

The True Democrat.

Vol. XXII

St. Francisville, West Feliciana Parish La., Saturday, August 9, 1913.

No. 28

Planing Mill Operating

We beg to announce that our planing mill is now in operation and we are prepared to fill orders for Moulding, Ceiling, Weather-boarding and Flooring, both Hardwood and Cypress, as well as pickets and other planing mill products. We will be glad to receive any and all enquiries for your requirements or anything in the way of lumber, either dressed or rough.

Bayou Sara Lumber Co.

Accuracy.

Promptness.

Efficiency.

Three things that have given this house an established reputation for fair dealing. They are applied to every branch of our service and our many satisfied customers are the result. Get the "Royal Habit," and you'll get the best in the drug line.

The Royal Pharmacy.

Jacobs Candies
Made Last Night.

S. I. Reymond Co., Ltd.,

Cor Main and Third Streets
Baton Rouge, La.

Dry Goods, Notions, Shoes Hats,
Clothing, Housefurnishing, Etc.

Is Your Farm Remunerative?

Do You Wish to Do Better?

YOU SURELY CAN.

OF COURSE WE HAVE Rustproof Oats, and Lespedeza Seed, and Hay, and Red Polled Grade Cattle for sale, but the fact that we have had them for thirty years proves that they have been profitable to us and that they will remunerate you if you will handle them sufficiently and properly. If you desire any information concerning them we shall be glad to supply same on request.

SUCCESS LIES IN MUTUAL SERVICE.

Woodlawn Farm, Laurel Hill, La.

J. B. McGEHEE.

MAIL ORDER MERCHANDISE.

We are constantly finding out that many residents of this parish are patronizing mail order houses. We hope to remedy this condition and will agree to match any order for merchandise in our line, both in price and quality. Make out your order, itemize the goods and prices, add the freight and we will positively give you better goods at the same prices, and stand ready to make good.

WE WANT A CHANCE TO COMPETE WITH MAIL ORDER GOODS.

Every farmer and buyer in this vicinity that has been purchasing goods from mail order concerns should let us figure before sending his money out of the parish.

C. Weydert.

Pictures of the Past.

Extracts from the files of The True Democrat, published twenty-one years ago.

AUGUST 20, 1892.

St. Francis Church, on the other side of the river, was being demolished, preparatory to being built further inland.

A daughter was born to Conductor and Mrs. George Argue.

Mr. Chas. Kern was held up at the point of a pistol, by a negro, and relieved of twenty-five cents. He recog-

nized the highwayman and later had him arrested.

J. R. Thom presented The True Democrat with a home-grown apple which weighed 14 ounces.

Messrs. Chas. Howell and Hereford Percy opened a store.

John Towles Percy, aged 44 years, a native of West Feliciana parish, but for twenty years a resident of St. Louis died in that city.

HOW TO BUILD UP OR TEAR DOWN THIS COMMUNITY.

BY J. O. LEWIS.

THE HOME MERCHANT HAS EARNED SUPPORT.

Why are communities, towns and cities? Have you ever asked yourself this question? Did you think they just happened, or had you ever thought that there was a special need for them? In the beginning of time—as far back as history takes us—we find that men have banded themselves together for many and obvious reasons, chief among which are the benefits to be gained from organized society as a social, intellectual, spiritual and commercial center.

Collectively we are strong, forceful and aggressive and possess power and means to attain a growth which will give to us and our progeny opportunities for better living—to develop our moral, spiritual and intellectual life, the things for which we were created.

Therefore the success and happiness of every citizen of any community lies in the interest he takes in that community and the good work he can do to assist in its upbuilding.

Now, then, if we are to succeed as individuals and as a community we must not only strive for our own personal success and welfare, but must give of our work and substance unselfishly to help the others.

Everything we do to help in the upbuilding and advancement of our city we do just that much toward our own personal success. No man can live and prosper unto himself alone, for we are interdependent, and, realizing this, if we as citizens will all unite and pull together for the common good we will prosper as a city and consequently as individuals. Well paved streets and sidewalks, good sewerage system, thoroughly enforced sanitary laws, well regulated and energetic police force, competent fire fighting equipment and rigid building regulations are economic necessities and therefore they more largely affect us as a community than as individuals. But beyond this and underlying it all and upon which rests the foundation of the whole is the success of the business man. This man makes an investment, goes into some kind of business—to manufacture or sell goods—puts his money at stake, employs labor and begins his work to build better. This man is the cornerstone of the community—the

man you should rally around and support.

