

Twenty Per Cent Increase In Corn Acreage

The crop report issued July 15 shows an increase in corn acreage of 5.9 per cent for the entire country over that of 1914 per cent increase in twelve Southern states; and 20 per cent increase in Louisiana.

The corn club boys of Louisiana who produced an average of 55 bushels per acre in 1914 probably deserve some of the credit for this increase in corn acreage. They have demonstrated that by proper methods of seed selection, cultivation, and fertilization the yield per acre can be increased and neighboring farmers are profiting by their example.

The Clerk Guaranteed It.

"A customer came into my store the other day and said to one of my clerks, 'Have anything that will cure diarrhoea?' and my clerk went and got him a bottle of Chamberlain's Colic, Cholera and Diarrhoea Remedy, and said to him, 'if this does not cure you, I will not charge you a cent for it.' So he took it home and came back in a day or two and said he was cured," writes J. H. Berry & Co., Salt Creek, Va. Obtainable everywhere. Adv.

Can't Afford It.

The other day a merchant said he couldn't afford to advertise in his home newspaper. If the man's view were not distorted, he would see that he couldn't afford not to advertise. Refusing to advertise is his most expensive extravagance.

That same merchant will spend hours telling of the "unfair" competition of the mail-order houses who are his most aggressive and dangerous competitors, yet the methods employed by the mail-order houses which succeed are the very ones which the merchant refuses to use. The mail-orderhouse first of all is an ADVERTISER. Advertising is the life of its business.

Every magazine that enters the small town and rural home carries the ad of the mail-order house. Expensive catalogs are printed showing the illustrations of the actual articles. Occasionally sheets are scattered broadcast over the country as a special "come-on" for the bargain hunter. Instead of doing these things in a smaller way through the columns of his local paper, the merchant who can't afford to advertise sits down and "cusses" his tough luck and wonders why he can't get the business. He never thinks he has a better opportunity to reach the people in his neighborhood than the mail-order house has. It doesn't cost him as much as it does the outsider; he can draw the people to his store and show them the actual article he is advertising, and when they buy, they can take their purchase home with them instead of having to wait for several weeks for it.

Advertising is an investment. It should be charged to your selling cost. Figure what percentage you have to pay to advertise, then base a fifty-two weeks campaign on the computation. You can't lose. You can't afford not to advertise!

Postponing Old Age.

Overworked, weak or diseased kidneys make one feel old before middle age. Rheumatism, aches and pains, too free perspiration of strong odor and other symptoms are warning that the kidneys need help. Foley Kidney Pills make the kidney Pills make the kidneys strong and active. City Pharmacy. adv

Muskogee, Okla.-Frankie Lily, 20 years old, is making a small fortune teaming in the oil fields. The heavy lifting is done by cranes but the girl drives her team and is said to be one of the best "horsemen" in this section of the country.

Cottelene at 12 1/2c per pound is the cheapest cooking fat, and what everybody should use these hot days, at C. F. GRIMMER'S.

Fresh cakes, Peerless Bakery.

ANNUAL MEETING OF AMERICAN PLOWMEN

National Farmers' Union Renders Unselfish Service to Agriculture.

By Peter Radford.

The National Farmers' Union will hold its annual convention in Lincoln Nebraska, on September seventh, and will round out the eleventh year of its activities in the interest of the American plowman. When that convention is called to order every farmer in America should pause and bow his head in honor of the men gathered there to render a patriotic and unselfish service to agriculture. That organization, born in the cotton fields of Texas, has grown until geographically it covers almost the whole of the United States and economically it deals with every question in which the welfare of the men who bare their backs to the summer sun are involved. It has battled for a better marketing system, rural credits, cheap money, diversification, scientific production, agricultural legislation and has carried on its work of education and co-operation in season and out.

The Farmers' Educational and Co-operative Union of America brings the question of organization squarely before every farmer in this nation. Without organization the farmers can neither help themselves nor be helped by others and through organization and systematic effort all things are possible.

The farmers of the United States contribute more and get less from government than any other class of business. They have better securities and pay a higher rate of interest than any other line of industry. They market more products and have less to say in fixing the price than any other business and they get more political buncombe and less constructive legislation than any other class of people. The farmers can only acquire such influence in business, in government and in economics as will enable them to share equitably the fruits of their labor through organization and every farmer on American soil who desires to help himself and his fellow plowmen should rally around the Union.

POLITICAL GOSSIPS

When one class of people has anything to say, it has become largely the custom to make a political issue out of it instead of a friendly discussion, to print it in a law book instead of a newspaper and to argue it before a jury instead of to settle it in the higher courts of Common Sense. As a result, political agitators, political lawyers, political preachers and masculine women are powerful in politics and dissension, selfishness, intolerance and hysterics run rampant in public affairs, for when the low, damp, murky atmosphere of misunderstanding envelops public thought it breeds political reptiles, vermin, bugs and lice which the pure air of truth and the sunshine of understanding will choke to death.

