A Merry X-Mas and Happy New Year [illegible]

G. M. [illegible]

The Up-to-date Drug Store

The Store with Nice Fresh Goods.

The Store that has what You Want, and delivers Promptly.

Fine Extracts, Toilet Waters, Creams, Powders, Etc. White Ivore and Porcelain Ware.

Cigars, Tobaccos, Stationery and in fact a full line of all good, usually carried by a first class Pharmacy.

Miss Idolie Trahan will be delighted to show you at any time.

My Rx Department is most complete. Your Rx [illegible] here is compounded by Experts ONLY, men of EXPERIENCE, men EDUCATED and TRAINED THOROUGHLY in the compounding of Prescriptions.

R. H. MILLS AND G. M. ELDREDGE, IN CHARGE

FOR SALE

Two Fine Young Jacks and Thoroughbred Hogs

One young black Jack, 17 months old, weighs 640 pounds and is 57 inches high.

One young black Jack, 14 months old, weighs 505 pound and is 55 inches high.

A few Thoroughbred Boars ready for service.

APPLY TO

Jos. S. Ewell

Abbeville, La.

Put In a PORCH LIGHT

Burn it all night every night

Without Extra Cost to You

For further particulars, call

Water & Light Plant

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 a 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

THE BEST LINE WEST

Be Sure You Are Routed Right Whether on Pleasure or Business

THE DIRECT ROUTE WILL BE VIA

SOUTHERN PACIFIC

THROUGH LOUISIANA AND TEXAS

Oil Burning Locomotives — Electric Block Signals

ALL STEEL EQUIPMENT

Best Dining Car in America

For Full Information and Illustrated Literature, Ask any Southern Pacific Agent or write

W. H. STAKELUM, Div. Pass. Agent, Lake Charles, La.

J. H. R. PARSONS, Gen. Pass. Agent, New Orleans, La.

Metor Rural Carrier Examination.

The United States Civil Service Commission has announced an examination for the County of Vermilion, La., to be held at [illegible] to fill the position of motor rural carrier at Abbeville [illegible] and vacancies that may later occur [illegible] rural routes from post offices [illegible] [illegible] vehicle with a carrying capacity of not less than 800 pounds and a cubic capacity of not less than 90 feet. Applicants must file with their applications a statement of the equipment they will be able to provide in the event of appointment. Applications should be filed with the Commission at Washington, D. C., at the earliest practicable date.

ADMINISTRATRIX'S SALE.

State of Louisiana, Parish of Vermilion, 17th Judicial District Court.

Succession of [illegible] Dubois, No. 977

By virtue of an order of sale issued out of the Honorable seventeenth Judicial District Court, State of Louisiana, in and for the parish of Vermilion, and a commission in pursuance thereof authorizing me to sell property for the purpose of realizing funds to pay the debts and charges of said succession, I will offer for sale at public auction to the last and highest responsible bidder, at the late residence of the deceased in the Second ward, Parish of Vermilion, La., on

Saturday, January 15, 1916,

between the legal hours prescribed by law, the following property, to-wit:

One certain tract of land [illegible] situated in Vermilion parish, La., containing [illegible] acres [illegible] taken in the N. W. ¼ of Sec. 36, Tp. 13, S. R. 4 E., bounded north by Martin Dugas estate, or assigns, south by public road, east by Adam Dronet, et als., and west by [illegible] Dubois.

One lot of household furniture and fixtures, consisting of armours, bedsteads, mattresses, pillows, sewing machine, rockers, chairs, stove and utensils, dishes, tables, jars; household and other articles too numerous to mention.

Terms: Cash on day of sale.

ODILE GUIDRY, Administratrix.

Dec. 10th, 1915.

John Ungler, attorney for succession.

ROAD BIDS WANTED

Bids will be received by the Board of Supervisors of the Third ward good roads district, for the maintainance of such roads contained in the third ward, recently constructed, as per specifications on file with Mr. A. O. Landry, secretary of Police Jury, in the office of the Police Jury at the Court House, in Abbeville, La.

Bids to be considered at the regular meeting of the board on Thursday, Dec. 30, 1915, at 2 p. m.

The board reserves the right to reject any or all bids.

D. L. McPherson, Chairman.
Samson Chauvin, Secretary.

SEED RICE FOR SALE

Honduras and Blue Rose, at $5 per sack. Buy while it is cheap.

Whitney J. Broussard.
Phone 216. Box 423. Abbeville, La.

SUCCESSION NOTICE

State of Louisiana, 17th Judicial District Court, Parish of Vermilion, No. 982

Succession of Marie Melanie Nunez Spedel.

Whereas Hampton Campbell has petitioned the Court for letters of administration on the estate of the late Marie Melanie Nunez deceased.

Notice is hereby given, to all whom it may concern [illegible] [illegible] [illegible]

By order of Court [illegible] December [illegible] 1915.

