

THE GAZETTE,  
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CHAR. A. THOMAS,  
and HOMER J. MOUTON,  
Proprietors.

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THE LECTURE BUREAU

SPARE the Advertiser:  
SPILL the Business.

The primary object of advertisement is to sell goods. The best advertisement is the one which will sell the most goods—of course, in the broadest sense, and with a view to future as well as to immediate sale. An advertisement to sell goods must do one or all of the following things:

- 1. Attract attention;
2. Convince the reader that he needs such goods;
3. Convince the reader that the goods offered by the advertiser are the best for him personally on account of price, or quality, or for some other satisfactory reason.

HAS Paid Others:  
WILL Pay You.

ANOTHER OFFER.

Mr. John H. Humble, the general representative of the Ferris Sugar Manufacturing Company, Limited, operating two large refineries, one on Bayou Teche near the town of Frank-...

Mr. Humble told The Gazette that his company intended to build another refinery, and was looking over the field with a view of selecting the place that will offer the best inducements. He has his eyes on several points, but is very favorably impressed with Lafayette as a suitable place, and should the people be inclined to meet him part of the way, he will establish a large plant here.

The proposition that Mr. Humble intends to submit, later on, to the people in behalf of his company embraces a donation of \$25,000 in money and a site of, say, fifteen acres of land, on which the factory will be erected. Mr. Humble thinks a site on Bayou Vermilion in close proximity to the railroad would be the most advantageous for all concerned. This proposition will stand regardless of whether the tax being presently asked by Mr. Leslie is carried or not.

At the present price that sugar is quoted in the New Orleans market the factory would pay \$4.25 a ton. Taking the guaranteed general average of the cane, with present primitive methods of cultivation, in this parish last year was a fraction over 20 tons per acre. Thus it will be seen that the farmer planting cane and selling to the factory would realize on 20 tons \$85 an acre, instead of an average of less than \$12 per acre on cotton as at present.

Should this offer be acted favorably upon the factory would be in working shape by October 1894. In the meantime with the existence of their present facilities, the present planted crop of cane could be handled. And if he can secure the inducements necessary to enable him to build a factory here, it will be of a capacity to handle 1000 tons a day, or as much, if not more, than the entire parish could cultivate.

While The Gazette looks upon the idea of building a refinery as of prime moment, and recognizes the pressing need of one, it is puzzled to know how this sum can be raised without recourse to a popular subscription, inasmuch as the law expressly forbids the levying of a special tax for purposes of this nature, short of a special act of the legislature.

And the only feasible way, to our mind, would be to vote the railroad tax, thereby securing the necessary funds. If there is any other way to accomplish the realization of a large refinery, The Gazette would heartily espouse it, as it will any other measure tending to the advancement of the material interests of the Parish of Lafayette.

PROMISCUOUS IMMIGRATION.

Of course we want immigration to work our vacant lands. But we want the right kind; those who will make good citizens and identify themselves with the aims of the people, to better their condition, and also work for the upbuilding of the country. The present colonies of foreign

people who will come here, bringing with them their classiness and all the selfishness that it entails.

To day Pennsylvania is crying out against the trouble-breeding Hungarians, who are a drag to the sections in which they are congregated. New York has a surplus of Italians, and if they have proven themselves a desirable acquisition, the home people have failed to find it out. Whenever these people have settled in any numbers they have forced out of employment the native labor, by the fact that they subsist on what an American would starve.

As we stated before we want immigration in this section. We want that kind of immigration that has made the West what it is to-day. In other words, we want the people from the West; we want the people from the crowded East, in short we want that sort of immigration that will come here and be of us. But we don't want the waifs and strays of the squalor-ridden districts of European cities.

COME TO LAFAYETTE.

Did you ever stop to think how many men of more than average intelligence are spending their lives working in the shops, the factories, in the cities, working from early till late, barely earning enough to support their families, seldom accumulating enough to own a house, and with prospects of any day being thrown out of employment, not sure from where to-morrow's bread shall come, not knowing but that sickness or death would rob their little ones of the necessities of life, and leave them at the mercy of the cold world?

Did you ever stop to think that a man of ordinary intelligence and limited means can come to South western Louisiana, to our healthful climate and get a home? Not by paying high rent, not facing a dirty, narrow street, but on our beautiful prairies, surrounded by the most productive lands under the sun; a garden of Eden that needs but tilling, with good schools near growing towns, intelligent, agreeable neighbors, and every thing to make a happy comfortable home, surrounded by peace and plenty.

IT PAYS.

