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Is something that competition trusts and combats of all kinds must bow to. If your name is strongly impressed upon people's minds by judicious advertising, you have an asset that is worth perhaps as much or more than your business itself. A baking powder company with a factory and stock invoicing at a few hundred thousand dollars, refused \$12,000,000 for its business. This is only one of the many thousands of such cases where the name is worth many times the amount of the business itself. Is your name being impressed on people's minds stronger and stronger each day?

The Journal

Is impressing hundreds of people every week with people's names and goods

Why Not Yours?

The Rice Belt Journal.

Published Every Friday by
Welsh Printing Company, Ltd.
ONE DOLLAR A YEAR IN ADVANCE.

Entered at the postoffice at Welsh, La., as second class matter.

FRIDAY, DECEMBER 16, 1904.

An opportunity of a lifetime to get watches or jewelry at your own price begins next Monday when the entire stock of the Welsh Jewelry Co. will be offered at auction.

Judge D. B. Gorham and C. A. McCoy, leading legal lights of Lake Charles, were here Saturday afternoon representing their clients in cases before Squire J. R. Robichaux.

Mr. and Mrs. L. E. Morse, of Jennings, stopped off here yesterday morning for a brief visit with the family of M. E. Morse on their return from a trip to Lake Charles.

Hon. Aladin Vincent, of Vinton, will leave in a few days for San Antonio to enter the live stock business. The sale of his land, amounting to 25,000 acres, takes place Jan. 7.

The members of the Seventh Day Adventist church in the south part of town have been faithfully observing the week of prayer which began Saturday, December 10, and will continue until tomorrow. The Adventist school suspended for the week as a result.

Miss Leota Robinson, after a three and a half months' visit among kindred and friends in the north, arrived in Welsh Tuesday morning, accompanied by her cousin, Vern Brown, of Roanoke, Ill., who will remain here until after the holidays.

The annual State convocation of Congregational churches began in Lake Charles Tuesday night. The opening sermon was delivered by Rev. C. C. McCoy. Wednesday addresses were delivered by Revs. Luther Rees W. Lumpkin, J. C. Huntington, R. C. McCoy and Rev. Mrs. J. B. Fisher.

Rev. A. W. Turner, formerly pastor of the M. E. Church, South, at Welsh, but who was last year given the charge at New Iberia, was returned to the pastorate of that church at the annual conference recently held in Lake Charles. The Methodist congregation at New Iberia could not have secured a more capable man.

Mr. and Mrs. L. Bertrand will move to this city from Welsh, La., arriving about Dec. 16. Mr. Bertrand will open a store Jan. 1 carrying a full line of dry goods, notions and furnishing goods. They were here last fall and at that time decided to make the Fountain City their home. They will be very desirable citizens and will be welcome.—Siloam Springs (Ark.) Republican.

Mr. and Mrs. Lionel Bertrand left yesterday for Siloam Springs, Ark., where they will engage in the mercantile business. Mr. Bertrand has been a valued and trusted employe of the Morse hardware store for a number of years, and has a host of friends who wish him well in his new venture. John Miller has been promoted to the position formerly occupied by Mr. Bertrand, and Jack Romero has been employed as clerk.

At the annual election of officers of Welsh Lodge No. 176, Woodmen of the World, held Friday evening, December 10, the following were elected for the ensuing year: Dr. Jno. H. Cooper, consul commander; P. H. Goodreau, adviser lieutenant; Wm. P. Russell, Jr., clerk; A. R. Arceneaux, banker; S. E. Carroll esq.; A. L. Arceneaux, watchman; F. Romero, sentinel; A. L. Hebert, A. Hebert and J. R. Robichaux managers, for one, two and three years respectively.

Notes from Bell City.

The revival is growing in interest. Every thing is lively in Bell City now. The prospects of building up a town are fine. Rev. W. C. Mann on account of sickness is not with us in our revival. The Bell City company have men grading the streets. We have at present Rev. Huffpauer and he is indeed being used of the Lord for good. The people of the town and community are intelligent, enterprising, and spiritual. Several public spirited men have purchased lots here and building are being erected. Bell City College is doing well. Prof. Wood has shown himself to be a man who brings things to pass. Miss Rogers who has charge of the business department is from Miss. Some of the master minds of the largest institutions of the South have been her teachers. Miss Nannie Wood has charge of the music and elocution also, and being carefully taught by the distinguished German Musician Director, Prof. Conrad, of Meridian College, is well qualified. She has spent ten years in the study of music. The writer has not often heard any one that can surpass Miss Wood as an instrumental performer.

