

THE LECTURE BUREAU

It is a pity that belief in any kind of "art magic" should linger in the minds of men at this late day, but it seems to, here and there.

Some of its operations are manifested in the complaints made containing certain features to obtain desired results from newspaper advertising. Money was spent and goods did not sell, and advertising does not pay. It should be very clearly set forth and understood that there is no method for detaching a man's business from the natural laws of supply and demand. The newspaper is only a most useful means of putting a stock of goods, for instance, in direct connection with these laws.

To advertise is simply to make known and beyond that no advertising, of any kind, can go. The law of advertising is absolutely universal in trade. Nothing whatever escapes it, but an important feature of its newspaper form is the fact that in this way a demand may be created that did not before exist. Money may be made to have and feel a want they were not aware of, while being told of an article asserted to supply that precise want.

THE PUBLIC SCHOOLS OF LAFAYETTE.

That Lafayette parish has increased the efficiency of its public schools; that it is constantly improving and adopting more effective methods; that a healthier sentiment in favor of good schools is gaining additional impetus, year after year, are facts that the subjoined figures fully attest.

Let it be remembered that the Parish of Lafayette covers an area of only 30 miles both ways, and in consequence the wards are small.

The report of the parish superintendent shows an increase in attendance as follows: In 1889 there were only 579 children enrolled in the public schools; in 1890, 939; in 1891, 955; and, in 1892 the increase showed the healthy growth of 1080, a gain of nearly 50 per cent. in a little over three years.

At the beginning of 1889 the parish owned no school houses in the parish, except a dilapidated structure in Broussardville, which when sold brought \$25, and an unfinished house in the town of Lafayette. To-day the parish has 20 good school houses, of which 4 are reared and 16 belong to the parish, 15 being erected since 1889, as follows: In 1889, 1 in the first ward; 2 in the second ward; 1 in the fifth ward; and 3 in the sixth ward. In 1890 we find there was built 1 in the second ward and 1 in the eighth ward. In 1891 these had been increased to 1 in the second ward; 2 in the seventh ward; and 1 in the eighth ward. In 1892, 1 in the fourth ward, and in 1893 1 in the third ward, making 16 houses belonging to the parish.

Out of an enrollment of 1080 the average attendance was 552, taught by 21 teachers. And right here we desire to say that Lafayette makes a splendid showing in the small number of teachers employed for the large number of children enrolled; this, according to the report of the State Superintendent of Public Education, is a much better showing than most parishes, and as good as the best.

While the attendance is not as large as it should be, it shows a marked increase from former years. In this matter of forwarding the interests of the public schools of the parish while much praise is due the very efficient parish superintendent and the school board, it must not be forgotten that the Police Jury has been an important factor. Out of the general 10 mills tax levied in the parish, the Police Jury has contributed substantial aid.

So it will be seen that the people have by no means been neglectful of their educational facilities, and the schools are so situated that they are within accessible distance of all.

But this is not all. If we are to judge the future by the past, and inasmuch as some of the wards have three schools now, it is within reason to predict that in a few years each ward will have from three to four schools thus affording the amplest opportunity of securing for every child in the parish an education.

In this connection it may not be amiss to state that the High School building in the town of Lafayette is nearing completion, and when finished will be a striking monument to the intelligence and enterprise of the people. For the building of this magnificent temple of learning the people went down into their pockets and contributed the handsome sum of \$800, and this amount was increased by generous donations from the Police Jury and City Council. Every thing is paid up on the building, and there is yet some \$30 or \$40 to the credit of the old fund, and besides \$500 lately donated by the Police Jury and City Council and turned over to the treasurer.

and of unblemished private character; but he is not the fashion. Alas, it is a fact, that modest merit of the brightest order is too often suffered to perish by cold neglect, while impudent mediocrity makes its way with *ecclat* into the good graces and affection of those who are the fashion. No matter in what one may excel; though he be highly endowed with a bright intellect, and the purity of his morals unquestioned, if he be not enrolled among the votaries of fashion, he is cast aside and too often spurned. Unfortunately for him he is not in possession of that *brax-n* talisman, which seldom fails to be an open sesame. No, modest merit, has not that irresistible confidence and assurance—impudence,—that precious metal which is better than gold. In short "he is not the fashion."

STAY SOUTH.

Telegraphic despatches announce that the people of the Dakotas and the far west are again in the throes of a blizzard, and that the cold is intense. Those of our people who sometimes think of going West probably have no conception of that section of our country; the deadly cold in winter, the terrible prairie fires, and the destroying cyclone. If they have read of them they will probably turn from the perusal, satisfied that our own highly favored South is good enough for him, and that the much praised West has no charms. Why should any one wish to leave the safe and comfortable South for the perilous and unsettled West? The South has already all that the West is striving for, and a climate so much better in every respect that comparison would be odious.