The Morgan City Advocate reports that Mr. Jacques Lehman is finding that the steam capacity of his canning factory is not sufficient to meet the demands made upon it by the large orders that are pouring in. His first shipment was for Tyler, Texas. New Orleans will receive 250 cases; a carload is ordered for Galveston, and 300 cases are billed for California.

This reminds the writer of an incident occurring in Houston, Texas, about eighteen months ago. Seeing a pile of boxes canned vegetables in front of a grocery store, he noticed the shipper's brand read: "Rienzi, Miss." and the thought at once occurred to him, if some far off factory could can and ship those goods to Texas, why could not south-west Louisiana, where the lands are so well adapted to the cultivation of all kinds of vegetables? His curiosity being aroused, he started out to ascertain, and did, where is, and what kind of a place was Rienzi. It is a small town of about 200 people situated in the extreme northern part of the State. This factory is operated by a family of seven, who must can many boxes to ship as far South as Texas.

We learnt further that these people had induced the small neighboring farmers to abandon cotton and cultivate vegetables. Instead of realizing about \$14 an acre as formerly, they saw their lands bring them over \$35 an acre with less labor. The result has been that the factory people are making money, and the farmers are making money. And all are contented.

Now, there is no good reason under the sun why a factory right here in Lafayette should not pay handsome returns. And we are going to have one, one of these fine mornings.

PUBLIC ROADS.

Periodically the press of the State discuss the question of roads in the country.

This is the time of year that the discussion has begun in good earnest. And their worthy efforts seem to be appreciated, and heeded, in some instances.

There can be no question as to the value of good roads. It benefits the farmer as well as the merchants, in fact everybody is con- venienced. The present system of working the public roads falls short of accomplishing any lasting good. This,

however, is not due to the law under which this system is operated, but rather to the indifference of those called out to do the work. Time and again we have seen crowds of men gathered to work, and after throwing a few spadeful of dirt in the middle of the road, quit, and then wonder when the rainy season sets in why the roads are in such terrible bad condition.

Convictions, we know, are practically impossible now, but the law is not altogether at fault. Create a public sentiment in favor of good roads, and then the law would be found adequate to bring the chronic shirkers in line.

FRUITS.

The climate of southwestern Louisiana not being subject to rapid and extreme changes in temperature, nor late spring frosts, and having a soil particularly adapted to their growth, Lafayette Parish, has flattering prospects of becoming one of the foremost parishes in this section in fruit culture. Already she has shown marked signs of this in her production of many varieties, developing perfectly, maturing nicely, and bearing prolifically. The peach, especially, grows nicely, and orchards that have been set out, and with scarcely an exception, where the trees have been properly cared for and protected from stock, they make rapid growth, showing a thrifty and healthy condition.

But it is not only the peach that fares well. In the great variety that will do equally as well we might mention, the fig, apricot, pears, grape, and the like.

This is a favored country indeed. The Teche and Vermilion and the Great Southern Telephone companies have joined forces, and now have a circuit embracing every town from Washington to and including New Orleans, save Lafayette.

The people of Opelousas, for instance, can talk ten minutes with friends in New Orleans for 25 cents, but Lafayette is reduced to the necessity of paying the same sum for the privilege of sending ten words. Of course if the people of Lafayette choose to pay the piper for this expensive luxury, it is their right, but it strikes us that it is the old story of saving at the spigot to waste at the bung.

Gen. Jastremski's name has been mentioned for the post of minister to Buenos Ayres, Argentine Republic. As a soldier, citizen, stalwart Democrat, and the friend of the printer, the General is well known. Should the President make the appointment he will have a faithful and worthy minister.

The people of the riparian parishes are beginning to view with some apprehension the rising rivers, knowing the danger that its coming down forebodes. Every year it is the same; those people live in constant dread of seeing their lands overflow just at planting time, and it generally recedes too late to plant a crop. Why don't some of the industrious who would wish to live in comfort come to Lafayette? Never an overflow here.

An old gentleman from Alabama in conversing with a Gazette man the other day expressed the opinion that our people are ignorant of the vast capabilities of their lands. He says that a man can work less and make a better living here than any place he has ever visited. In Alabama the farmers have so little money that to get a dollar out of them is like asking them to let you pull out a tooth from their heads. He adds however they are the most hospitable people on the face of the earth. And so are the people of Lafayette as hospitable as any that can be found.

COTTON VS. PROGRESS.

Cotton! King Cotton! has at last reached a point where it is so touch-me-not as to keep those who raise it in want of the absolute necessities of life.

