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for the man who seeks clothes value is unquestionably Stein-Bloch Smart Clothes. We are agents in this town for these clothes, and we seek your best interests as well as our own, so we tell you what you have read above.

These clothes fit---they have a style and character that gave them the entrance, alone of American clothes, into London and England.

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Priced \$20 to \$40 a Suit

Michael Stern & Co. Suits at \$12.50 to \$22.50 Have no Equal at the Price

Sam Peck Clothes For Boys & Young Men They're Different

Sackman Bros.

THIRD STREET, ALEXANDRIA, LA.

Outfitters for Men and Boys

AS WE GO, SO GOES THE FASHION

The Value of Simplicity.

[BY LANDON CARTER.]

'One of the beauties of simplicity is that it can adapt its shape to complex situations without losing its character.

There are some pessimists who probe duplicity, sneer at virtue and declare that simplicity and naturalness are but encouraging targets for the more worldly wise, who are ever on the "qui vive" to take advantage of ignorance and innocence. Such theories, however, can from no standpoint be upheld, for there is no human being so totally depraved but that he will respond to certain gentle issues, and there is no quality more insinuating in its gentleness than simplicity.

So far from simplicity indicating a lack of individual strength, it is the highest form of wisdom, and frequently inspires confidence when perhaps all else would fail.

What greater power is known to man than the influence of a sincere, unaffected woman? And rather than her faith and honesty being imposed upon, her very simplicity and dependence are her greatest means of protection; and they accomplish naturally and without effort sure immunity from what numerous chaperones would be powerless to avert.

"Men are frequently led away from threatening destruction. A hand is put in theirs, which leads them forth gently toward a claim and bright land, so that they look no more backward; and the hand may be a little child's."

Simplicity has indeed stronger spectacles than pretense and is one of the principal components of greatness. Indeed it may be said that no greatness or success can be achieved without it.

Duplicity may create sensations; while for a time simplicity remains unnoticed; however the former quickly burns itself out, while the latter is always sowing seed silently and unseen, and eventually not

only reaps what has been sowed, but, above that justice, also a harvest of love, respect and admiration.

Simplicity is inborn and implanted in every child, and according to the influences of their early life, is the result of their maturity. The result, however, largely depend upon the original character; for some receive a larger heritage than others.

Nevertheless, the original spark is in all, to be cultivated and clung to with endurance, for there is always more where that much comes from.

Both Christianity and refinement demand simplicity, and although certain etiquettes may for a while emulate honesty, still with no degree of security do they ring true; for at heart man lacks, if he lacks simplicity, which is but a form of honesty.

Decrease in Liquor Consumption.

Advocates of prohibition and local option laws assert that the enactment of such laws decreases the sale and consumption of liquor, and the opponents of such laws just as strongly assert that they do not. All doubt upon the question will probably be set at rest by the official statement of the Treasury Department. The figures show a decrease of between four and five million barrels of beer in 1908.

That means a billion pints less liquor drunk in 1908 than in 1907. That decrease is not perhaps so great as temperance reformers expected, but it is a very decided decrease all the same, and one that is all the more suggestive because of the persistent attempts at illegal selling, and the facilities for securing liquor in dry territory through the operations of the express companies. It all indicates that the temperance movement is a very real thing.—La. Democrat.

Tumrdello Bros. receive fresh bread from New Orleans every day.

Alcohol and Tobacco.

Alcohol makes the well man sick and does not make the sick man well. It is not a strength giver. If it were, great athletes would use it, and they never do. The renowned Arctic explorers, successful swimmers, famous football players have to be total abstainers. Henry M. Stanley said in an address before a body of M. E. preachers in New York, that on the river valleys of equatorial Africa ten degrees north and ten degrees south that alcohol in any form meant sure death; he told of several instances of his men's one nights debauch meant death before morning.

The use of tobacco is not a protection against the use of alcohol but rather an introduction to it.

Mrs. Ingle, of the department of anti-narcotics says, the man who smokes cigars is responsible for the boys using cigarettes. She also said that women are more and more addicted to the cigarette habit.

We know the nervous are made more nervous by the use of tobacco; that the hand becomes unsteady and is often affected with a tremor, so that many oculists are compelled to desist from the regular use of tobacco because it renders them unfit to perform delicate operations on the eye.

An exchange tells a story of a boy who was sent to market with a sack of roasting ears. After lingering around all day he came home without selling them. When his mother asked him why he had not sold the corn he said that no one asked him what he had in the sack. There are a great many merchants like that little boy. They have plenty of goods for sale, but fail to tell what is in the sack. If you expect to sell goods in this day and age you must open your sack and keep shouting the merits of your stock in trade.

St. Louis, Iron Mountain and Southern Ry. Co.

Special Stockholders' Meeting.

