

THE Morgan City Daily Review

LIVE WIRE FOR THE CITY OF MORGAN CITY AND VICINITY

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MORGAN CITY, LA., AUGUST 14, 1916.

No 6

PARTICIPANTS IN THE REVIEW CONTEST NEWS FLASHES FROM NEAR AND FAR

The new name plate for The Morgan City Daily Review is to be put into use for the first time today, the delay having been caused by the foundry in Chicago where the plate had to be

the contest which resulted in the selection of this name was met with enthusiasm, although the contest opened for a few days only. The Review hopes to see some more interesting contests in the near future. Our circulation was at its ebb at the time the contest was waged, yet our advertisers will probably be surprised to learn the large number of persons who participated. It must be understood that no person connected with the paper was permitted to compete for the name, nor any member of the families of such persons, and those directly connected with the paper numbered about fifty, all of whom were barred from participating.

The following persons sent in names, some sending in several:

Glady L. Adams, Eulah Adams, Lloyd Adams, L. J. Adams, Jr., Kathrine Adams, Edie Boyle, Mrs. J. L. Bertin, J. C. Berwick, Edna Boutwell, Geo. P. Bertin, Jack Boudreau, Hazel Boudreaux, Lester Brown, Mrs. M. Blum, H. M. Campbell, Alberta Campbell, Campbell, V. Cepalei, John Campbell, Jack Campbell, A. M. Campbell, Gladys Cochran,

Julia Dreibold, R. Delas, Mrs. J. R. Drackett, Nellie Durham, Mrs. T. E. Dreher, Esther Dracketts, Mrs. D. C. Durham, Jr., Dorothy Dreher, "Polly" Dreher, "Teddy" Dreher, Opal DeHart, C. J. Edwards, Pearl B. Fowler, Claude Fernandez, Mrs. J. L. Fisher, Dorothy Fisher, M. Albert Fisher, Lenis Ghirardi, Lorena Ghirardi, Bessie Ghirardi, Elsie Ghirardi, Marie Ghirardi, Violet Guidry, Mrs. Sidney Guidry, Elma Gouner, Joe J. Granata, Percy Gorman, Andrew Gioerdana, C. S. Gray, Bernice Guidry, J. P. Gorman, Edna A. Gillen, Cyrus Guidry, Mrs. F. Hudgens, Constance Hebert, O. H. Howard, Jr., Raymond Joret, Chas. E. Kahn, Charley Kahn, Ernest Lathan, Beatrice Lanoux, Pauline D. Mizzie, Louise Mequet, G. W. Mimmich, W. J. McClellan, Jr., Tessie Morgan, Joe McGinnis, Irene Morgan, Stella C. Millard, Eddie O'Neill, Merlin O'Neill, Inez Olivier, A. W. Pettigrew, Edward Patterson, Mrs. A. W. Pettigrew, Mrs. M. P. Palmer, Mrs. W. A. Roberts, Mrs. J. K. W. Smith, Fred Smith, Winnona E. Smith, Mrs. Morimer Squires, D. G. Smylie, Louis Soumellan, Anna Pearl Squires Mrs. C. A. Schmidt, H. L. Squires, Theo. Schmidt, Majory Schmidt, Thurston Smith, L. E. Stafford, Joe Samaritan, Joe Schmidt, Helen Stafford, Derrick Schmidt, T. G. Thorgeson, Mrs. T. G. Thorgeson, Sullivan R. White, Louise White, Amanda White, Mrs. E. Wriberg, Joseph E. Wier, Mrs. W. R. Russell, Alice Ghirardi.

Russians captured Mariampol, the key to Lemberg, Podgaicy and several other vilages in Galicia.

The British pushed forward their lines on the Somme 300 or 400 yards along a front of almost a mile.

The French made further progress southeast of Maurepas in the Somme sector.

Doctors in New York find that the new serum is the best method of fighting infantile paralysis, and fewer new cases and death are reported.

The decision in the Shreveport rate case was regarded as abolishing rate walls around states for all time.

The dam at Lake Toxaway, N. C., went out and a wall of water seven feet high swept down the Seneca river valley, threatening places in the lowlands.

President Wilson summoned the leaders on both sides in the threatened railroad strike to Washington, where he will make a personal appeal to their public spirit to bring about harmony.

Congress was expected to ap-

propriate a total of \$1,700,000,000, and this was used as an argument in advocating the passage of the \$200,000,000 revenue bill.

Secretary Daniels made public statistics of the spring target practice in the Atlantic fleet in reply to recent criticism of the navy's gunnery efficiency.

A plot to overthrow the Carranza garrisons at Juarez, Chihuahua, Torreon, Gomez Palacio, San Luis Potosi, Zacatecas and other large cities of Mexico, imprison First Chief Carranza and his cabinet and establish a new regime was frustrated by General Trevino, in command at Chihuahua.

