

HAT BUSINESS LEADERS SAY.

The New York Times recently conducted a nation-wide inquiry into business conditions during the first half of the year, as compared with the same period of 1913, and the outlook for the six months ahead. The sum of facts and opinions, gathered from all corners of the country over the last six months, and from merchants in practically every field of trade, is remarkably significant and cheerful. It is evident that there has been a depression in certain localities, and in particular spheres of activity, but taken as a whole the business of the United States suffered no considerable setback. It has lost none of its inherent strength, and today it is moving forward with renewed vigor and faith.

Running through the entire report is a feeling of confidence in the immediate future. This is a perfunctory optimism that is easily tapped, but rings true. It is supported by conditions in the replies. Not only in the West, where an unexpected wheat crop makes prosperity inevitable, but in the East where industrial conditions are steadily improving, there is a pronounced hopefulness. Automobile dealers report that the number of cars sold during the first half of 1914 exceeded that of the same period in 1913. In the trade, signs are distinctly brightening. The railroads are raising their force of engines, and are preparing to meet the demands for service. The South shares heartily in the optimism and returning confidence of the country as a whole. The bank clearing for the six months were fifty-five million dollars in excess of the period of 1913. The clouds of uncertainty are rolling swiftly and the horizon is golden with a promise of prosperity.

"ENTHUSIASM."

Enthusiasm is the greatest asset in the world. It beats money and power and influence. Single-handed the enthusiast convinces and dominates where the wealth accumulated by a small army of workers would scarcely raise a tremor of interest. Enthusiasm tramples over the prejudice and opposition, spurs inaction, storms the citadel of its object, and like an avalanche overwhelms and engulfs all obstacles. It is nothing more nor less than faith in action. Faith and initiative rightly combined remove mountainous barriers and achieve the unheard-of and miraculous. Set the germ of enthusiasm afloat in your plant, in your office, or on your farm; carry it in your attitude and manner; it spreads like contagion and influences every fibre of your industry before you realize it; it begets and inspires effects you did not dream of; it means increase in production and decrease in costs; it means joy and pleasure, and satisfaction to your workers; it means life, real, virile; it means spontaneous bed-rock results—the vital things that pay dividends.—Henry Chester.

SUMMER CONSTIPATION DANGEROUS.

Constipation in summer time is more dangerous than in the fall, winter or spring. The food you eat is often contaminated and is more likely to ferment in your stomach. Then you are apt to drink much cold water during the hot weather, thus injuring your stomach. Colic, Fever, Typhoid Poisoning and other ill effects are natural results. Po-Do-Lax will keep you well, as it increases the bile, the natural laxative, which rids the bowels of the congested poisonous waste. Po-Do-Lax will make you feel better. Pleasant and effective. Take a dose to-night. 50c at your druggist.

(Advertisement.)

SEARCHING AGAIN FOR PIRATE LAPITTE GOLD.

Abbeville, La., Aug. 1.—There is a fascination in hunting for "hidden treasure," real or imaginary. Men will grasp at a "tradition" or an old woman's story and back it with their money, when, if approached with a real business proposition, they would act with great caution and upon legal advice.

The story of how a simple-minded, uneducated Acadian deceived men who have been successful in business, and gathered in from \$10,000 to \$15,000 on the story of finding \$913,000,000 buried by Pirate Lafitte, seems almost incredible.

The schemer is Prior Choate, who can neither read nor write. He was aided by Pierre Gaspard, "secretary," who can read "a little," and manages to sign his name by a scratch.

For them the prison has no terrors, for they have returned after a sojourn of about five years in the penitentiary and are again at work in White Lake searching for the "lost tomb of gold." They have two small boats, several months' supply of provisions, and machinery for dredging and sinking wells, and are "boring the lake full of holes."

DO NOT LET ANTS BOTHER YOU!

A bottle of VACHER'S ANT DESTROYER will rid your home of this pest all summer.

25cts. at all Druggists.

E. W. VACHER, M'FR., New Orleans.

THE FARMER'S BIG CHANCE.

Study the trend of the markets and see where the gulf coast farmer's big chance lies. It is not in wheat, for he cannot raise wheat on the gulf coast. It is not in cotton, for he never will raise cotton until he has thoroughly drained his lands so that he can raise highland crops, and when he does that his lands will be too valuable for the culture of 15-cent cotton, even if he raises a bale to the acre. It is not wholly in rice, for the gulf coast farmer must learn that his independence of tariffs and markets lies in raising rice that the other countries cannot duplicate and raising more of it to the acre than they raise. Only by drainage can he do this.

The trend of the markets shows where the gulf coast farmer's chance lies. Beef is steadily creeping upward and pork is keeping steady pace with beef. Imagine beef cattle selling on the Chicago market above \$10 a hundred pounds, live weight. And the experts say that \$12 a hundred may be looked for before Christmas.

More than that, the men who ought to know say that there is little if any chance of prices going materially below the present level.