NOTICE IS HEREBY GIVEN that a special meeting of stockholders of St. Louis, Iron Mountain and Southern Railway Company will be held at the principal office of the company, in room 706, Missouri Pacific Building, in the city of St. Louis, in the State of Missouri, on the 25th day of January, 1910, at nine o'clock in the forenoon of that day, to consider and act upon the following propositions:

(a) To purchase and acquire all or any part of the railroads and other property, assets and franchises of all or any of following named railroad companies: Arkansas and Louisiana Railway Company, Arkansas Midland Railroad Company, Arkansas Southwestern Railway Company, The Brinkley, Helena and Indian Bay Railroad Company, Coal Belt Railway Company, Eldorado and Bastrop Railway Company, Farmer-ville and Southern Railroad Company, Garland Western Railway Company, Gordon & Ft. Smith Railroad, Gordon and Ft. Smith Northern Railway Company, Herrin Railway, Herrin and Johnston City Railway Company, Kansas and Arkansas Valley Railway, Little Rock and Hot Springs Western Railway Company, The Little Rock and Monroe Railway Company, Little Rock Junction Railway, Mississippi River, Hamburg and Western Railway Company, New Orleans and North-western Railroad Company, Natchez & Western Railway Company, Pine Bluff and Western Railroad Company, Springfield Southwestern Railway Company, St. Louis, Watkins and Gulf Railway Company, and Wabash Southern Railway Company.

(b) To increase the capital stock of this Company by the amount of \$60,000,000, such increase of the capital stock to consist of 600,000 shares of the par value of \$100 each, so that the total authorized capital stock shall be \$190,000,000.

(c) To consent to, concur in, approve and authorize an increase of the bonded indebtedness of St. Louis, Iron Mountain and Southern Railway Company, by the amount of \$25,000,000, by the issue of Gold Bonds of the Company, limited in aggregate to the principal amount of \$25,000,000 at any one time outstanding, and to be secured by a mortgage and deed of trust on and of the whole or part of the railroads and other property and franchises of the Company, whether now owned or hereafter acquired, and to consent to concur in and authorize the execution and delivery of such mortgage and deed of trust, and to consider and act upon the form and terms of such bonds and of such mortgage and deed of trust, and the sale of all or any of said Gold Bonds to The Missouri Pacific Railway Company.

(d) To ratify the proceedings of the Board of Directors theretofore taken in and about the matters aforesaid, including the authorization of said bonds and mortgage and deed of trust, and the use to be made of said bonds, and to consider and act upon such other business as may properly be transacted at the meeting.

The stock transfer books of the Company will be closed at 3 p. m. on Friday, the 14th day of January, 1910, and will remain closed until 10 a. m. on Wednesday, the 26th day of January, 1910.

Dated, New York, November 10th, 1909.

By order of the Board of Directors,
GEORGE J. GOULD,
A. H. CALEF, President.
Secretary.

Sheriff Sale.

Thirteenth Judicial District Court, Parish of Grant, State of Louisiana.

The Louis Grunewald Co., Ltd., vs. A. W. Lewis and wife. No. 2344.

By virtue of and to satisfy a writ of seizure and sale issued out of the Honorable Thirteenth Judicial District Court in the above numbered and entitled suit, and to me directed, I have seized and will offer for sale at the principal front door of the court house in Colfax, La., between the hours prescribed by law for judicial sales, on

SATURDAY, Dec. 4, 1909, the following described property, seized as the property of the defendants, to-wit:

One Schaeffer Piano.
Terms of sale—Cash, with benefit of appraisement.
This Nov. 19, 1909.

A. B. PERKINS,
Sheriff of Grant Parish, La.

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is your silent representative. If you sell fine goods that are up-to-date in style and of superior quality it ought to be reflected in your printing. We produce the kind that you need and will not feel ashamed to have represent you. That is the only kind it pays to send out. Send your orders to this office.

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Alexandria Hardware Co., Ltd.

ALEXANDRIA, LOUISIANA

Wholesale

Hardware and Mill Supplies

Just received a Car Lot each of: Stoves, Loaded Shells, Barb Wire, Hay Wire, Corrugated Roofing

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If you send them to Lafayette September 15, 1909

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(INCORPORATED)

Long distance lines and telephones of this Company enable you to talk almost anywhere in Southern Indiana, Southern Illinois, Kentucky, Tennessee, Mississippi and Louisiana. We can put you in quick and satisfactory communication with the people of this great section of the country. We solicit your patronage. Rates reasonable. Equipments and facilities unsurpassed.

JAMES E. CALDWELL,
President.

LELAND HUME,
General Manager.

T. D. WEBB,
Clerk.

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If you are in business and you want to make more money you will read every word we have to say. Are you spending your money for advertising in haphazard fashion as if intended for charity, or do you advertise for direct results?

annually, and then carefully note the effect it has in increasing your volume of business; whether a 10, 20 or 30 per cent increase. If you watch this gain from year to year you will become intensely interested in your advertising, and how you can make it enlarge your business.

If you try this method we believe you will not want to let a single issue of this paper go to press without something from your store.

We will be pleased to have you call on us, and we will take pleasure in explaining our annual contract for so many inches, and how it can be used in whatever amount that seems necessary to you.

If you can sell goods over the counter we can also show you why this paper will best serve your interests when you want to reach the people of this community.

Did you ever stop to think how your advertising can be made a source of profit to you, and how its value can be measured in dollars and cents. If you have not, you are throwing money away.

Advertising is a modern business necessity, but must be conducted on business principles. If you are not satisfied with your advertising you should set aside a certain amount of money to be spent