

# The Natchitoches Enterprise.

Normal School

STRICTLY DEMOCRATIC; ALWAYS CONSISTENT.

VOL XXXIII

NATCHITOCHE, LOUISIANA, THURSDAY, JAN 26 1922

NO. 1

## Notice

All persons or firms interested in Natural Gas for Natchitoches for domestic or industrial purposes at reasonable rates will please fill out and mail the attached Coupon to the

Natchitoches Chamber of Commerce

### COUPON

Name.....  
Street.....  
Owner of property on which you live.....  
Number of rooms in house..... If industrial plant, approximately annual fuel consumption.....  
Would you use natural gas at reasonable price?.....  
Suggestions.....  
Remarks.....

#### NOTICE

In accordance with the terms of an ordinance of the Police Jury of the Parish of Natchitoches of date Dec. 7th, 1921, notice is hereby given that this Police Jury of the Parish of Natchitoches acting as the governing authority of Road District No. 27 Ward 10, will receive sealed bids for the purchase of the whole or a part of the \$85,000.00 Bonds of District No. 27 Ward 10, being the unaided Bonds of the Two Hundred Thousand Dollar issue dated February 1st 1920.

Bids must be accompanied with a certified check on some National Bank doing business in this State of some solvent bank chartered under the laws of this State for not less than two and one-half per cent of the face value of the Bonds, payable to the President of the Police Jury of the Parish of Natchitoches. The check of the successful bidder will be credited to the said Bond District. If he fails to comply with the conditions of his bid, and the checks of the unsuccessful bidders will be returned to them upon the rejection of their bids.

The successful bidder will be furnished with a certified copy of the approving opinion of John C. Thomson of New York on the validity of this issue.

All bids must be unconditional and addressed to the Police Jury of the Parish of Natchitoches at Natchitoches La., with the statement on the envelope that it contains a bid for the purchase of the whole or a part of the \$85,000.00 unaided Bonds of Road District No. 27 Ward 10, Natchitoches Parish La., said bids will be opened at seven o'clock A. M., on Monday February 6th 1922, in open session of the Police Jury at the Court House at Natchitoches La. The Police Jury reserving the right to reject any and all bids.

This done and signed at Natchitoches, this 7th day of Dec 1921.

(Signed) W. H. AIREY,  
President Police Jury Parish of Natchitoches, Louisiana

Massachusetts was the first American colony to make coins.

Old friends who recall Ralph Frye, oldest son of the late E. Frye and Carrie Zachary, who was born and reared in Natchitoches, will be interested to know that he is holding a very important position under the government, being the narcotic agent in charge of the Boston Division of the Internal Revenue Service, stationed in Boston, which is considered the drug center of the whole Atlantic seaboard, and where he was instrumental in apprehending one of Maine's leading capitalist and a well known act for smuggling narcotics from Canada into the United States. Border jumpers driven by the "ghost" of Vaudeville headliners and the rich citizen have flooded the whole Vermont and Maine coasts with morphine, cocaine, heroin and other deadly drugs; and it was due to the clever work of Chief Frye that they were caught red handed, for which he has been highly commended by Uncle Sam and the Boston papers.

The editor has an array of beautiful calendars for which she is indebted to the City Drug, E. De Vargas, Youth's Companion, Palmer, People's, Exchange and Merchants and Farmers Banks, S. Dipaols, Natchitoches Building Assn., Betchert Milling Co., South Western Engraving Co., Wisconsin Creamery Co., Palmer Co. Ltd., Oshanosogs Medicine Co. and S. & H. Kaffie.

#### A Bunco Party

Mrs. Lestan DeBlieux entertained during the holidays at a bunco party in honor of her charming young daughter and niece, Misses Lotis DeBlieux and Violet Johnson, when holly and mistletoe adorned the lovely home, and the horns that were attached to the tally cards were the accompaniment to the gay voices that resounded throughout the evening.

Miss Dorothy Freeman and Mr. Otto Weaver won first prizes, a set of pretty handmade pongee handkerchiefs and a tie; Miss Gratia DeBlieux and Willie Freeman, second, a vanity case and a box of handkerchiefs.

Chicken salad, sandwiches, hot chocolate and homemade candies were served during the evening to Misses Oden, Sompayrac, Freeman, Johnson, Henry, Hill, Lucile and Gratia DeBlieux, Messrs. Kelly, Teddie, Caspari, Dority, O. and V. Weaver, W. and A. Freeman, Mr. and Mrs. Himel.

#### Two Lovely Parties

Mrs. L. Bishop entertained on two successive days last week most delightfully, when pot plants and holly were used for decoration, and the holiday spirit was every where in evidence.

At the first party, Mrs. Himel won first prize, a pair of pillow cases, Mrs. F. Hyams, second, a luncheon set, and Mrs. Bath, consolation, a guest towel. Mmes. B. B. Breazeale, Lestan DeBlieux and J. G. L'herisson being the lucky ones to get duplicates at the second party, all being beautiful handwork of the clever hostess.

