

The Natchitoches Enterprise.

STRICTLY DEMOCRATIC; ALWAYS CONSISTENT.

NATCHITOCHE, LOUISIANA, THURSDAY, April 2, 1918

NO 14

VOL XXIX

THIRD LIBERTY LOAN



The sale of the Third Liberty Loan Bonds will be opened next Monday, April 8th. They will be in denominations of \$50.00 and up, bearing 4 1/4 per annum interest, payable twice a year.

The Government has the names of every person in this Parish able to buy a Bond. They are going to expect each one to do his duty toward helping to take care of the "BOYS" who are facing the German hordes in France today.

PEOPLES BANK

Natchitoches, La.

"THE SOUTH'S GREATEST SCHOOL OF BUSINESS." SOULE COLLEGE.

NEW ORLEANS, LA.

YOUR BOY AND GIRL

Should be given the best training to prepare them for success in business. Highest Courses, Best Facilities, Personal Instruction, Free Employment Department, Complete College Bank, College Store and Wholesale Office. No misrepresentations to secure students. Through the success of its 24,000 former students, Soule College is recognized everywhere as a Wide Awake, Practical, Popular and Worthy School. GEO. SOULE & SONS

When Visiting New Orleans

STOP AT

THE GRUNEWALD

Largest, Newest and Best

Hotel In The South

COST \$2,000.00

Are You Eating To Win the War?

This Newspaper recommends Today's Housewife to every patriotic woman who wishes to help win the great war

Today's Housewife is especially needed by every homemaker in the present war-crisis, because the seven Courses in Domestic Science now running in the magazine help housewives to better select, prepare and conserve food supplies, to cut down waste, and at the same time to add to the health and welfare of the entire family.

Today's Housewife is the only magazine that maintains a model home where cookery recipes, new household devices, cleaning methods, etc., are put to practical tests before their appearance in the pages of the magazine.

The monthly lesson on "Cookery, Foods and Nutrition" under the direction of Caroline Hunt of the Department of Agriculture, is alone worth the price of a ten-year subscription not only to the woman who follows each lesson but to the government of the United States in helping to win the terrific war with the Central Empires of Europe.

Favorite Magazine of Home-loving Women

REMEMBER, better home-making is the ideal back of TODAY'S HOUSEWIFE. Its reason for existence, its carefully planned-for goal, better home-making in its largest sense, with the spiritual and mental as well as the material needs of the family in view; home-making as the biggest of woman's opportunities rather than house-keeping as the most dreary of woman's duties.



While Today's Housewife stands in a class by itself in its practical value to homemakers, it is also noteworthy for its wonderfully inspiring editorials and special articles, for its clear, delightful stories, and its beautiful illustrations and covers by leading artists. Over one million women agree that TODAY'S HOUSEWIFE is worth several times the price of 10 cents per copy.

SUBSCRIBE AT OUR OFFICE

You can save 45 cents by subscribing by the year through us instead of buying single copies. Call at our office and examine the current issue or mail your (new or renewal) subscription to us at once. Remember, a year's subscription for only 75 cents for the magazine but would be cheap at \$1.50.

Business Portraiture



Did you ever seriously consider what your printed matter really is? It is nothing less than your Portrait.—your representation,—your business "FRONT."

In these days, face-to-face transactions are rare. The letter or bill, the document or enclosure, the folder or booklet,—these have replaced the personal element.

No business can afford to show itself in the unpardonable garb of indifferent stationery or sales literature. Dignified gentility is always "correct style" in business printing.

The Enterprise is well able to produce the "eminently genteel"—the kind of printing you like to receive,—the kind of printing you would like to have your business clients receive from you. In short, your correct representation,—your business Portrait.

It is not the price you pay for printing that guarantees the desirable "Picture" it is the true appreciation of your exact requirements by the printer. We know the kind of printing you want in order to do full justice to your business standing. Call or Phone that next order to

"THE ENTERPRISE"

"QUALITY PRINTERS"

OFFICIAL JOURNAL OF CITY, PARISH & SCHOOL BOARD.

Natchitoches :: :: :: :: :: Louisiana

FOR SALE

1 - Studebaker
7 passenger
run
1500 miles
Price \$1000.00

"Service Garage"



Wake Up

In a little town in Southern England a local newspaper reported recently that every house on a certain street in that town bore the sign of mingled grief and pride, signifying that a member of the household had given his life in the great war.

A French newspaper reported recently that a soldier on being given leave, refused it, saying: "My wife and only daughter have met with shame at the hands of the Germans. I do not want to go home."

Think of these things, you prosperous farmers, you, who are making high prices today because of war conditions. The life-blood and misery of others is being coined into money for you; you people who have been educated, protected, and shielded, by our government until you are in danger of losing your sense of gratitude.

Think of these things, you well-fed Americans, while you make money out of the war-time activities, then go home to a meal which is not stunted by the necessities of other human beings, spend your evenings with your children, and pass a dreamless night, imagining that you have done your day's duty as an American citizen.

