

Southern Pacific Lines Consistent Advertisers of Rice.

Effective Means Taken to Increase Consumption. Novel Means Taken to Place Merits of this Wonderful Cereal Before the People.

In keeping with their constant boosting of rice as a means of increasing its consumption, the Southern Pacific lines will, effective October 1st, 1920, designate Tuesday and Friday of each week as "Rice Day" on all their dining cars operating over their entire system. Special cards will be attached to their standard menus calling attention to the value of rice as a nourishing article of food, mentioning the days of each week this cereal will be featured. This card will also contain suggestions relative to various dishes.

It will be recalled that one day of each week in the past was designated as "Rice Day" but in view of the necessity of immediately increasing the consumption of rice, the management of those lines have decided to double their efforts by featuring rice on two days of each week.

It will be plainly apparent to all that the action of this progressive line will be the most excellent means of effectively placing the merits properly before a great many people scattered over a wide part of the country. Those who have tasted rice when properly cooked and in true Southern style are bound to realize that it is a nutritious, healthy and tasteful article of food. With this realization, the thought is readily carried home by those who have partaken thereof.

As far back as 1912, Mr. Joseph Lallande, General Freight of the Southern Pacific Lines, with headquarters at New Orleans, delivered the following address before the meeting of the Southern Rice Growers Association in Beaumont, Texas in that year when the Association was then in its infancy:

An Old Contract.

"I believe you will agree with me absolutely that this matter of advertising is of the utmost importance to every man who cultivates an acre of rice. That great cereal has not taken its proper place among the articles of food in this country, and it is up to the rice growers to exert every possible effort to bring about an improvement in this condition. I note in the form of contract you obligate yourself to expend an amount at least equivalent to two cents per sack for the purpose of widening the market and increasing the consumption. If you will permit a suggestion, I will say that this should be at least five cents per sack, even if it becomes necessary for the association to charge a greater commission for marketing the rice, and with the amount so obtained, which, no doubt will be added to from other sources, advertise rice as a nutritious healthy and tasteful article of good.

Advertise! Advertise!

"Advertise in the newspapers, advertise on billboards, advertise through circulars and handbills, make alliances with the jobbers in the large cities whereby they will push the sale of rice and also with the retailers, whereby they will display rice conspicuously in their stores and have "bargain day" for the sale of the cereal at regular intervals. I believe that every sack of clean rice that is put up should contain a circular or hand bill outlining briefly some of the most essential qualities of rice as an everyday article of food.

A Prophecy.

"Many cereals and cereal products for inferior to rice have been placed on the market and disposed of in large quantities,

simply by judicious advertising. With rice all we need to do is to tell the truth about its qualities as a staple article of food and spread information to the proper method of cooking the cereal, and by these methods we should be able to get the masses in the large cities of the country to eat rice to the same extent that they do potatoes, and when this condition comes about we will have to utilize every available acre of land in southwest Louisiana the coast country of Texas and portions of Arkansas in order to supply the demand. That this situation will inevitably come true, I have no doubt, as evidenced by the fact that the Latin American people today are inveterate rice eaters and they are recognized as having great discrimination in the selection of their food.

Millers Will Help.

"Of course, the task of advertising and marketing rice should not be borne alone by the grower, as the rice miller should, and unquestionably will, do his share, and I believe you are fortunate in having engaged in this business, such an enterprise as the Louisiana State Rice Milling Company, an aggressive and energetic concern, whose officials have already accomplished a great deal towards improving the method of marketing rice, and who, I feel sure, will accomplish even greater results in the future."

NOT THE ONLY ONE.

There Are Other New Iberia People Similarly Situated.

Can there be any stronger proof offered than the evidence of New Iberia residents? After you have read the following, quietly answer the question.

Amedee Viator, 802 Iberia St., New Iberia, says: "At times my work requires a great deal of lifting and I have no doubt that this caused my kidney trouble. I suffered with severe pains across the small of my back and every time I attempted to lift anything or was on my feet any length of time, my back began to ache and it felt as if a heavy weight was tied to my hips. My lower limbs were stiff and lame and it hurt me every step I took. I tried quickly and at times I was nervous. I often had dizzy spells and headaches and my sight blurred. My kidneys acted irregularly, too, and I was in constant misery. I got a box of Doan's Kidney Pills at Taylor's Drug Store and they brought me quick relief. Three boxes cured me entirely of the trouble and I haven't been bothered in this way since."

