

## BROCK AND HEINTZ IN SECOND RACE

### Brock Far in the Lead For District Attorney in First Primary—Moise Throws His Support to Brock in Second Primary.

## Congressional Race Is Close

With the weather delightfully cool, tho a little threatening early in the day, Tuesday's primary was well attended and the liveliest possible interest manifested.

In the Congressional race Ponder secured a majority at every precinct except Bogalusa, Rio, Varnado and Hackley at which places Sanders scored so well as to make the final majority for Ponder in Washington Parish, just 123. Returns from other parishes in District are not complete at this time tho the race seems close with the incomplete returns showing Sanders slightly in the lead. Both sides claim the victory and it may take an official count to decide the matter.

For District Attorney of course excitement here run high as local interests are more greatly concerned, and the good majority given by Washington Parish to Brock over both his opponents made the scene at the returning stations lively and spirited. Brock's total was 869, Heintz 538, and Moise 196.

St. Tammany almost evened things with her two sons, Heintz scoring 490, and Moise 460, while the Washington Parish candidate polled 315 of the St. Tammy votes. Moise's strength will go almost solidly to Brock in the second primary and it is generally conceded that Brock's majority in the final contest will be overwhelming.

### The Vote in Washington Parish;

PRECINCTS	Ponder	Sanders	Brock	Heintz	Moise
Fallah.....	77	181	36	41	18
Mt. Hermon.....	120	43	89	62	10
Franklinton.....	103	84	137	38	14
Bogalusa No. 1.....	42	161	104	83	16
Bogalusa No. 2.....	111	215	186	105	29
Rio.....	15	27	9	26	7
Varnado.....	33	37	52	15	3
Sheridan.....	40	3	16	3	20
Enon.....	75	48	55	47	19
Isabel.....	45	8	25	14	13
Angie.....	42	11	37	15	1
Popeville.....	47	15	33	20	9
Hackley.....	31	33	36	28	1
Warnerton.....	23	21	19	22	2
Burkhalter and Magee's Mill.....	66	23	35	19	34
Total.....	870	747	869	538	196
Majority.....	123		135		

### Printer's Ink.

Printer's ink is a combination of lampblack and brains which makes dollars grow in place of dimes. If it had not been for the judicious use of printer's ink and the Cardiff giant P. T. Barnum would never have been heard of outside of his front yard and John Wanamaker would still be doing business in a hat box, with a turn-over of \$400 per annum.

Printer's ink is the cheapest form of publicity known, next to telling a secret to one's wife, and yet there have been thousands of men who never found it out until it was too late to make terms with the referee in bankruptcy. All along the highway of life are scattered the whitening skeletons of promising business ventures which started out with a large bank balance and no other form of publicity except regular attendance upon the meetings of the official board. One by one the proprietors discovered that they were catering largely to their immediate relatives and a willing class of trade with genial manners but no collateral, and before long the community was shocked by a dull, muffled explosion caused by a sheriff's sale notice coming in contact with a cylinder press.

Nearly all of the merchants who have failed because people could not remember whether they were still in business did not use any form of printer's ink except the rubber stamp. The rubber stamp is all right in its place, but

as a means of getting business it is as helpless as a one-legged man on a milk stool. Nobody ever heard of a rubber stamp going out into the country and dragging in a bunch of rural customers who can tell a bargain without being laid open just above the eyes with a club. The man who relies upon the rubber stamp and the fact that he married into the Smith family, as a substitute for printer's ink, will be able to hold his annual clearance sale without suffocating any of his trade.

All of our great merchant princes landed in the king row by buying huge printer's ink and spreading it over two pages crammed full of lingerie cuts and enticing price figures. The automobile industry owes more to printer's ink than it does to the fitful self-starter, which sometimes fits and sometimes starts. In view of these plain statements of undying truth, the jury will now retire and render judgment upon the good citizen, kind neighbor and loyal friend who says it doesn't pay to advertise and knows because he never tried it.

Baron Burian, Austro-Hungary's minister of foreign affairs, said his country would welcome peace, but is not a quitter and will fight as long as necessary.