Contrast the stories outlined with your own enviable condition, and then try to realize that you are as truly and as fully committed to the purposes of this war as are those English widows, facing life anew without the bread winner; just as truly pledged to win this war as the

Anybody bringing good wholesome laughter into the poor distracted world to-day is performing a public service. The "Doctor by Compulsion" from the pen of Moliere, the foremost French comedy playwright, is one of the best mediums known for compelling uproarious mirth. This excruciatingly funny comedy will be given by the Clifford Devereux Company, famed all over the country for its excellent productions of the best of the theatre affords. At the Louisiana State Normal School on the evening of April 15th.

As a contrast and to balance the program this comedy will be preceded by a short, highly dramatic incident "The Bishop's Candlestick," taken from Victor Hugo's masterpiece "Les Miserables".

The Devereux Players.

French soldier, suffering agonies of mind which it is difficult to fathom. These people are bearing more burdens than human nature should ever be asked to carry. And what are you doing? Taking things comfortably, subscribing, it may be, of your surplus wealth to the Liberty Loan, and talking about "Uncle Sam cleaning up the Germans."

Wake up! Wake up! Get out of that dream in which you are indulging.

TO THE AUTOMOBILE PUBLIC

We have been awarded the contract to handle REOS in this parish. The Reo Agency is one to be proud of. Reos need no boosting. The records they have made in this locality are the best proof of what they are. Call and place your order as they are scarce.

"Service Garag"

The first jolt has not awakened you, think of the man you knew, who had a good job, or it may be a good medical practice, who threw it up, left wife, family and friends, and went to France to fight for you, besides the now dead Englishmen, and the Frenchman who will never smile again.

If you are not awake yet think of the girls in the Department Stores, and the telephone and telegraph operators, who bought a \$50.00 Liberty Bond of each issue out of their \$10.00 to \$14.00 a week.

In charity, we will assume that you are now awake.

All you are asked to do is to speed up production in your business, contribute to the national wealth, work harder, economize in the household, cut out senseless pleasures—even pleasures which though harmless in themselves, can still be done without. Save every cent you can. If you have not bought a Liberty Bond, go and get one now at the bank, in order that you may not be branded "slacker." And whatever you do, remember that early next year you will be called upon to subscribe to another Liberty Loan.

What do you say? Are you awake now?

FOR SALE

Tick Immune Short Horn Bulls, ready for service.
John H. Cockerham,
Castle Kirk Plantation,
Luella, La.

Bevo
A BEVERAGE

Look for this Fox on each crown top.

Cold Weather Notice

Keep in mind the fact that Bevo, being a soft drink, will freeze at 32° Fahrenheit—just like any other non-alcoholic beverage. Be careful about this, as freezing affects the rich fullness of that delightful Bevo flavor which goes so particularly well with a meal or a bite to eat.

If Bevo were merely a summer beverage this warning might not be so timely—but, as all who drink it know—

Bevo is an all-year-'round drink

Everybody enjoys it for more than just its thirst-quenching qualities—the pleasure it gives comes from its flavor, purity and wholesome nutritiousness—the enjoyment of these qualities is independent of time or season.

To get full pleasure out of Dutch lunches, Welsh rarebits, oysters, clams, lobsters, sausage, cheese and many other such delicious edibles, Bevo should be included.

You will find Bevo at inns, cafeterias, restaurants, groceries, department and drug stores, soda fountains, dining cars, steamships, canteens, soldiers' homes, navy, and other places where refreshing soft drink beverages are sold.

Your grocer will supply you by the case. Demand the genuine—have the bottle opened in front of you—see that the seal is unbroken covering the crown top and see that the crown top bears the Fox.

See That Green Seal This For CAUTION See That This Seal is On It

Bevo is sold in bottles only, and is bottled exclusively by
ANHEUSER-BUSCH—ST. LOUIS

THE HICKS CO., Ltd.
Distributors Shreveport and Natchitoches, La.

Attention Planters

All planters of Natchitoches Parish are requested to be present at a meeting of the Natchitoches Parish Planters Assn. on Tuesday morning April 9 at 11:00 a. m. Place of meeting, Court House, Natchitoches.

In response to a request of the Parish Council of Defense a number of Natchitoches Parish Planters met in the Court House Monday afternoon April 1st and organized the Natchitoches Parish Planters Association. The following officers were elected:

John Cockerham, Pres.
P. E. Prudhomme, Vice-pres.
W. C. Abbott, Sec'y.

Program committee:
Jno. O. Williams
Jesse Russell
Foster Smith

The Program for meeting April 9th follows:

1. Deferred Classification
 - a. Definite information as to the time farmers classified in classes 2 and 3 will be called.
 - b. Definite information on furloughing of farm labors.
 - c. Deferred classification of skilled farm labor in class 1,
 2. Absentee landlordism.
 3. The problem of loafers and those only half working.
 4. Proportion of corn to cotton for planters.
 5. Dog tax.

DO NOT FAIL TO BE ON HAND,

THE UNITED STATES FOOD ADMINISTRATION SAYS

EAT MORE CORN

Corn meal, corn meal