P. J. BROUSSARD, Deputy Clerk of Court.

Broussard & Samson, Attys.

Stockholders Meeting.

Notice is hereby given that the annual meeting of the stockholders of the Peoples Bank & Trust Co. will be held at the banking rooms on Wednesday, Jan. 12, 1916, between the hours of 10 and 11 a. m., for the purpose of electing a board of directors and transacting other business that may come up.

E. M. STEBBINS, President.

Abbeville, La., Dec. 8, 1915.

TAKEN UP.

One brown [illegible] branded [illegible] left hip, [illegible] right fore foot, weighs about 800 pounds. Owner can have by proving [illegible] paying costs.

Eloi Broussard.

NOTICE.

Notice is hereby given that I [illegible] [illegible] [illegible] of Abbeville, [illegible]

[illegible]

[illegible]

Because [illegible] its good works.

[illegible]

Because it loosens and relieves a cold and assists nature in restoring the system to a healthy condition.

Because it does not contain opium or any other narcotic.

Because it is within the reach of all. It only costs a quarter. Obtainable everywhere. adv.

DAYS BEFORE CHRISTMAS

When the Joy of Your Kiddies Brings Tender Memories of Years Ago.

In these strenuous shopping days, writes Louis Jones, have you caught yourself remembering suddenly, in all sorts of queer, unexpected places, all sorts of queer, half forgotten things? Have you remembered how these days before Christmas are the wonderful days in the life of the child, more wonderful days, perhaps, than any that are to come?

You know that yourself. You can't help recalling how time went by those days before the great day. You remember how each day seemed somehow more wonderful than the one before, each day a prelude of real joy to that first marvelous moment of Christmas morning, when, after a night of little if any sleep, you scrambled up and stood breathless on the threshold of the room which had been forbidden you all those interminable hours that went before.

The child you take with you through the wonderlands of the modern toy department wants what you did. The little girl stops before the baby doll, wide eyed, still with desire. The boy stands flooded with happiness before an ark in which is every imaginable creation. You remember what a small thing your own was, a fourth the size. But his joy is no greater than yours.

He pushes toward the rocking horse. Now it runs by machinery, when once you ran your own across the floor to the imminent danger of total destruction to persons and furniture that might stand in the way. But Christmas day was your day. The day when "don'ts" were not and you were king or queen in your kingdom of toys.

You pass on to trains and there again electricity is running them. You pulled them yourself.

Then you catch the look on the face of your boy. He is watching the huge engine move slowly, smoothly along. It passes under infinite tunnels and bridges and over made hills that present intricate difficulties of passage. Your tunnels were of chairs and the table in your kitchen made a splendid bridge to cross.

He turns to you, the child of this twentieth century. His smile is ecstatic. He wants it—that train. He never wanted anything so much before. He never will again he is sure.

And as you move away you smile, a little sadly, a little gladly. You are [illegible] to be able to make him so wonderfully happy, this child of yours, but you are sure, too, that he is no happier than you were those same wonderful Christmas days, those years before.

Change of Scenery.

The [illegible] the boat will [illegible] of cotton [illegible] and [illegible] the candles on the Christmas tree.

[illegible] Attention

[illegible] [illegible] [illegible] cough [illegible] [illegible] [illegible] Caught in time Dr. Bell's Pine-Tar Honey loosens the phlegm and destroys the germs which have [illegible] the throat or nose. It is soothing and healing. Pine is antiseptic, honey is soothing [illegible] [illegible] [illegible] [illegible] germs. Insist on Dr. Bell's Pine-Tar Honey 25c all Druggists. adv.

Confessions of a Mail Order Man

By [illegible]

[illegible]

FAILED TO SUBSIDIZE THE COUNTRY EDITOR.

[illegible]

I expected to spend thousands of dollars during the course of the next few years, but it would be worth it, if I obtained the results. I was after the people's dollars.

A strong form letter was prepared as the first step, this letter to be sent out to the editors of the country newspapers. From advertising agencies and from various other sources I compiled a list of something like 19,000 newspapers, all of which were published in small towns. I was already fixed with the big daily newspapers. The only trouble was I couldn't somehow or another fix it with the country newspaper.

The letter read something like this:

To the Editor:

Dear Sir—You are publishing a newspaper for business reasons — not for your health.

You find it difficult to obtain adequate support from the merchants in your town. They do not appreciate the value of your newspaper as an advertising medium.

We know that you are printing a live newspaper in your community and that you are entitled to more support than you are receiving.

The postal laws, under which you enjoy the privileges of second class postage for mailing your newspaper, require you to accept all legitimate advertising offered at your rates.

Enclosed please find a contract for advertising to the amount of............ dollars. Please sign it and return to us and we will forward electrotypes of advertisements to be run together with instructions.