Paris reported crushing defeats for the Germans in two battles south of the Somme river and two miles east of the Meuse at Verdun. The Germans used great jets of liquid fire.

Thousands of Dollars Wasted Annually Through Negligent Care of Farm Machinery.

Great Southern Lumber Company Will Assist You In Saving It.

The thrift and general prosperity for the farmer is indicated by the method employed in caring for his tools and agricultural implements. Figures speak for themselves, and the progressive efficient, and money making man, accepts the story which they tell and profits thereby.

In the year 1900 the value of all farm property, in the shape of farm implements and machinery, was \$749,775,970. In 1910 this same value has increased to \$1,255,147,783, representing an increase of 68.7 per cent. These figures mean that the farmers are realizing the benefit to be derived from the use of labor saving machinery.

In 1900 the acreage of improved lands and farms was 414,498,489; in 1910 this became 478,451,750—an increase of only 15.4 per cent. Therefore, in 1900 there was \$1.80 worth of machinery for each acre of improved farm land, while in 1910 this had increased to \$2.65, or an increase of 47 per cent.

With so much capital invested in equipment, the farmer is certainly a bad business man if he does not take some steps to protect his tools and agricultural implements to reduce the depreciation and to increase its length of life. A fair estimate of the average value of machinery on a farm is \$1000 and the farmer who gives no care and attention to his tools and implements will have an annual reduction, in their value, of approximately \$200, besides his interest charge of \$60 on his investment. The farmer who properly houses his machinery will have an annual deduction of \$66.66 for depreciation, and the same interest charge of \$60, a saving therefore, of \$133.34 per annum. The saving on machinery properly housed will pay for a shed in two or three years.

The annual saving above referred to does not take into consideration the advantages that accrue in having a machine that will operate when it is called upon to do so; the added value the building itself gives the farm; the additional prestige which will redound to the owner of the farm.

The Great Southern Lumber Company, who are vitally interested in the agricultural welfare of this community, have arranged to furnish the farmers of Washington Parish, with the plans for an implement and tool shed, which is modern in every way, and which can be erected at a very small cost.

The taking care of, and the housing of farming implements and tools, is an important question to each and everyone of us.

Shiftlessness, waste, lack of energy, constant buying, and heavy burdens of debt will accompany poor care. Good care is an indication of shrewdness, business ability, long lived machinery, good bank balances, and the assurance of a peaceful and prosperous future.

Postmaster General Burleson demanded retraction of a statement by Senator Sherman as to the appointment of a man once charged with Murder to be postmaster at Longview, Tex.

Lazarus Basch, returning from Mexico, said the Mexican people did not want war with any nation, desiring to return to peaceful pursuits.

### Notice Farmers.

There will be a meeting at the court house on Monday, Sept. 18, at 3 o'clock for the purpose of explaining how the farmers can borrow money on the long time loans at the rate of 6 per cent and less.

Mr. W. J. Lippert of New Orleans, and Harry D. Wilson of the State Agricultural Department, will address the people and it is hoped every farmer and business man of the parish will attend as it is a matter vitally affecting every interest of this section.

### 'What Do You Know?'

How many times have you been asked this identical question by the editor of this paper? Too many times to remember, perhaps.

Now let us suggest that you change the accepted order of procedure for one that would be a vast improvement.

Instead of waiting for us to ask you, suppose you just take the initiative and tell us, or write us, or phone us what you know in the nature of news.

That little piece of information you have revolving around in your cranium may not be of great importance to you, but to others it may be of vital interest—may even be of considerable value.

Every piece of news you read in this paper we have received from some source or other. The efforts of these people make the paper of greater interest and value to you.

Now suppose you reciprocate and do as much for them. Tell us what you know.

### Town Ordinances.

Be it ordained by the Board of Aldermen of the Town of Franklinton, in regular session convened, that one guilty of keeping a disorderly house, as defined by Act No. 199 of 1912, of the General Assembly of the State of Louisiana, shall be guilty of a misdemeanor, and on conviction by the Mayor of the Town of Franklinton, for keeping such a house within the corporate limits of the said town, shall be fined in a sum, not less than \$10 nor more than \$100, and in default confined in Parish Jail for a period of not more than 30 days, at the discretion of the Mayor.

