guest at the home of Mr. Remy Broussard.

Mrs. W. S. Nilson left Wednesday for Arkansas, where she goes to join Mr. Nilson, where he is located for a while. Dr. J. G. Sanders, of New Orleans, was a visitor here this week, being the best man at the Boudreaux-Trahan wedding.

Miss Nita Estorge, of Iota, spent the week end here, the guest of her sister, Miss Louise Estorge, and Mrs. H. G. Edwards. Mrs. Rosa Summers, Mrs. J. N. Greene, Mrs. Edmond Signe and Miss Ida LeBlanc motored over to Kaplan Wednesday.

Miss Ediz Boudreaux, of Erath, came over to attend the wedding of her brother, Dr. L. M., and was one of the bridal party. Miss "Sis" Renoulet, of New Iberia, was among the many visitors here this week, and attended the Boudreaux-Trahan wedding.

Dr. and Mrs. R. P. Nelson and Mrs. J. T. Brooks motored over to Iota Thursday, where they spent Thanksgiving day with relatives. Mr. and Mrs. Alpha Montagne, of Beaumont, who were recently married, were visitors here this week, the guests of relatives, Mrs. Zack Broussard and Mrs. John Nugier.

Queerest of Suicides. A man of sixty-three who became tired of life propped up a heavy copper water tub and then placed his head under it and knocked away the prop. Death was instantaneous. Consolation of an Early Settler. Adam heard them blame the cost of living on the middleman. "The only thing they don't blame on the first man," he thankfully observed.--New York Sun.

Classified Column. For Rent--Two brick store buildings on State street, and one 3-room resident cottage. For particulars apply to O. Bourque. Wanted to Rent--Two rooms, as near the City Square as possible. Apply at this office at once.

For Sale--Three shares of stock in the Peoples Bank and Trust Co. For further information, apply at this office. 33

Trespass Notice. Notice is hereby given that hunting on my lands, situated in the Parish of Vermilion, is prohibited; that any one found hunting in violation hereof will be prosecuted to the full extent of the law. CLEOPHAS C. HARRINGTON, Abbeville, La., Nov. 4, 1913.

Advertisement for RIDER AGENTS WANTED, featuring an illustration of a bicycle and text about selling bicycles and tires.

Begins Next Week Saturday December 6

Initials Only

By Anna Katharine Green Author of "The Leavenworth Case," etc.



Here is a story entirely new in the way of a detective mystery that we have secured as our new serial. After reading the first installment of this tale in which a most baffling crime is committed, you will say that here, at last, is a case that even the most skillful of detectives cannot solve. But the mystery is finally solved and when you have learned the solution you'll declare it a story well worth reading. It's by far the best work of this celebrated writer. It is a story of a cunning criminal, a strange crime and embraces a series of such remarkable adventures that you are sure to enjoy every installment.



See That You Get the Issue Containing the First Chapter