And the people of the West who are experiencing all those terrible inconveniences did they but have a faint knowledge of the actual conditions of things in the South, and particularly in Southwestern Louisiana, where the climate is so mild throughout the year; where the soil is so prolific; where the cost of living is so cheap; where every condition to make life happy, contented and prosperous exist in abundance, how long would it be before they would turn their faces Southward? Not long.

Let these advantages be made known. Let those people know the truth about our sunny south. We want them to come, and they will come, but they will not come uninvited.

OUR SAY.

This is about the time of year when the press feels called upon to give the farmer some advice in regard to agriculture. The latter are generally chary of its acceptance, however. Still to be in "the swim" the Gazette must put in its oar. *Impromptu*, our first mistake (the planters) is to cultivate our lands so as to get the most out of them without any reference to the future, and, as a result, the lands are proving less productive, every year, and we begin to suspect that we are advancing a *la crawfish*—fertilizing is the remedy that will effect a cure every time. Secondly, we are dependant too much on a single crop—diversity of crops must be the rule. Thirdly, the old ruts must be forsaken—new ideas and better methods must be adopted. Fourthly, better tillage is necessary. Fifthly, and lastly, we must learn the economies of the farm. Now follow strictly these rules, and if in due course of time you don't find yourself far ahead of your present condition, just come to this office, call us way off in a corner where no one can hear us, and call us an adulated—

SOME POULTRY FIGURES.

The poultry products had a farm value of at least \$200,000,000 last year, notes the Secretary of Agriculture, and no less than 16,000,000 dozen eggs were imported, at first cost of more than 15 cts per dozen, or nearly \$2,500,000, while the average value of importation during the past four years has been \$2,216,326. An exchange adds that the figures given by Secretary Rusk only cover farm poultry and fancy fowls marketed. That which is used by the producer is not taken into consideration, and \$650,000,000 is nearer the actual figure, according to the estimate made by the most reliable experts. From reports which have been received from 63 breeders, who average 71 hens each, it is found that their hens paid them 97 cents per head clean profit last year. This was at market prices for chicks and eggs.

"HE IS NOT THE FASHION."

How often do we hear this expression in regard to some question relating to the merits of some young man. "Oh! yes, it cannot be denied that he is upright, fairly educated,

and of unblemished private character; but he is not the fashion. Alas, it is a fact, that modest merit of the brightest order is too often suffered to perish by cold neglect, while impudent mediocrity makes its way with *ecclat* into the good graces and affection of those who are the fashion. No matter in what one may excel; though he be highly endowed with a bright intellect, and the purity of his morals unquestioned, if he be not enrolled among the votaries of fashion, he is cast aside and too often spurned. Unfortunately for him he is not in possession of that *brax-n* talisman, which seldom fails to be an open sesame. No, modest merit, has not that irresistible confidence and assurance—impudence,—that precious metal which is better than gold. In short "he is not the fashion."

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THE IMMIGRATION CONVENTION.

This meeting of the representative men of the State can not fail to be productive of much good. It will be no task for them to prepare a statement, which by the recital of actual facts must prove attractive to the home seeker as well as to the capitalist.

Louisiana is practically a new country with a soil of great fertility, vast areas of which have never been cultivated; a climate the most healthful and genial, both furnishing inducements and opportunities that will be accepted; besides, lands are cheap, productiveness considered, very cheap. And the immigrant who is in search of just such conditions, when apprised that such exist will not be slow to avail themselves of them.

THE CARENCRO BRANCH ROAD.

We call the attention of The Gazette readers to our Carencro letter published elsewhere. In it will be seen that the grading and building of the branch road connecting Carencro and Arnaudville will soon commence, and will be hurried to completion. As our correspondent adds, "it will run through the most fertile section of the parish, and will undoubtedly prove of inestimable value to Carencro and bring us in contact with a large area that now is wholly dependant on the Teche for the transportation of its produce. It will greatly enhance the value of property through which it will run, and will no doubt prove a very successful and valuable investment; all the property owners," as the Gazette announced last week, "have promised the 'right of way' and doing all in their power to encourage the enterprise. Yes, friends, we are keeping our eye on Carencro" and will note with pleasure its onward march. That Carencro is destined to be a town of some importance in a few years is one of the certainties of the future. Every section of the parish is on the upward march, and Carencro is keeping abreast with the procession.

While the deaths in Marsilles, France, number scores daily from something very like cholera, survivors are welcome to extract what comfort they may from medical assu-

rance that the malady is not cholera, but only imitation. However, there is something distressingly realistic in the imitation.

B. M. A. MEETING.

The Business Men's Association met in regular session Wednesday evening, at Falk's Hall, with C. O. Mouton, president, presiding.