60c. at all dealers. Foster-Milburn Co., Mfrs., Buffalo, N. Y. —Adv.

BOY OF 14 COMPLETES FIRST YEAR AT HARVARD.

Jacob Shankman, of 191 Washington Avenue, Chelsea, Mass., has completed his first year in Harvard University at the age of 14, and enjoys the distinction of being the youngest student in the college. Jacob is taking the pre-medical course for the A. B. degree and later will go through the Medical School, his ambition being to become a physician. He is also very fond of languages and has shown great proficiency in them.

We are proud of the confidence doctors, druggists and public have in 666 Chill and Fever Tonic.

EUROPEAN CRUISE FOR EX-NAVY MEN.

Six more of the new American Navy Destroyers are to leave for an extended trip to Europe about the middle of October. Any ex-Navy man may re-enlist for this duty and he will be sent to any one of the destroyer desired. Here is a good chance to visit England, Germany, France, Italy, Turkey, Greece, Egypt, Russia, Spain and other places. Apply at any Navy Recruiting Station in Louisiana or at 730 Common Street, New Orleans.

R. P. HINRICHS, Lieut. Com., U. S. Navy, Rec. Off.

Deafness Cannot Be Cured

By local applications, as they cannot reach the diseased portion of the ear. There is only one way to cure deafness, and that is by constitutional treatment. Deafness is caused by an inflamed condition of the mucous lining of the Eustachian Tube. When this tube is inflamed you have a rumbling sound or imperfect hearing, and when it is entirely closed, deafness is the result, and unless the inflammation can be taken out and the tube restored to its normal condition, hearing will be destroyed forever; nine cases out of ten are cured by Catarrh, which is nothing but an inflamed condition of the mucous surfaces. We will give One Hundred Dollars for any case of Deafness (caused by catarrh) that cannot be cured by Hall's Catarrh Cure. Send for circulars free. F. J. CHEWY & CO., Toledo, O. Sold by Druggists. Take Hall's Family Pills for constipation.

GIRL SWIMS BERWICK BAY IN 18 MINUTES.

Little Miss Agnes Scott, a 12-year-old Berwick girl, attracted quite a bit of attention last Sunday afternoon when she swam across Berwick Bay in eighteen minutes, which is thought to be a splendid record. She was accompanied across by Mr. O. Bergquist, who several times encountered a little difficulty in keeping pace with her. Quite a number of both Morgan City and Berwick folks witnessed the event.

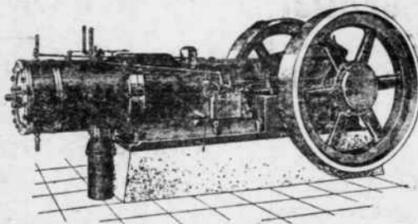
The Berwick people, especially the ladies and children, have taken quite a bit of interest, many of them enjoying this sport almost every evening and as a result a number of good swimmers have developed. They plan to spend several hundred dollars during the coming year in equipping a suitable swimming place on the bay front in which to enjoy this attractive sport.

Buy From the Factory Direct

The most popular oil engine in the rice fields can now be bought direct from the maker thru a factory owned branch. No dealing with a middleman.

"PRIMM" HEAVY DUTY OIL ENGINES

are stocked and sold by our factory branch at Crowley, La.



A complete stock of parts is always ready for prompt shipment and factory-trained mechanical experts are always at your call. "Primm" service is built in at the factory and maintained in the field.

If you want to be sure of a "PRIMM" engine this year—order now. Once the order is placed you POSITIVELY will get the engine. We made 100 per cent deliveries to our customers last year. We do not oversell our capacity. Don't neglect to place your order.

The Power Manufacturing Co.,

MARION, - - OHIO.

WOMAN'S EFFORTS BRING SHADE TO TREELESS TOWN.