Hogs sold on Monday up to \$10.40 per hundred pounds, live weight, on the Chicago market. War markets have something to do with this advance in prices, but the wise ones say that pork cannot fall much below the present level.

Silos will enable the gulf coast farmer to feed cattle the year round on cheap feed, for in no section can forage crops be raised as cheaply as on the gulf coast. Every cow kept the year round on cheap forage and silage means a couple of hogs kept on the dairy by-products, so the dairy experts say.

Low grade and damaged rice can be turned into pork at a profit when pork sells for as much as five or six cents live weight.

Any farmer can raise enough corn sweet potatoes peanuts and similar products to supplement the dairy by-products in raising hogs.

The farmer who raises his own hogs need not pay terrapin prices for his bacon and ham.

The farmer who keeps a few cows need not pay 40 cents a pound for canned butter and similar prices for evaporated cream and condensed milk.

The gulf coast farmer has his great opportunity. He need not be deterred by fear of Texas fever, for it can be eliminated. It has been eliminated in large areas in the south.

Charbon need not scare him, for determined co-operative effort will prevent the recurrence of this disease, as it has prevented the recurrence of Texas fever in cattle and of yellow fever among human beings.

Cattle and hogs can be made a great money crop to supplement rice, and they will at the same time solve the old problem of crop diversity, for it will be necessary to raise forage crops to sustain the cattle.—Beaumont Enterprise.

THE CASE OF L. L. CANTELOU

The case of L. L. Cantelou, Clarendon, Texas, is similar to that of many others who have used Chamberlain's Colic, Cholera and Diarrhoea Remedy. He says, "After trying a doctor for several months, and using different kinds of medicine for my wife who had been troubled with severe bowel complaint for several months, I bought a 25c bottle of Chamberlain's colic, Cholera and Diarrhoea Remedy. After using the second bottle she was entirely cured." For sale by all dealers.

(Advertisement.)

THE RICH WILL SUFFER.

While the poor people of Europe will have to pay the cost of this war, it will be the rich who will be the main sufferers in this country, for it will be mainly luxuries that will be affected by the interruption of commerce with the old world. Foodstuffs will rise in price in this country, but not in proportion to the rise in price of imports. We raise our own foodstuffs, and we will not have to pay the high freights on them that will have to be paid on imported luxuries.

The rich will suffer more than the common people in this country in the cost of clothing, for we make at home the fabrics worn by the people of moderate means, while Europe furnishes the costlier materials. Paris gowns and millinery will go up, and the costlier grades of silks and laces will rise in price much more than will the domestic manufactures.

The average man will not be affected by the increase in the price of imported cheeses, sausages, canned delicatessen, wines, cordials, German and Spanish hams, English mutton, Russian caviar, Italian and Greek oils and condiments and a dozen other articles of food that seldom find their way to the table of the man of average means.

But if the war last the rich man will get it all back by capitalizing industries here at home to manufacture all these luxuries. Already New Jersey has a flourishing industry of manufacturing antique furniture and bric-a-brac several hundred years old, and if this war continues we might as well supplement this industry by painting our own old masters, making our own Roquefort and Camembert cheese, "creating" our own Worth gowns and fooling ourselves with our own "vintage" champagnes and caviars.—Beaumont Enterprise.

\$100 Reward, \$100.

The readers of this paper will be pleased to learn that there is at least one dreaded disease that science has been able to cure in all its stages, and that is Chas. J. CRILEY'S Cure. It is the only positive cure now known to the medical fraternity. Catarrh being a constitutional disease requires a constitutional treatment. Chas. J. CRILEY'S Cure is taken internally, acting directly upon the blood and removing all impurities of the system, thereby destroying the foundation of the disease, and giving the patient strength by building up the constitution and assisting nature in doing its work. The proprietors have for many years had the exclusive power to sell their "One Hundred Dollar" cure for any man that will give \$100.00. Sold by all Druggists, etc.

THE EXCEPTIONAL EMPLOYEE.

The exceptional employee is one who looks upon his employer's interest as he would his own, who regards his vocation as an opportunity to make a man out of himself, to show his employer the stuff he is made of, and who is always preparing himself to fill a still higher position.

The exceptional employee is the one who never says, "I was not paid to do that;" "I don't get salary enough to work after hours or to take so much pains." He never leaves things half done, but does things to a finish. The exceptional employee is the one who studies his employer's business, who reads his literature, who is always on the watch for every improvement which others in the same line have adopted and which his employer has not; who is constantly improving himself during his spare time for a higher position with more responsibilities and a larger salary.

When your employer finds that you have lots of enterprise, that you are trying to learn as much about his business as he knows himself, he will begin to think that you are made out of promotion material. But if he sees that your ambition is just to get your salary and have as easy a time as you can, you will never attract his attention, except for a possible blacklist. An employer wants no dead-wood around him; he wants live wires. He wants employees who have ambition enough to be willing to pay the price for promotion. If you want to be something more than an average worker you must do something more than the average work.—Ben Franklin Monthly.

CONSTIPATION CAUSES SICKNESS.