The committee of five on railroads, presented, through their chairman, Mr. Julian Mouton, their report, which says that the committee had decided to employ the services of a competent person, to ascertain the assessed value of property of every qualified voter in the parish, which when done, it was the intention of the committee to send to every voter, a circular, showing the assessed valuation of his property, and the amount consequent thereon that he would be called upon to pay should the railroad tax be levied. The report was adopted.

The same committee was then instructed to assign the membership of the association, as committees, to the several wards, for the purpose of obtaining signatures to a petition asking the Police Jury, at its next sitting, to order an election to obtain the will of the voters on the proposed railroad tax.

A communication, from Mr. H. VanderCruyzen, the general agent of the Teche and Vermilion Telephone company, was read, asking that if the town of Lafayette would donate a bonus of \$250, to their company it would, at an early date, extend the line to this town. After reading thereof a committee of three composed of Messrs. Ordway, Campbell and Julian Mouton, was appointed to look into and communicate with Mr. VanderCruyzen in regard to the matter.

Mayor Campbell read a letter of inquiry from Mr. Taylor of New Iberia, which letter the Secretary was authorized to answer.

Whereupon the meeting adjourned to meet on the 20th instant.

The Gazette acknowledges receipt of a copy of the first edition of the St. Martinsville Evangeline, published by Mr. C. Greig former publisher of the Revielle—which latter establishment was burnt out some time ago.

REDIVIVUS BOTTOM.

Lafayette is going to have another newspaper. Messrs. C. A. Thomas and Homer J. Mouton will be at the helm. The Vindicator wishes the new concern success, and ventures the prediction at the same time that somebody is going to get more experience than they have any use for. Lafayette, with its present population and surroundings, will not support two papers. The strongest will stand the blast of the hurricane but the weak must be swept away. The Vindicator has been there and it knows whereof it speaks.—*Attapas Vindicator*.

As this is the second "prediction" of failure made by the Vindicator in regard to the new paper, evidently the wish is father to the thought. That the editor has some grievance against the people of Lafayette, the cause whereof we are ignorant, is clearly, apparent. That he should wish us success in one breath and in the next hope that we will not achieve it is a corollary seemingly necessary to make the kick hard. *En passant* we may add that it failed of its purpose. But frankly, Alpha, in assuming the character of Cassandra, you will find that you are out of your sphere. To preserve the eternal fitness of things better stick to the role designed by nature for you, that of Bottom, the weaver.

THE UNITED STATES MARSHAL.

We have heard with much pleasure, that Mr. Jules J. Mouton of this Parish has been mentioned in connection with the office of United States Marshal, for this district of Louisiana. We are sure that no better man and Democrat can be found to fill that high position. His name is a familiar one, and has been eminently connected with the history of La., and as a man he has always shown himself a true descendant of that distinguished patriot of the Parish of Lafayette, the Hon. Alex. Mouton. As a Democrat his unswerving fealty and support to that party is a well established fact. To him and men like him do the people of the Parish of St. Martin owe the honor of being the Banner Democratic Parish of this State. Our Representatives in Congress would do themselves much honor in securing his appointment to the office of U. S. Marshal.—*St. Martinsville Evangeline*.

We know Jules J. Mouton, we have known him from childhood; a better man, a more sincere friend, a more stalwart Democrat does not exist, and should he receive the appointment the office will have at its head an officer that will fulfill to the letter every demand.

PARISH OF LAFAYETTE.

Relative perfection in several particulars, and not in all, to be found in Lafayette parish, suggests the conclusion that it is an ideal parish in more than one feature. The first of these qualities is its deep, rich black prairie soil, carrying with it the fertility of the Mississippi river bottom lands, without their danger of annual inundations. It enjoys the benefits of being prairie without suffering from the cold, wet soil of the many coulees and low places of the extreme southwestern corner of the prairie section. It enjoys the cooling and fragrant gulf breeze without its storm dangers. It is high, dry and healthful, without being upon the poor lands of the hills. It needs no fertilizer, and 7 per cent of it is not available for immediate use.

While the average cultivated area of Louisiana is only about 10 per cent of its total area, Lafayette parish enjoys the distinction of having 54 per cent of its entire rich soil producing its multiplied fruits of corn, cane, cotton and rice in unsurpassed quantities for man's daily use. It is not believed that such a high percentage in cultivation is found anywhere else in the southern states. While this is true, there is another extra strong feature in its condition of to-day, and that is, while Louisiana has only twenty-five inhabitants to the square mile, making a close and well settled parish affording fine neighboring school and church possibilities.