This year Freedom, Wyo., is enjoying the novelty of shade trees along its streets and on its lawns because one of its woman residents had vision enough to see trees there and determination enough to get them planted. This public-spirited individual set as her goal 250 trees in Freedom in six months, but so popular did the movement become that June 1 found 1,460 trees planted. Freedom is located in the tree-

less portion of Wyoming. No native trees grow there, and up to this year none had been imported. The shadeless streets and lawns were unquestionably in need of trees, both for comfort and beauty, but as nothing was done about it they remained treeless. Last year the woman who decided that Freedom had gone treeless long enough wrote the State home demonstration leader—the local women were not organized into a club—and asked if she could help her start a movement to plant trees in her town. The State leader suggested that she write

the forestry division at the State agricultural college and ask what kind of tree would do best in that part of the State. She was advised that blue spruce did very well there and that the division would be glad to furnish them to the town for 4 or 5 cents apiece. The price was so nominal and the desire for trees so strong among Freedom residents that once an opportunity was given to acquire them with little effort everyone wanted trees, and the result was 1,460 planted in the town in six months.

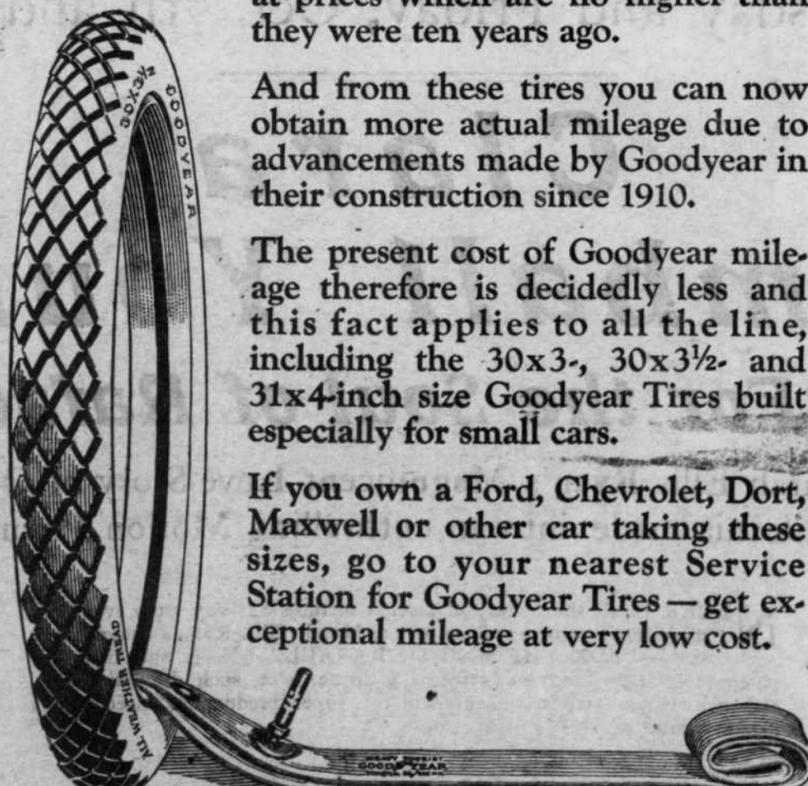
Tire Mileage Increased and Cost Reduced—for Small Cars

You can buy Goodyear Tires today at prices which are no higher than they were ten years ago.

And from these tires you can now obtain more actual mileage due to advancements made by Goodyear in their construction since 1910.

The present cost of Goodyear mileage therefore is decidedly less and this fact applies to all the line, including the 30x3-, 30x3½- and 31x4-inch size Goodyear Tires built especially for small cars.

If you own a Ford, Chevrolet, Dort, Maxwell or other car taking these sizes, go to your nearest Service Station for Goodyear Tires—get exceptional mileage at very low cost.



30 x 3½ Goodyear Double-Cure Fabric, All-Weather Tread \$23.50
30 x 3½ Goodyear Single-Cure Fabric, Anti-Skid Tread \$21.50

Goodyear Heavy Tourist Tubes cost no more than the price you are asked to pay for tubes of less merit—why risk costly casings when such sure protection is available? \$4.50 30 x 3½ size in waterproof bag

GOOD YEAR

A Cold in the Chest clogs the lungs and air passages and becomes serious if neglected; besides it makes you feel bad. To get rid of the misery, take

BALLARD'S HOREHOUND SYRUP

It is a Fine Relieving Remedy

It is good for colds settled in the lungs, Loss of Voice, Hoarseness, Soreness in the Bronchial tubes, Hard Coughs, Congestion in the Lungs. It is soothing and healing and very comforting to the sufferer.

Buy the \$1.00 size. You get five times as much as the 25c size, and you get free with each bottle a Dr. Herrick's Capsicum Plaster for the chest.

JAS. F. BALLARD, Proprietor ST. LOUIS, MO.