It is not the over production that impoverishes the mass of the people, but conditions that places the staple at the mercy of speculation. Instance the last crop, which being a small one, should have commanded a good price, but since the rumors of increased acreage for this year has reached the ears of the speculative power, the market goes up by strides. They have already figured out a crop of from nine to ten millions bales, and this before a single seed has been sowed in the ground, and on these figures the present market is lowered to a mere song.

Now, admitting that the cotton crop of 1893 would be nine millions

bales, and it would sell for 5 or 6 cents a pound, therefore as long as it would find a ready sale, neither high or low, is proof that there is always a demand for all that is made, consequently it is not the over-production that creates panics.

But why not make other crops in abundance, and have cotton as a surplus crop? There are enough working people all over the cotton states that can double their crops of corn, potatoes, cane, etc., in a few years in decreasing gradually the cotton crop, until they will realize that the time is up to work for themselves and not for speculators. Can any man pay 12 1/2 cents per pound for salted meat and make one bale of cotton to every three acres of land planted, and sell that bale of cotton at 6 cents and make any progress? Certainly not. Why then not plant more grain, and raise at home that meat and all other necessities, and be happy, and work for one's self, instead of having the nose on the grindstone, from year to year.

We have had plenty of time, since almost thirty years, commencing with cotton at \$125 a bale and gradually coming down to the present price of \$25, to find out that at the latter price it is next to impossible to make a living. What we want is a diversity of crops, we want a change of some kind, then let us all agree to reduce cotton acreage— increase corn and other products; plant largely in pines, raise our own supplies, more vegetables, fruits, etc., and no doubt we will find a change for the better. Let cotton be sold at what it may, and stop putting it at the head of our hopes and dependence for a living. I hope to hear in the future a general cry of down with cotton and up with more grain and house supplies.

MEMORIAL BAZAAR.

To Be Held in Richmond, Va., April 11, 1893. The Ladies' Hollywood Memorial Association, aided by the Junior Hollywood, the Oakwood and Hebrew Memorial Associations, and all the Confederate Camps, will hold a bazaar for the benefit of the monument now being raised to the Private Soldier and sailor of the Confederacy, and for the Confederate Museum, to be established in the house in which President Davis resided during the war. This house having been given to the ladies by the city of Richmond, they ask the help of every man, woman, and child, in order that the entire South may share in the honor of erecting these two monuments.

Each Confederate State will be represented by a table bearing its name, shield, and colors, and articles received will be given to the table which may be designated by the donor. It is befitting that to the dauntless chieftain and his heroic followers these two monuments be raised in the Capital of the Confederacy, the one spot which can never lose its identity with the cause for which they struggled and died.

Money and articles, small and large, for table or restaurant, for use or beauty, should be addressed to "Memorial Bazaar," Richmond, Va. All packages forwarded free by Southern and Adams Express Companies, when under twenty-five pounds. Name and residence of the consignee should be in the corner, but not given as part of the address. MRS. E. D. HOTCHKISS, President Memorial Bazaar. VERMILION COTTONADE.

John A. Morris' steam yacht is upholstered with cottonade made by a lady living on Vermilion river about four miles above Abbeville. Grover Cleveland has a suit of cottonade made by an aged widow whose home is near Long Point, in this parish. She planted the cotton, worked the growing crop, and often picking the fleecy staple herself, converted it into cloth. Her hands alone performed and accomplished the same end which the manufacture of ordinary clothing requires thousands.—Abbeville Mercurial.

There is getting to be something wrong with the French duel. Another man has been hurt in one of them. To be sure, his injury was much less severe than would have been caused by a sliver under the thumb, but it tends to unwholesome defiance of precedent.

Deserted Towns. There are twenty well built towns in Kansas without a single inhabitant to waken the echoes of their deserted streets. Saratoga has a \$30,000 opera house, a large brick hotel, a \$20,000 school house and a number of fine business houses, yet there is nobody even to claim a place to sleep. Her banks remain, but they are silent. Some of her dwelling stand there as monuments to the credulity of man. At Fargo, a \$25,000 school house stands on the site of the hill, a monument of the bond voting craze. Most of the buildings have been removed or torn down. The hotel keeps gloomy watch over the remaining houses, aided by the bank. A herder and his family constitute the sole population of what was once an incorporated city, says an exchange.

"Old Taylor" Whiskey.

A. M. MARTIN,  
AGENT FOR LAFAYETTE.

The "Old Taylor" is the best Whiskey that experience, skill and expenditure can produce. It is the perfection of distillation from grain.

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