In giving you this business it is but natural that we shall expect you to run, each week, the reading notices and editorials sent herewith.

Very truly yours,
BLANK ADVERTISING AGENCY.

Yes, it was a great scheme. I expected to swamp the country with sugared editorials and splendid notices about the mail order business. I cheerfully anticipated that I would put the country merchants out of business. I even went so far as to figure out a plan for taking advantage of the conditions of business depression that would inevitably follow such a sweeping fall in values and considered the organization of some sort of a land trust to buy up the richest farms and most desirable town property in the communities where the policy would work out the quickest. I was becoming a multi-millionaire without delay.

But I experienced the most astonishing disappointment of my life. The plan, so well considered, so carefully planned, so craftily laid out, was an absolute fizzle.

Why? It was the perversity of the newspaper editor. He would not be bought, he would not be bribed, he would not be cajoled or threatened.

In reading the preceding letter you have noted the "bunk" and the jollying followed by the appeal to his business instincts and then the covert threat about the postal laws. Yes, the plan was well laid.

But who can delve into the soul of the man who will spend his days and nights in running a country newspaper in a community that will not give adequate support? Who can fathom the motives of a man who hustles all the time to boost his home town, but who has difficulty at times in collecting the subscriptions to his paper and who fails to obtain more than a grudging pittance in advertising from the merchants in his town?

I could not understand it. I believed that every newspaper editor would be overjoyed to receive real money to the amount of many dollars each week, merely for printing the advertising copy and, of course, the few paragraphs in the way of reading notices and editorials, which I thought he would like to have with which to fill up his paper.

And the answers. Whew! What a storm!

One would imagine from the an[illegible]

[illegible] in response to my [illegible] wealthy and [illegible]

[illegible]

What was their recompense? Did the merchants in their home towns [illegible] to the support of these new [illegible] as a reward for their determination to introduce competition. I don't know. Ask the editor.

Of course, this plan failing it was necessary for my success to evolve a new plan. I must get into closer touch with the people in the country. I had my appropriation of thousands of dollars, and more, and I worked out another plan.

I'm not going to tell you just what it was, but if you will remember that a few years ago there was a great flock of mail order journals flying all over the country—probably every reader of this article has received many copies, samples and otherwise—you can guess what became of thousands of dollars.

Here's something that the business men in every small city should give a careful thought to. Perhaps you do not know it, and perhaps you never heard of it. I give the tale out of admiration for a good enemy, a good and a fair fighter. There is nothing in the story for me to be proud of, because I was the loser.

But you business men in the small towns were the gainers. It was worth millions of dollars to you. It is worth millions to you every year.

What did the newspaper editor get for this service to the business men of the community? Ask him.

If he had rendered a similar service for my mail order house he would have been handed a pocketful of advertising contracts that would have made his newspaper a very profitable business indeed. It would have been worth it.

What did the business men of his home town do for him after he had chased the mail order magazine competition away?

Ask the newspaper editor in your town.

Reforming a Chief.

In "Among the Primitive Bakongo" Mr. John H. Weeks tells the story of a chief, Mampuya of Kinkuzu, who called on him at Wathen station to request that a teacher be sent to his town. He seemed a very quiet, gentlemanly sort of a man, says Mr. Weeks, and I was very much surprised to hear that he had not always been so deferential and modest.

Mampuya at one time treated the people of his town in very contemptuous fashion, and was always extorting, on one plea or another, fowls, goats, and other goods from them. At last they could bear his extortions no longer, and so they bound him securely, put him on a shelf in his own house, built a fire under him, and sprinkled a quantity of red pepper on it. Then they went out, and shut the door closely behind them. The pungent smoke filled the hut, and Mampuya sneezed tremendously. He would have died if there had been a little more pepper on the fire. At last they took him out of the smoke, and tied a stick across his chest to his extended arms with the intention of punishing him still further; but they let him off on payment of a fine and many promises of better behavior—which promises he has scrupulously kept.

Price of Democracy.

The price that [illegible] [illegible] democracy is to a [illegible] which I find [illegible] finds [illegible] pity to have his school [illegible] notice and the [illegible] creature [illegible] clipped syllables [illegible] old says, "It is [illegible]," says, "It is [illegible]." The [illegible] participle has [illegible] from his vocabulary. He [illegible] says, "I ain't got nothin'." While [illegible] notion is distracted I am [illegible] fended, because I recall that there is a great body of [illegible] growing up in favor of Harold's democratic practices in [illegible] and grammar. When Harold says, "It is me," Professor Lounsbury should worry. By the time Harold grows up it will probably be good grammar to say, "I ain't got nothing." By the time Harold grows up, the Decalogue, in its latest recension, will read, "Thou shalt not have none other gods before me." "Thou shalt not bear no false witness against none of thy neighbors." — Simeon Strunsky, in Atlantic.