The success of a town depends on the success of its business men, while the success of the business men depends on support they receive from the people at large, each being, however, dependent one on the other.

No merchant can succeed without the patronage of the public. He is absolutely and entirely dependent on the custom of each and every individual who has a penny to spend, the little mite of each, taken in the aggregate, making the volume on which he runs his business. The merchant, having plenty of competition, must, in order to get the people's patronage, figure his prices close and offer to them the very best inducements possible.

The merchant pays large rentals, taxes, privilege licenses, insurance, besides employing many clerks and assistants, in order to maintain and conduct his business in such a manner as to meet your approval, and to succeed let me emphasize it again—he must have your patronage to make his business pay.

This community has some as fine stores—every kind—and conducted by as fine a set of men as you will find anywhere on the face of the globe—liberal, big hearted, progressive men. No better retail stores, no better wholesale or jobbing houses, no better banks, no better mills, no better schools, no better churches, no better municipal or public utilities, can be found anywhere than right here in your town, all—absolutely all—made possible only by and through the co-operation and generous giving of the business men.

But, my good friends, with all of these extraordinary accomplishments, there are some things being done today which are stumbling blocks in the path of our greater growth and further development—differences, if you please, which we must reconcile and overcome if we are to continue to grow and prosper.

To be continued under the title, "Help Yourself by Helping Your Town."

THREE NEW COURSES AT HIGH SCHOOL

At a meeting of the town council, Tuesday night, an appropriation of \$532.50 was made to the school board, for the purpose of putting domestic science, manual training and physical training courses in the High School for the coming session. This appropriation, together with that allowed by the State, is said to be ample for this purpose, and representatives of the school board have made the statement that they would not ask the town council for any more money for the coming school term.

Superintendent Smith will teach the manual training and physical training himself, as he expects to devote two days of each week to the High School, and an additional teacher will be employed to teach the course in domestic science.

FOR PUBLIC SAFETY.

The Louisiana Railroad Commission will probably order at its special meeting Tuesday of next week the installation of an interlocking plant at the crossing of the Louisiana Railway and Navigation Company and the Baton Rouge and Hammond. There have been two wrecks at this point in recent years. The need for the interlocking plant is brought to the attention of the Railroad Commission by the wreck last week.

Some months ago the commission took up the matter of ordering an interlocking plant at this crossing, but the matter was allowed to rest.

The above clipped from the news columns of the Daily Picayune is thoroughly characteristic of the Railroad Commission's policy of delay. Its motto probably is: Rome was not built in a day, so why try?

WEST FELICIANA JOINS RANKS OF PROGRESSIVES WILL CONSTRUCT A SYSTEM OF GOOD ROADS

Police Jury, By Vote of 9 to 2, Agrees to Purchase of Tractor Engine and Other Road-Working Machinery.

The Police Jury at its meeting on Wednesday by a vote of 8 to 3, finally changed to 9 to 2, decided to purchase a Flour City Traction Engine, a road machine and an Adams Ditcher or Grader, aggregating a cost, including freight, of \$4,375.00. The police jury room was crowded with men who had come from all parts of the parish to hear the discussion on the questions involved, and to lend their moral support to the issue, according to individual conviction. From the hearty cheers which went up, on reception of the vote, it was apparent that the ayes were decidedly in the majority in the audience as well as in the police jury.

The report of the committee appointed to observe the demonstration of these machines in actual road-making was practically the same as published in these columns, last week, and showed that the actual cost of operation was \$3.55 a mile.

The action of the Police Jury in making this purchase will doubtless receive criticism from those, who are still bitterly opposed to the purchase, although their original number was steadily reduced during the road demonstrations of the past two weeks. But the course of the parish governors is more generally commended, as it is considered to be in the line of progress, and it is believed, that if properly managed the machinery purchased may become a great benefit to the parish and its people by giving them good roads and the blessings attendant thereon. The cost is not excessive, and need not prove unduly onerous to a wide-awake people, determined to show to the world that they are alive and keeping up with the times, and that no agricultural misfortunes can daunt their indomitable spirits and desire for progress.

THE PROMOTION.

Youth's Companion:

The six-o'clock bell had rung, and the clerks at Munger & Athwold's were putting away the stock that had been left on the counters. Two young clerks, Harry and Walter, friends and recent comers to the store, worked at the same counter. When the last box had been put in place, Walter turned and began to study the labels on the rows of boxes on the shelf.