We have too many self-appointed interpreters of industry who are incapable of grasping the fundamental principles of business and who at best can only translate gossip and add color to sensational stories. No business can stand upon error and might rules—right or wrong. No industry can thrive upon misunderstanding. For public opinion is more powerful than a King's sword.

When prejudice, suspicion and class hatred prevail, power gravitates into the hands of the weak, for demagogues thrive upon dissension and statesmen sicken upon strife.

The remedy lies in eliminating the middleman—the political gossip—and this result can be accomplished by the managers of business sitting around the table of industry and talking it over with the people. Interchange of information between industries and the people is as necessary to success in business as interchange in commodities, for the people can only rule when the public understands. Away with political interpreters who summon evil spirits from their prison cells and loose them to prey upon the welfare of the people in the name of "My Country."

PHILIP

Philip, the Macedonian king, while drowsy with wine was trying a case and the prisoner after sentence was pronounced, exclaimed, "I appeal." "And to whom do you appeal?" inquired the astonished monarch. "I appeal from Philip drunk to Philip sober," replied the prisoner, and the king granted the request and at a rehearing gave the prisoner his liberty.

The people drowsy with the wine of discord oftentimes pronounce a verdict on public questions which they reverse in their more calm and deliberate moments. The next best thing to making no mistakes is to correct them.

Carbon Paper at this office.

One of the oldest books in existence is a collection of proverbs by Ptahhotop, an Egyptian, who lived somewhere about the time of Abraham. Among his injunctions is the following, which we commend to the writers on woman's emancipation, domestic economy, and other popular topics, who may think that the subjects which they discuss are fresh and suggested by the increased intelligence of modern civilization: "If thou be wise, furnish thy house well; woo thy wife and do not quarrel with her; nourish her; deck her out, for fine dress is her greatest delight. Purpose to make her glad as long as thou livest. She is a blessing which her possessor should treat as becomes his own standing. Be not unkind to her." This counsel is none the less useful at the present day, because 3,500 years have elapsed since it was given.

Recommends Chamberlain's Colic, Cholera and Diarrhoea Remedy.

"I never hesitate to recommend Chamberlain's Colic, Cholera and Diarrhoea Remedy," writes Sol Williams, merchant, Jesse, Tenn. "I sell more of it than of any other preparations of like character. I have used it myself and found it gave me more relief than anything else I have tried for the same purposes." Obtainable everywhere.

Courage vs Decency.

The other day an excited individual rushed into a newspaper office with a choice bit of scandal burning his tongue. It made no difference to this person that the scandal affected the daughter of his neighbor—that the mother of the girl was seriously ill—that the brother was just entering what promised to be a successful professional career.

The scandal was rich in flavor, and he wanted to see it in the paper. He told the editor about it, with every evidence of the keen relish of the scandal connoisseur, but impressed upon the newspaper man that source of his information must be kept inviolably secret.

When the paper came out, the man returned to demand why the story hadn't been printed. Short, sharp words followed, and the visitor called the editor a coward and left, vowing that a man who was afraid to print the news had no right to be an editor. To our mind, that editor was a brave man.

The informer who demanded that his name be kept secret, was the coward.

The editor ran a paper in a small town. So closely related were the lives of the inhabitants, that the editor knew every detail of the story before his visitor called on him. But he could see no profit or himself nor glory for his paper in printing an item that would bring sorrow to the gray hairs of a father, disgrace to a brother and probably serious consequences to a sick mother.

If the news appetites of his readers were so voracious, he thought, as to demand this costly food, he would refuse to pay the price. The editor was right. Many things he has to print which he would rather leave unsaid, but the scandal which has only its "spice" to recommend it should have no place in the columns of a self-respecting newspaper. We would rather build than tear down. We would rather print the things that help and encourage and uplift than to hold up the mistakes of some unfortunate to the scorn and contempt of his neighbors. Decency is not lack of courage. If it were, we would rather be decent than courageous.

Brakeman Was Cured.

F. A. Wootsy, Jacksonville, Texas, writes: "I was down with kidney troubles and rheumatism; had a headache all the time and was tired of living. I took Foley Kidney Pills and was thoroughly cured." Thousands have written similar letters. Foley Kidney Pills are tonic in effect and act promptly. City Pharmacy, adv.

Peerless Bakery, phone 39.

SUCCESSION NOTICE.

State of Louisiana, Parish of Vermilion, 17th Judicial District Court, No. 969.

Succession of Joseph Thibodeaux. Whereas, Edmonia Rogers, widow of Joseph Thibodeaux, has filed in this Honorable Court, on the 29th day of July, 1915, her petition praying that she be appointed as administratrix of the estate of Joseph Thibodeaux, numbered as above, and that letters of administration, issue to her, according to law;

Notice is therefore, hereby given to all the creditors of this estate, as well as any other parties interested, to show cause, if any they have, within ten days from the present notification, why the said Edmonia Rogers, should not be appointed as administratrix of the succession of Joseph Thibodeaux, and why letters should not issue to her, as such, By order of Court, Clerk's Office, Abbeville, Louisiana, July 29th., 1915.