Chicken salad, green peas, in pati shells, asparagus tips on lettuce hearts, saltines, tea and home made candies were served at both parties to the guests who were Misses Edna Breazeale, Suzette Unter, W. Breda, M. Sompayrac, A. Kite, Mmes. Himel, Bath, Lawton, Stephens, Wemp, McClung, A. L. and J. C. DeBlieux, H. and I. Kaffie, Henry, Hyams, Payne, Carr, Plauchoe, L'herisson, Ducournau, P. and J. H. Keyser, E. Levy, Rusca, S. Aaron, J. Caspari, Lambre of Bernuda, McInnis and Eubanks of Shreveport.

The arms parley has been a wonderful thing inasmuch as it enabled a number of foreign leaders to know about the greatness and spirit of the United States of which they seemed to have been ignorant.

A silver dollar contains 90 per cent silver.



## NEW PRICES

(F. O. B. DETROIT)

Chasis - - -	\$285.00
Runabout - - -	\$319.00
Touring Car - - -	\$348.00
Truck Chasis - - -	\$430.00
Coupe - - -	\$580.00
Sedan - - -	\$645.00

These are the lowest prices of Ford cars in the history of the Ford Motor Company.

Orders are coming in fast, so place yours promptly to insure early delivery.

Natchitoches Motor Co., Ltd.

#### The 500 Club

Bowls of crimson berries and holly were used in reception hall and parlors with the walls hung with the same seasonal decorations Thursday afternoon, when Miss Etta Levy entertained her club and a few guests most delightfully.

Miss Suzette Unter won the first prize, both lovely lace vestee and collar sets, and Mrs. A. Bath, the boody, a powder pad.

A delicious luncheon of chicken salad, asparagus tips with pickles and olives, saltines, tea and pralines was daintily served by the gracious hostess, assisted by her aunt, Miss Dreyfous, to the members and guests Mmes. Harmanson, Bath and Seiss of Massura.

#### Les Jeunes Femmes.

The beautiful new home of Mrs. J. D. Rusca, of which the family has recently taken possession, was the scene of a lovely party Wednesday afternoon when she entertained her club and a number of guests. Christmas greens and other Yuletide decorations were still in evidence in living and dining rooms where the tables were placed for the game at which Mrs. J. C. DeBlieux won the pretty first prize, embroidered pillow cases; Mrs. S. Browne, second, tray cloths; Mrs. J. H. Keyser, the guest's, buffet set, and Miss Louise Carr, consolation, a center piece; all beautiful handwork of the accomplished hostess.

Miss Nita Caspari kept score and with Misses Alma and Daisy Kite assisted Mrs. Rusca in serving a delicious luncheon of chicken salad on lettuce hearts, asparagus tips on toast with mayonnaise, saltines, tea, peaches with whipped cream, nut and fruit cake, pralines and fudge.

The guests who enjoyed this delightful party with the members were Mmes. Shaffer, L'herisson, I. Kaffie, Carr, Bishop, E. Prud-

homme Keyser, A. Voiers, J. Caspari, C. Henry, C. L. Breazeale, Misses Carr, E. Levy, C. Breazeale and Mrs. McInnis of Shreveport.

#### The Junior 500 Club

This club organized by ten convent girls met Saturday from 3 to 6 o'clock at the home of Miss Francis McClung.

After a spirited game, Miss Josie D. Aaron, who had won the greatest number, was awarded first prize, a handsome bottle of perfume; Miss Ivy Miller won the guest's prize, a dainty little vanity case, and Miss Edna Breazeale, the consolation, a beautiful powder puff. Then a delicious fruit dainty, topped with whipped cream, and home made cake and candy was enjoyed by Misses Dorothy Keyser, Mary Cunningham, Josie D. Aaron, Doris Henry, Rosalie Barnes, Francis McClung, Madelon Rachal, Cora Lee Hill, Lydia and Viola Blanchard and their guests, Misses Ivy Miller, Alice McClung and Edna Breazeale.

A delightful hour was spent in dancing before the Club separated, promising to meet again next Saturday at the home of one of the members.

Your Reporter.

#### Expert Predicts Advertising Boom

Newspaper Publicity Will End Depression, Says Mitchell.

Newspapers throughout the country are on the eve of facing the greatest volume of advertising in their history, said Ernest I. Mitchell of the Mitchell, Faust Advertising Company of Chicago, Thursday. This is because newspaper advertising is the greatest selling force in existence, Mr. Mitchell said, either in national or local advertising.

"When any one wants to sell merchandise quick and get definite action he always looks to the newspapers," said Mr. Mitchell. "During and fol-

lowing the war there was a lot of charlotte russe advertising instead of the rye bread and cheese variety. We forgot the fundamentals of advertising which is to sell merchandise or service.

"With my diversified view of business I see a possible drop in business for the next sixty days, but with the beginning of April I believe there will be a gradual improvement that will continue through the year. Newspaper advertising must bear most of the burden of taking us back to normal. The newspapers may expect a prosperous year unless they get away from their main object of dissemination of news and fail to adhere to the proper business principles."

As food advertising took the place of liquor and patent medicine advertisements, Mr. Mitchell believes the greatest advertising field for the coming year will be in the labor saving devices for the home.