A Model Harness Emporium.

One of the neatest, best equipped and attractively arranged harness emporiums to be found in this neck of the woods is that of the Davidson-Wesson Implement Company in Welsh. This department is separate from the vehicle and machinery departments. A room twenty feet in length with almost an entire front of glass has been provided for the proper display and protection from dust of this immense harness and saddlery stock. At a glance one can see a set of harness for heavy draft work or the lighter and fancier grades for either single or double driving. And, too, they have the big Texas saddles for conquering bucking bronchos and the flat spring seats for comfort and ease in horseback riding; also ladies saddles. Besides these they have a splendid line of robes and whips. One of the main features this firm dotes on is the fact that they have repairs of every description in the harness and buggy top line, no matter how small or how large or what portion becomes broken or worn out, Davidson-Wesson Implement Co. have repairs for it. Drop in and take a look at their immense line.

Miss Zoa La Cour, of Crowley, and Miss Georgia Hudspeth, of Rosa, La., arrived here Friday evening to remain until after the holidays guests of the family of Mrs. Kate Robinson at the Eureka hotel.

A meeting was held in the town hall last Friday night for the purpose of devising a way inducing the payment of poll taxes. The meeting proved fruitful in various ways, and as a result a larger number of poll taxes have been sent in than at any previous corresponding period. This is a matter that should not be neglected, and if it is, you will be disfranchised for two years.

The Baptist, Methodist and Congregational churches in Welsh will have appropriate Christmas exercises. At the Methodist and Congregational churches the program will conclude with a Christmas tree from which presents will be distributed, but at the Baptist a huge star and crescent has been arranged in such a way that gifts for those attending that church may be artistically displayed. The various programs of the exercises will appear in the issue of the Journal preceding Christmas.

Iowa News Notes.

Hon. H. C. Drew was in Iowa Monday. Vet Pettigrew is shipping his rice crop. Miss Della Spaulding has closed her school on the Lacasine. Mrs. E. B. Smith has been quite sick but is slowly improving. The M. E. Sunday school will give a Christmas entertainment Christmas eve. Mrs. E. L. Hauck and Miss Maud Coffin were shopping in Lake Charles Saturday. Mrs. Davis, of the hotel, was in Lake Charles on a business trip Friday and Saturday. Mr. Prague and wife are boarding at the hotel. Mr. Prague is filling the place left vacant by Mr. Sargeant. John Storer and family arrived the 10th from Roger, Ark. Their many friends are glad to welcome them back. Mrs. Cook, who received a full load of bird shot by the accidental discharge of a gun some time ago, is almost well again. L. W. Delaplain left Monday for Jennings to accept a position as general manager of freight traffic for the Southern Pacific at that place. E. L. Hauck and Mr. and Mrs. L. D. Funk were in Lake Charles Tuesday doing business and making arrangements with Santa Claus to visit Iowa Christmas. J. M. Sargeant has accepted a position at Napoleonville, La., on the S. P. R. R. His family and household goods were moved last week to his new location. Miss Jessie Findley is teaching the Ikeville school, "Down where the orange blossoms grow," and where the oranges grow and ripen, and the children bring them to the teacher fresh from the tree. S. C. Robert, agent for the Gaar Scott Co., is making a final settlement of the year's business. He leaves Monday the 19th for his home in Richmond, Indiana. Mr. Roberts is a fine business man, who works for the interest of his company, and is obliging and considerate of his customers as well. The revival meeting at the Congregational church closed Sunday evening and Rev. Paul Leeds left Monday for his home at Kinder, by way of Lake Charles. While there was no special spirited movement by the outsiders, the Christians who attended the meetings were strengthened and refreshed by Rev. Leeds' earnest preaching.

Who Peddle Hard Luck Stories and Why

"I once was young, but now I am old," said a grayhaired man recently. "I have traveled over all of the states of the Union and nearly all the countries of the world. I have listened to hard luck stories from Americans and Europeans, Africans and Asiatics. I have studied the causes of these failures in all lands and climes; and I am convinced that the majority of the pauperism, and crime of the world is due to a lack of practical training in youth to make an honest living and lay by something for a rainy day." What an exhortation in this for young people to take a business course and fortify against the "rainy day." It takes only a short time and small cost to finish such a course. Any of our young people interested in such preparation should write for catalogue at once to Tyler Commercial College of Tyler, Texas. This is the largest and best equipped commercial, shorthand and telegraph school in the south.