Be it further ordained that this ordinance shall go into effect as soon as promulgated.

D. E. Sheridan, Mayor,  
O. D. Varnado, Clerk.

Be it ordained by the Board of Aldermen of the Town of Franklinton, in regular session convened, that there is hereby levied, for the year 1916, on all the taxable property situated in the town of Franklinton, Louisiana, subject to taxation, a tax of 9 mills on the dollar for the purpose of defraying the current and necessary expenses of, said Town of Franklinton.

D. E. Sheridan, Mayor,  
O. D. Varnado, Clerk.

### Dr. O. D. Varnado DENTIST

Office in R. D. Magee Bldg.,  
Over Boston Store

Franklinton, Louisiana.

Your patronage will be appreciated.

## General News Items In Brief

A boy in Shreveport, La., dropped a lighted match in a bottle filled with dynamite caps and three persons were injured by the explosion that followed.

First aid treatment saved Paul Koonoodle of Langdon, Ark., who fell on a circular saw which severed six ribs and exposed his heart.

Growers of cotton in North Louisiana invoked an old law to prevent buyers deducting five pounds from each bale bought on the street.

The Arctic relief ship George B. Cluett entered Battle Harbor, Labrador, leaving the Crocker land expedition headed by Donald B. McMillan in North Greenland.

The treaty for the purchase of the Danish West Indies for \$25,000,000 was ratified by the United States Senate by a two-thirds vote.

Atlantic City outlining its plan of campaign and standardizing state work for procuring the submission of an amendment to legislatures.

That Louisiana's total tax assessment may reach \$600,000,000 was indicated in the report of the board of equalization.

Well-informed politicians believe Dr. Oscar Dowling will remain head of the State Board of Health and that Dr. Swords will be appointed Secretary.

The first session of the Sixty-Fourth Congress adjourned at 10 o'clock in the forenoon Friday, leaving the completion of Wilson's railroad program as the important feature of the winter session.

Recommendations to all bakers to drop the five-cent loaf of bread and standardize the ten-cent loaf were made at the closing session of the executive committee of the National Association of Master Bakers in Chicago.

The span of the world's greatest cantilever bridge, weighing 4,000 tons, collapsed as it was being raised into place and fell into the St. Lawrence river near Quebec.

Republicans carried Maine by 13,000 votes, electing a governor, auditor, two United States senators, a full delegation to Congress and regained the lower house of the state legislature in Monday's election.

The general strike situation in New York assumed a serious situation when union strikers succeeded in virtually tying up the surface lines, thus impeding traffic on the subway and elevated systems.

At the third joint conference of the Mexican and United States commission the Carranza representatives presented evidence to prove conditions warranted the State department in withdrawing its warning to Americans not to remain in Mexico.

**Notice, Book Lovers—**  
Anybody may read Waverley Club books by paying ten cents per book. Call at the Era-Leader office and see the collection.

Sheriff Sale.—No. 2813.  
Washington Bank & Trust Co.  
Vs.  
John L. Magee.

Notice is hereby given that by virtue of an order of seizure and sale issued out of the 26th Judicial District Court of La, in and for Washington Parish, in the above entitled cause, and to me directed, I will proceed to sell at public auction to the last and highest bidder, on

Saturday, September 16, 1916 at the principal front door of the court house at Franklinton, La., between the legal sale hours for judicial sales, the following described property, to-wit:

Lot No. seven (7), square three (3), of the Town of Franklinton, La.

Terms of sale—Cash without benefit of appraisement.  
This the 9th day of August, 1916.  
J. E. Bateman, Sheriff.



Are you going to hide your money in a hole in the ground or in your house and always be worried fearing that you may be watched by a robber?

No.  
It is the robber's business to learn who keeps money hidden; and he will kill you, if he must, to steal.  
Be a careful man.

### BANK WITH US.

## Washington Bank & Trust Co.

Franklinton Angie Bogalusa

4 per cent paid on time Certificates of Deposit  
3 1/2 per cent paid on Savings Accounts.