"What are you doing, Walt?" asked Harry, with languid interest, as he drew on a pair of new gloves. Harry was good-looking, and he knew it, and he had spent all that he earned, so far, on clothes. Once or twice he had seen Mr. Athwold himself looking him over with what he thought was an approving glance, and he had remarked confidentially to Walter that "it paid to keep well-groomed. The management wasn't likely to promote a clerk whose looks were not a credit to the store."

Walter understood the insinuation. Nature had not gifted him with good looks. Moreover, he had a widowed mother to support, and he had to wear a suit that was not exactly shabby, but that was far from new.

Now Harry had to repeat his question before Walter answered. "I'm going to study stock a few minutes. I don't know just where everything is, yet."

Harry laughed a contemptuous little laugh. "You don't catch 'dis chille studying stock after hours. If you don't know where a thing is, ask somebody else. That's my motto."

Things went on as usual for the next three weeks. Then one day Mr. Athwold walked down the aisle. He stopped at the counter where the two friends stood, and asked Harry to wait on him.

"Will you show me some pajamas?" he said.

"What size?" asked Harry. Mr. Athwold appeared to hesitate. "I really have forgotten what size I do wear. What size would you suggest?"

Harry had no suggestion to offer. "Let me see the largest size you have," Mr. Athwold said, finally. Harry pulled out several boxes, and began to rummage through them. Then he turned to Walter. "Say, Walt, are

LUMBER COMPANY RECEIVER NAMED

E. G. Westmorland was appointed receiver of the Bayou Sara Lumber Company in New Orleans, Monday, by Judge Rufus E. Foster, of the United States District Court, on a bill of complaint filed against the concern by the Union Trust Company, and Charles R. Dunn, trustee.

Complainants allege that on April 1, 1912, the Bayou Sara Lumber Company executed a first mortgage to secure an issue of bonds in the sum of \$125,000. The bonds that matured on April 1, 1913, were paid, leaving a balance of \$114,000. It is further claimed that the defendant removed a certain quantity of timber without filing with the trustee or bond holders declaration of their intention, thereby breaking their contract. Together with the receivership request plaintiffs asked that the defendant company be enjoined from disposing of any of the property covered by the mortgage.

there any larger sizes than these in stock?"

Walter put his hand instantly upon the size desired.

Mr. Athwold chose a suit, and then asked to see some hose, size 1 1/2. Harry hunted aimlessly for a minute or two, but could not find any half-sizes. He called upon Walter again, and Walter immediately found the right box.

Next Mr. Athwold asked for a pair of extra-length suspenders, then for some collars of a shape that differed a little from the kind usually sold, and finally for gloves with cadet fingers. In not a single instance could Harry find the article desired. But Walter got it with a promptness that showed how perfectly he knew the stock.

The next morning Walter was called to the office. He went with fear and trembling, but when he came back his face was beaming.

"What's up?" asked Harry, curiously.

Walter told him. He had been promoted to the position of head clerk, with a substantial raise in salary.

Harry's face fell. "You!" he exclaimed. "Why, he almost promised that to me. He told father three weeks ago that Jerrod was going to leave, and that I was in line for promotion. But that's just it," he added, with easy philosophy. "You can't put any dependence on a man's word now-a-days."

Prof. W. R. Dodson, director of the Louisiana Experiment Station at Baton Rouge is in Washington to confer with Secretary of Agriculture Houston, Louisiana congressmen and experts of the Department of Agriculture concerning development of Louisiana agriculture. Particular reference is to be paid to crops which might replace cane sugar on the lands upon which sugar cultivation will have to be abandoned with passage of the tariff bill.

Get the "Little Ad" habit.

Always Try to Learn the Answer.

The small merchant who has found the mail order house competition a serious problem, which the coming of the parcel post threatened to make still more serious, should seek his remedy in the parcel post itself. He will then speedily find the answer to his difficulties if he is capable of adapting his business to meet new conditions. While the parcel post helps the mail order house, it will help the small merchant still more if he is willing to take advantage of it. Within his zone (a circle 100 miles across, of which he is the center) he can deliver goods at much less transportation cost and considerably quicker than any concern located elsewhere.

Having gained the answer to his problem, it remains for him to determine the best means to bring the buyers in this territory in touch with the goods he has to offer. Specific advertising will be necessary; price lists, catalogues, etc., of standard goods must be spread broadcast. Above all, the merchant

MUST NOT DISAPPOINT.