DOLLS, DOLLS, DOLLS.

A very pretty assortment of China, Wax, Kid body, ready-dressed and comic dolls, purchased especially for this season's holiday trade. The lengths range from three inches to three feet and the prices from 5c to \$5. Journal Book Store.

SCHOOL NOTES

The end of our second month of school, and our enrollment has reached about one hundred and ninety. Examinations this week; these are not only a test of the pupil's knowledge but also of his honesty and honor. Parents please note carefully the showing for this month and compare with that of last month. If each month does not show a general gain there is something wrong somewhere. The grades are having daily drill in calisthenics in the large hall on the first floor. This is a good work and is correcting some of the awkward movements of the children. Thomas Todd has been out of school on account of sickness for several days past. We hope to see you back with us soon, Tom. We have our new foot ball now, and if our boys and girls do not become Populists it will not be because they are not good kickers. George Russell has been out of school for several days, taking his brother Will's place in Bell's store; Will being sick for the past few days. Sorry you are out, George. The lady teachers, and the girls of the high school have organized a ladies' gymnastic club which will meet once a week after school. This work together with the calisthenics of the grades is in charge of Mrs. Read, who has had considerable experience in conducting such work. It is confidently expected that much pleasure and profit will be derived from this work. Ellen and May Dill, who live about 13 miles north of town, have enrolled for work in Mrs. Read's room. She now has an enrollment of fifty, which is considerably larger than that of any other teacher in the building. Roy Davis has been out of school this week working in Hickson's bakery. We will be glad to see you back in school, Roy. Miss Myrtle LaRue took charge of the principal's room last Thursday while he was visiting the grades. Myrtle is a student of whom we are all proud. Parents, we still extend to you a cordial invitation to call and visit the school. Now really can't you get an hour or two off to come up and see how your boy or girl is getting along? Rev. F. C. Laslette was a welcome caller last Monday morning. Yes, our globe has come and we had our first lesson with it Tuesday. Miss Laura Ellis has been absent several days this week on account of the bad roads, but she says she will come a part of the time if she has to swim for it. Mr. Read has quite an armory of toy pistols which he has captured from that enemy of human safety—the small boy with a gun. The pistols are contrabands of war and will be retained until the Christmas holidays. Miss Anderson's room has a new enrollment this week.

Recent Arrivals.

Born, Friday, December 9, to Mr. and Mrs. Geo. Glick, a son.
Born, Sunday, December 11, to Mr. and Mrs. R. E. Patterson, a son.
Born, Tuesday, December 13, to Mr. and Mrs. J. W. Dahrens, a son.
Born, Saturday, December 10, to the wife of A. R. Arceneaux, a fine daughter.
Mr. and Mrs. Austin Hebert are the proud parents of a fine eleven-pound daughter, the Miss having made her advent Tuesday, December 13.

The big jewelry auction will take place all next week, rain or shine.

WELSH JEWELRY CO.

BATTLESHIP BRAND OVERALLS AND COATS.
UNION-MADE--THE VERY BEST.



Sold by
THE SIGNAL CLOTHING STORE.
As mighty as Uncle Sam on Sea is the "Battleship" brand on Land.
Made by
BATTLESHIP MFG CO.,
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CAPITAL - \$25,000.00.
CORRESPONDENCE INVITED.
We can furnish you every accommodation consistent with safe banking.

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M. B. VAN NESS, Proprietor.
ALL KINDS OF
Oil and Irrigating Strainers,
MADE ON SHORT NOTICE.
ALL KINDS OF
PIPE AND FITTINGS
Only two doors from Postoffice.

Lumber
AND
Builders' Hardware
AT
Lewis Lumber Co.
Limited
Welsh, Louisiana.

Lumber,
Lath, Shingles,
Sash, Doors, Blinds, Cisterns and Tanks of all kinds
Estimates Cheerfully Furnished.
Call and see us opposite Cooper's Drugstore.
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A SWELL SHOE made in all leathers and styles.



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