P. L. BROUSSARD, Deputy Clerk of Court. John Nugier, attorney for estate.

FOR SALE OR TRADE

Residence with 4 or 6 lots, store building with 2 lots, rents for \$12.50 per month. Can get renter on dwelling for \$15.00 per month for term of two years. Will trade residence and store building for good farm.

24 lots in Smith & Nilson addition to sell. \$10.00 cash, \$1.00 per week till paid for, or will trade for farm property.

Have 1,100 acres of land in Second Ward at \$5.00 per acre. Drainage canal to be cut through it.

240 acres in Sixth Ward on drainage canal at \$15.00 per acre.

W. S. NILSON

Don't Make Curiosity Telephone Calls

"Because 2,000 idle curiosity seekers in Birmingham asked 'Central' where the fire was, an emergency call for an ambulance was held up for nearly 15 minutes and this delay resulted in the death of ———. Physicians say that had the ambulance been secured at once ———'s life might have been saved." —Elmira Advertiser.

IT is beyond the bounds of possibility to answer promptly the mass of curiosity telephone calls that threaten to swamp our exchanges every time there is a large fire.

Calls for physicians, the ambulance or the police, held up at such times might result in the loss of human life.

For your protection, as well as for the protection of your neighbors, we ask you not to call the telephone operator merely out of curiosity. After all, she has no more information than you have.



CUMBERLAND TELEPHONE & TELEGRAPH CO. Incorporated

BOX 320, LaFAYETTE, LOUISIANA.

OUR PUBLIC FORUM

VI.—F. C. Howe

On The Advantages of Free Ports



Mr. F. C. Howe, Federal Commissioner of Immigration, who is one of the best American authorities on marine commerce, in discussing the relation of free ports to the development of sea trade said in part:

"Ships will go hundreds of miles out of their way to avoid ports surrounded by a tariff wall. The only way, therefore, for a country with a tariff to compete in the shipping world with a free trade country is to establish free ports at strategic points along its coast line. Germany has done so, and in a comparatively short period has built up a carrying trade which before the war was seriously threatening England's supremacy. Hamburg, one of the three German free ports, now ranks as the second greatest seaport in the world, its total foreign commerce in 1913 being only \$6,999,000 under that of New York.

The free port would offer great opportunity for financial operations, now made possible by the recent currency act. It would stimulate international banking, and would tend to shift the financial center of the world to this country. And America, by the logic of events, has become the natural center for the world's financing, just as London became that center several centuries ago, when it shifted from the cities of the Netherlands. But the financial center will only move to this country when it becomes a clearing house of goods as well as of money. For credit the world over is created by currently created wealth in transit or change so that even our financial expansion is dependent upon the opening up of American ports to the clearance of the wealth of the world. A port should not operate to yield a return on the investment, but to develop the prosperity of the country." In recapitulating the advantages, Mr. Howe brings out the importance of the free port in developing our shipping, and linking us with South America, Asia and Africa, and then concludes:

"The most important gain is the direct gain to America. It will cheapen commodities by bringing great quantities of goods to our doors for importation or export, as trade needs demand. It will stimulate the growth of exporting houses, which can hold goods for an indefinite period without the payment of tariff dues (often equal to the cost of the article itself) for disposal to meet the trade demands of the whole world. It will uphold international credit, and shift to America an increasing and ultimately a predominant share in international exchange.

Finally, America is the natural country to be the counter of the world. Its seas wash every other continent; it is the greatest of all reservoirs of raw materials and foodstuffs. In iron and steel and standardized production it is in a position to compete with the world. But international trade (and this is always overlooked) must be reciprocal. It cannot be one-sided, and credit balances cannot for any prolonged period be paid in gold. They can only be paid by exchange of wealth."

LEST YOU FORGET

Our Bread is sweet and wholesome. Our Cakes and Pastries are palatable and delicious—fresh every day. We employ every means of having the cleanest and most sanitary bakery possible. Using our Bread insures you of clean and wholesome products. Telephone us your orders.

Peerless Bakery
Phone 39 State St.

Put in a Porch Light

Burn it all night every night
Without Extra Cost to You

To those residents now paying the plant a \$2.50 per month minimum where 25 kilowatts per month are allowed, a further allowance of 10 kilowatts per month will be allowed for the same price of \$2.50 per month provided said residents put in and burn all night, every night, a porch light.

For further particulars, call
Water and Light Plant
Phone 104

"EXPOSITION LINE"

ONE FARE FOR THE Round Trip \$58.35 TO California and the Expositions

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Limited to Return within 90 Days

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