A map of the proposed system of highways provided for at the recent special session of the Legislature, has just been completed by the State Highway Dept. locating the routes and carries the number designated in the Act. While the map shows the routes as a rule drawn in straight lines from point to point, an elastic clause permits the engineers to change them on account of cost, topographical conditions and to meet the federal requirements. The act of the Legislature specifically designates a total of ninety-eight miles, connecting every parish seat and all commercial centers with from one to a half dozen or more highways.

#### Notice of Dissolution

By resolution of the Board of Directors of the Black Lake Lumber and Shingle Mill Inc., it was ordered that said corporation be dissolved and the undersigned directed and authorized to proceed to its formal dissolution.

Notice is hereby given to all persons to present their claims against the Company and to show cause if any they have within 30 days from this date why it should not be dissolved.

BREAZEALE & BREAZEALE, Attorneys D-29-21-30d

A meter to measure telephone conversation is a late invention.

#### Health Unit Notes

JANUARY 7, 1922.

Newspapers report that an epidemic of smallpox has arisen at Kansas City and that one of every three affected dies. A man recently left Shreveport and went north, acquired smallpox and died. Now is the time for vaccination against smallpox, at your doctor's or at the Health Unit office on Saturday morning. Some people think that they would as soon have smallpox as be vaccinated—but they only say that when they have not had smallpox. A young man at Marshville recently recovered from smallpox which had been evidently a light case, said: "there's nothing in that, I'd rather be vaccinated. I nearly died."

School physical examinations show some interesting facts. Tonsillitis runs in groups and is common to certain classes and in certain schools. Pyorrhea also appears not to the same extent but somewhat in groups or classes. This latter complaint occurs as well in quite young people as in older people.

Both Tonsillitis and Pyorrhea are known to be causative factors in heart disease and in rheumatism, also in indigestion. It is to be hoped that parents will have these faults corrected early and before serious things as heart disease and rheumatism have developed. Let the principal know if you are financially unable to obtain treatment.

Sanitary construction continues rapidly at Montrose, Cloutierville and Derry. This combined with treatment for hookworm and vaccination for typhoid (Slow) fever, will soon do away with both diseases in this parish.

There is much new building going on in the parish. Will all who are constructing new homes write or come to the Health Unit Office on Saturday mornings for free copies of Sanitary closets. Each of these persons can then build for himself the best inexpensive structure to be had. It hastens the day when typhoid and hookworm disease are no more.

Did we get our return value from the Health Unit investment this past year? Take one item—typhoid vaccination. More than 1100 complete vaccinations of three treatments each were given. At six dollars per person, \$6,600 worth of work is represented there. 100 toilets, worth at least \$40.00 each in disease prevention, represent \$4,000 or more. Consider the educational work in homes and schools regarding malaria and the mosquito surveys of Natchitoches and Campt; consider over 2000 examinations locating hookworm disease and allowing people to be treated later even if they do not take treatment now; consider the 918 sanitary surveys of homes painting out simple and inexpensive ways to avoid illness; the limitation of diphtheria in schools through locating carriers by cultures of nose and throat and having them treated; the physical examination of 1000 school children to point out to parents the children that should be taken to their physician for treatment in order to prevent the development of more serious illness by early treatment; the inspection of food stores to raise and keep them at the level required by the Board of Health. This all required payment by the Parish of \$2483.48. Of that sum a balance of \$483.23 is being returned to the Parish at the close of 1921, it being money unexpended during the year. This leaves an actual cost to the Parish of \$2000.25. On actual investigation by the Health Unit it has been proven that the expense and loss of time due to preventable disease for one family of four persons is commonly \$250.00 a year. Then the expense of the whole Parish for seven months is met by what it cost ten families to be sick with Malaria and typhoid. Again we ask, "does it pay?" Have you any other official organization giving as much for the money expended?

#### Proper Study for Voters-to-be

The Constitutions of both the United States and of Louisiana are very properly things for the rising generation to study, and if they are not part of the history course in every high school they should be.

Among the present generation of voters not five out of a hundred are familiar with the provisions of the basic laws of their country and their State. More of each hundred than it would be comforting to estimate pass upon a proposed amendment of the State Constitution, and actually determine its fate, with too little knowledge of what they are voting for or against. But for the analysis to which the proposals are subjected in advance of the date of voting they would have no knowledge whatever of the provision they vote to remedy or retain.

If more high school students of this time are grounded in an understanding of the Constitution, the new generation of voters will be wiser and more dependable than this which has preceded them blunderingly. The Enterprise commends the teaching.

Isn't a question whether the people of the country favor prohibition, but the issue is, do they favor the enforcement of a law legally passed and a part of the statutes. It is an issue that goes to the root of law and order in this country.

## Taste is a matter of tobacco quality

We state it as our honest belief that the tobaccos used in Chesterfield are of finer quality (and hence of better taste) than in any other cigarette at the price.

Liggett & Myers Tobacco Co.

# Chesterfield

CIGARETTES

of Turkish and Domestic tobaccos—Mild

They Satisfy