The people are small home-owners, with but few renters and less debt and mortgages, and while not brilliantly prosperous, are in altogether easy and comfortable circumstances. Their want of brilliant prosperity is due to themselves. The soil, the climate and general conditions are such that a living is made without much effort and without any modern advantages, and for these reasons but few fortunes have been accumulated by the people, though good round estates are to be found in the hands of several men, one being rated in commercial agencies at \$125,000, to \$200,000, and these are the examples of more energy and progressiveness than is enjoyed by the masses of the parish, and constitute eloquent testimonials of the richness of the soil.

A great boom is expected in school methods in the near future, as the people of Lafayette, aided by a liberal city council and police jury, have nearly completed their 30x70-foot two-story, 6-room, high school building on a beautiful school ground of 150 by 250 feet in size, costing, when completed, about \$3000. The grounds, or the largest part thereof, were donated by Dr. Hopkins.

The parish has a white population of 8998 and a colored population of 6966, of which 43 per cent are school children. The parish has transportation facilities east and west, and north by the Morgan Railroad, and south by the navigation via the Vermillion river to the gulf.

The officers of the parish are: Isaac Broussard, sheriff; W. B. Bailey, clerk; Wm. Clegg, treasury; W. B. Torian, president of the police jury; Overton Cade, member of the legislature. The court house is a frame building of thirty or forty years of age, but the clerk office is a model brick structure, with fire-proof vaults for every official department of the parish. There is no floating debt or bonds due by the parish and its paper or warrants are at par.

(Description of the town of Lafayette on the local page.)

The second largest town is Royville (post office known as Youngsville), which has a population of 500 and about ten business houses in an adjacent to it. It has a new school-house with fifty children in school, with twenty-five more to attend soon. This is its first public school. The town is near the corner of Lafayette, Vermillion, Iberia, and St. Martin parishes.

Carencro is the third largest town in the parish and is located on the northern branch of the Morgan Railroad and has a population of 289 and about twenty business houses in and adjacent to it. It also has a good public school.

Broussard is the fourth largest town in the parish and is located on the Morgan Railroad, nine miles east of Lafayette, and has a population of 75 and six business houses in and near by it and a good public school.

Scott is the least of the towns and is a few miles west of Lafayette on the Morgan Railroad and has a population of 50 and four business houses.

Everything considered, there are many extraordinary advantages in Lafayette parish. Cheap and rich lands, hospitality and a good people; big crops and fine health; no floods or pestilence, or such features as should make any man glad to move with his family into this agricultural paradise of four staple crops—cane, corn, cotton and rice.—*H. H. Hargrave in New Orleans Picayune*.

Are You Satisfied

with your present home and business? If you contemplate a change in either, there is no place that offers such advantages as does

Lafayette Parish.

Land of good quality at reasonable prices. Land improved and unimproved. Land proven to be adapted to fruit. Land located near shipping facilities. Land producing good crops without fertilizing. Land out of reach of overflows. Land on exceptionally easy terms. Land which will double its value in a few years. Land convenient to all conveniences.

Come to this Garden Spot.

THERE IS A STORE

ON THE SOUTHWEST COR. COURT-HOUSE SQUARE.

Where Pure Drugs, Patent Medicines, Toilet Articles, Stationary, etc., Fine Cigars, and the best of Wines and Liquors for medicinal purposes, are sold at reasonable prices.

Also a few fine Groceries are to be had and some Hardware.

THIS PLACE IS OWNED BY **W.M. CLEGG.**

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E. Priollaud,
Watchmaker
and
Jeweler.
and dealer in
Rich Jewelry, Watches, Diamonds, etc.
Clegg's Building, Courthouse Square,
Lafayette, La.

DR. T. B. Hopkins
Having returned to Lafayette, offers his professional services to the citizens of this place and the surrounding country.
Office at former residence, and at night and at night at Kennedy's old residence.

Cash tells the story.
Come and see
Mouton Bros.,
DEALERS IN
GENERAL Merchandise
Lowest prices consistent with quality of goods.
NUMA BROUSSARD,
GABINET MAKER AND
FURNITURE REPAIRING
OF ALL KINDS.
Turning of Banisters, Scroll Banisters, Fancy and Plain Mantels, Fancy Glass Doors of all kinds, Brackets, etc., etc.
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O. C. & J. MOUTON,
ATTORNEYS AT LAW.
LAFAYETTE, LA.

C. DEBAILLON,
ATTORNEY AT LAW.
LAFAYETTE, LA.

E. G. VOORHIES,
ATTORNEY AT LAW
AND NOTARY PUBLIC.
LAFAYETTE, LA.

R. W. ELLIOT,
ATTORNEY AT LAW.
Lafayette, La.

F. R. TOLSON, M. D.
PRACTICING PHYSICIAN.
Office of Residence, 111 LAFAYETTE, LA.

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FRED. MOUTON, - - - Proprietor.
Lowest prices, consistent with work done. All work promptly attended to. Satisfaction guaranteed.

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