A tax on stock corporation licenses to raise \$20,000,000 was adopted by the caucus of Democratic senators, Mr. Lewis urging a bond issue instead to meet the emergencies of the war.

Shreveport U. C. V. voted to return the battle flag of the Third Louisiana to Mrs. Kinney the widow of the captain of the Shreveport company, the relic to be preserved in the museum at New Orleans.

MORE PAPER RAISE THEIR SUBSCRIPTION PRICES

Announcements are appearing in a very considerable number of newspaper throughout the East, and publishers very generally are realizing that it is no longer possible or necessary to supply a newspaper at a losing subscription price.

This is particularly true in the smaller cities and towns where there is a personality expressed through the columns of the paper. Publishers are realizing that THEIR readers want THEIR paper, and are willing to pay for THEIR paper regardless of the price at which others

are selling for.

In no cases where publishers have raised their subscription rates have they reported any material falling off in the number of subscriptions. The people are familiar with the increase in the cost of production, and are not excepting to buy something at less than the cost of production.

A FROLIC FOR CHILDREN

The Child-Auxiliary will have a Peanut Hum Thursday August 17th at the home of Mrs. L. McNamara from 4 to 6 o'clock. There will be plenty of homemade candy and refreshments for sale. Proceeds to go to the Charity Fund. Admission 5c. 3t

NO MORE FREE PAPERS

Heretofore it has been the practice of The Morgan City Daily Review to be very generous in sending papers free to advertisers, advertising agents, public and charitable institutions, officials and others.

The present shortage of white paper makes it almost impossible for publishers to secure supplies sufficient to take care of our regular paid subscribers, and are therefore compelled to announce that we cut off all free copies of every kind after August 19th.

Not only has the price of white paper advanced from 20 to 200 per cent, and more, but the manufacturers are all urging publisher everywhere to economize in every way possible, as supplies are limited and prices are bound to go much higher.

According to the Times-Picayune, publishers of all daily paper of New York and Brooklyn have determined to reduce the size of their papers and to cut all free circulation and to take other drastic action to curtail the consumption of news print paper. The publishers of many other cities have taken similar steps, not only in reducing the daily amount of paper used but in raising subscription prices in order to meet the continual advance in paper cost.

It is very generally admitted by publishers everywhere that

the price of white print paper will never again be so low as it was during the years just previous to the outbreak of the European war; consequently the newspapers must figure upon a greater cost of production than existed when present subscription and advertising rates were made.

To meet this situation and to avoid serious financial loss, The Review finds it necessary to fall in line with the protective measures that are being so generally adopted throughout the country. We hope to avoid a further increase in subscription and advertising rates and it is for this reason that we must cut off the free papers.

We believe that The Review advertisers and the others who have been upon the free list of this paper will view this action with the broad understanding that characterizes their general view of the unsettled business conditions. Knowing that it is not to add to the profit of the publishers but to save them from financial loss that the move is inaugurated, The Review into effect on the 20th of this month feels that those who have heretofore enjoyed the privilege of the free list will cheerfully accept the new conditions that go into effect on the 20th of this month.

Get Wise Fisherize

"THE SIGN OF THE TIMES"

A FEW YEARS AGO MANY OF US LOOKED UPON THE GENERAL STORE FOR EVERYTHING THAT WAS DESIRED IN EATABLES AND WAREABLES:

THE TIMES HAVED CHANGED CONDITIONS

WE NOW GO TO A HARDWARE STORE FOR HARDWARE, TO A DRYGOODS STORE FOR DRYGOODS, A CIGAR STORE FOR CIGARS, AND A MENS WEAR STORE FOR

"MENS WEAR"

EACH BUSINESS IS A SPECIALTY THESE DAYS, THESE SPECIALISTS STUDY YOUR WANTS AND YOUR REQUIREMENTS.

THAT'S OUR MOTTO

WE STUDY WHAT THE MAN NEEDS AND SELL HIM THE BEST THAT MONEY CAN BUY AT THE MOST REASONABLE PRICE.

ONE PRICE SYSTEM IS BEING SUCCESSFULLY PRACTICE THROUGHOUT THE COUNTRY TODAY.

TOM DICK AND HARRY GET THE SAME TREATMENT HERE. THE BEST WE KNOW HOW. WE BANK UPON A SATISFIED CUSTOMER BEING OUR BEST ADVERTISE-MENT.

LET US SERVE YOU. WE GUARANTEE TO PLEASE YOU.

MAKE THIS STORE YOUR HEADQUARTERS. MENS WEARS SPECIALTIES.

RIGHT ON YOUR WAY TO THE POSTOFFICE.



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For Fire, Life, Accident and Health, Tornado, Plate Glass, Marine, Compensation, and in fact any kind of Insurance in the largest companies at lowest current rates.

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