Don't permit yourself to become constipated, as your system immediately begins to absorb poison from the backed-up waste matter. Use Dr. King's New Life Pills and keep well. There is no better safeguard against illness. Just take one dose to-night. 25c at your druggist.

A Man's Drink - A Woman's Drink - Everybody's Drink

Coca-Cola

Vigorously good --- and keenly delicious. Thirst-quenching and refreshing.

The national beverage ---and yours.

Demand the genuine by full name— Nicknames encourage substitution.

THE COCA-COLA COMPANY
Atlanta, Ga.

Whenever you see an Arrow think of Coca-Cola.

If we stated any other choice for congress than Hon. Henri L. Gueydan our readers would of necessity and of right be disappointed. We are Democrats however, and would have supported the nominee of that party against any other, because we are democrats for principle, and because we firmly believe in the tenets of that party of equal rights to all and special privilege to none.

We unqualifiedly endorse the candidacy of Mr. Gueydan for Congress and would have supported him in a Democratic Primary, had he been opposed because we like him personally, consider him a good friend, and first and foremost, because he stands for clean politics, is upright, honest, and has ever been affiliated that with all that is best for the interest of the state and country and last but not least because he is eminently fit for the position for who to which he aspires, and because his faithful service to the country, the people and the party entitle him to the reward and honor of the office holds.

It is immaterial who might oppose him, we are democrats, not for hope of reward, but for principles, and in politics as in religion we are not swayed by personal feelings, friendship, or biases—we stand for principle, and Democratic because we believe it is opposed to monopoly, class legislation, and the other evils that have been unhealthy to real prosperity, and the good of the people in general; because democracy means the greatest good for the greatest number, as against little good for privileged classes at the expense of the masses.

We have no apologies to offer for President Wilson, nor would we stop to consider apologizing for supporting him, and also un-

qualifiedly endorse his policies, believing him sincere and imbued with the sole idea of what is best, other ideas to the contrary notwithstanding.

As to our friends they were deceived by the cry of the Third party, a temporary organization, used to secure recruits for the Republican party. This party, the Progressive or Bull Moose voted on the tariff the same way the Democrats did. Founded on the swell-headedness and egotism of Teddy, its birth is steeped in treachery to the party that heaped upon him honors, now find him accepting the Republican nominee for Governor of New York, withhold from nominating a progressive for the same office to assist Republicanism to which he proved arch traitor. Our friends made a mistake, they will realize it, and altho their quest may be office, disappointment must assuredly be their lot. That however is their affair and not ours. We will still be in the Democratic party when they come edging back in, possibly believing we should get out of the way, so they can again get the salary paying offices, for none of which however we are particularly ambitious.—Commercial Journal, Thibodaux, Aug. 8th.

SUMMER COUGHS ARE DANGEROUS.

Summer colds are dangerous. They indicate low vitality and often lead to serious Throat and Lung Troubles, including Consumption. Dr. King's New Discovery will relieve the cough or cold promptly and prevent complications. It is soothing and antiseptic and makes you feel better at once. To delay is dangerous—get a bottle of Dr. King's New Discovery at once. Money back if not satisfied 50c and \$1.00 bottles at your druggist.

(Advertisement.)

It Always Helps

says Mrs. Sylvania Woods, of Clifton Mills, Ky., in writing of her experience with Cardui, the woman's tonic. She says further: "Before I began to use Cardui, my back and head would hurt so bad, I thought the pain would kill me. I was hardly able to do any of my housework. After taking three bottles of Cardui, I began to feel like a new woman. I soon gained 35 pounds, and now, I do all my housework, as well as run a big water mill.

I wish every suffering woman would give

CARDUI

The Woman's Tonic

a trial. I still use Cardui when I feel a little bad, and it always does me good."

Headache, backache, side ache, nervousness, tired, worn-out feelings, etc., are sure signs of womanly trouble. Signs that you need Cardui, the woman's tonic. You cannot make a mistake in trying Cardui for your trouble. It has been helping weak, ailing women for more than fifty years.

Get a Bottle Today!

Don't allow the "Chill Season" to find you with a Torpid Liver, Disordered Stomach or Constipated Bowels. It is just the condition in which the malarial germ thrives.

HERBINE

Puts the Liver, Stomach and Bowels in Fine Vigorous Condition.

It is a liver medicine first of all. Its effect upon a Torpid Liver is truly remarkable. Old chronic cases, of long standing, involving the kidneys and blood, yield promptly to its powerful cleansing and restorative effect. It is a strengthening tonic for the disordered stomach, stimulates digestion and helps the assimilation of food. In the bowels it exercises a helpful influence that is far reaching and effective. Every particle of fermented matter or impurity is expelled, leaving the bowels cool, clean and regulated. If the chills have already commenced, Herbine is the only thing needed; it is a positive anti-periodic medicine that destroys the disease germs and drives them out of the blood. Try it this year.

Price 50c per Bottle.

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Stephan's Eye Salve is a Safe and Speedy Remedy for Sore Eyes.

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