

TO DEMONSTRATE PUBLICITY VALUE

ADVERTISING CLUBS OF THE WORLD WILL HOLD CONVENTION IN SEPTEMBER.

TO MEET IN NEW ORLEANS

To Have Exhibits and Hold Open Meetings For Purpose of Showing Benefits of Advertising To Growth of Business.

New Orleans.— Demonstrating how advertising "pays its board" for any business will be a feature of the "victory" convention of the Associated Advertising Clubs of the World in New Orleans September 21-25, upon which members of the convention board are spending a large part of their time.

Mr. Ellsworth said, "But so many are under the impression that in order to start they must make a very large outlay and run a big risk."

"The New Orleans convention will show in practical form how it is logical for a business house to start in a small way in relation to total sales—and to make advertising pay for itself as it goes on and sales increase. Exhibits will demonstrate just how advertisers have started and made their advertising pay."

Headquarters offices of the advertising clubs in New York have planned to make the advertising convention helpful in a "brass tacks way" to the business man who wants to make judicious use of advertising.

According to a recent announcement business men not actual members of the Associated Advertising Clubs of the World, but attending the convention with delegations from their cities will be given the opportunity of attending all meetings of the convention and profiting by the sessions on equal terms with members.

JUST PARAGRAPHS.

Certain packing houses in Monroe are making strenuous efforts to arouse sentiment in opposition to the Kenyon bill now before the Senate, and their solicitors are obtaining signatures of merchants and individuals to written statements opposing the bill, according to a signed statement issued here by the wholesale grocers.

A 15-year-old boy from Campinez Camp, Mexico, came to the Louisiana State University to consult J. A. Simms, beef cattle specialist, live stock extension division, in regard to live stock farming in Louisiana. This Mexican boy is desirous of acquiring some practical experience and information in growing live stock.

Society people in Thibodaux seem to be much elated over the fact that this town is now the home of a French bride, Lieutenant Wilbur Braud having reached here with his wife, whom he married a few weeks ago in Paris.

John Chaumont, recently appointed sheriff of Allen parish to fill vacancy caused by removal from office of R. E. Oden, filed his oath and bond and assumed his duties as sheriff.

With the sky as the limit for political discussion, invitations have been extended by the Shreveport Central Trades and Labor Council to all state candidates to speak in Shreveport at a Labor Day celebration September 2.

Captain C. B. W. Palmer, who enlisted in the British army after the sinking of the Lusitania and who was decorated with the Military Cross by King George in person, has returned to Baton Rouge for a short visit on a leave of absence.

The Woodmen picnic at Walker for August 23 promises to be the big event of the year. Three of the gubernatorial candidates have accepted invitations to be present, Phanor Breazeale, Hewitt Bouanchaud and Colonel F. P. Stubbs.

Notices have been received from Washington of the appointment of Jesse F. McNabb as postmaster at Denham Springs. He will succeed C. W. Pennington, who submitted his resignation some months ago.

Road building in West Carroll parish is to receive a big impetus as \$300,000 is to be expended on them by the police jury. The \$300,000 road bond issue, authorized by a special election held on June 7, will be sold August 15.

The Lafayette board of trustees in a meeting decided to call an election for September 11 to vote a bond issue of 350,000 in round figures to make a number of municipal improvements.

Oakdale, Allen parish, will vote on issuing \$30,000 bonds September 2 for the improving of the waterworks system and creating a fire department.

DeRidder, Beauregard parish will vote on issuing \$100,000 bonds on August 15 for the construction of a waterworks and electric light plant.

Baton Rouge voted a \$10,000 bond issue for the proposed Victory Park by an almost unanimous vote.

The Abbeville section was visited recently by a violent thunderstorm, accompanied by a very heavy rain, which was needed for the cane and corn. During the storm lightning struck the barn on the farm of H. C. Ewing near here and while the building was not injured the thunderbolt killed several horses, mules, hogs and poultry, causing a loss of upward of \$1,000.

Police records of Baton Rouge show only twenty-one arrests for all causes were made during the first seventeen days of prohibition. During the first seventeen days of July, 1918, records show eighty-eight arrests, more than four times as many as this year. On July 16, 1918, twenty-four persons were arrested, three more than the entire period in 1919.

Joseph McDonald, hod carrier employed at Lake Charles for \$4.50 a day, was notified by Felix Voorheis, Dallas, Texas, attorney, that an estate of more than \$7,000,000 had been left him by a bishop of the Catholic church in Rome. McDonald will offer proof he is a relative of the bequeathing bishop, said to be a brother of the late Pope Leo XIII.

Vernon parish police jury has, by a unanimous vote, decided to withdraw the co-operation of Vernon parish in cattle dipping by refusing to pay further claims for such purpose, stating the reason that the members are of the belief that public money is being wasted, and that furthermore, systematic and conscientious dipping has not been followed to eradicate ticks.

The contract for the construction of the new Methodist Church in West Monroe has been let and preparations for immediate building are already under way. The new building will contain two auditoriums and twenty-three Sunday school rooms, and will be constructed entirely of brick. Its cost, exclusive of furnishings, will exceed \$3,000.

The board of directors of the Alexandria Chamber of Commerce unanimously adopted a resolution giving indorsement to the movement by the city commissioners which is proposed to make a further test to ascertain whether there is gas in paying quantities to be found in the city well now being bored.

The police jury of Allen parish met and promulgated the returns of an election held recently in Ward 5 on a proposition to issue \$100,000 of good roads bonds. The proposition was carried, 161 votes with a property valuation of \$130,000 voting in favor, against 2 votes with valuation of \$5,400, against.

Electrical workers from all parts of the United States will gather in New Orleans for the meeting of the International Brotherhood of Electrical Workers to be held at the St. Charles Hotel September 15 to 30. Samuel Gompers, president of the American Federation of Labor, will be one of the principal speakers.

The cotton crop in the Forest Hill section of Rapides parish is being plowed up and Irish potatoes are being planted for a fall crop. The cotton crop here will be almost a complete failure on account of the rainfall during the spring and summer and the boll weevil.

An election has been called for August 19, to be held in Drainage District No. 2 of Lafourche parish. The election is for the purpose of ascertaining the will of the taxpayers regarding an acreage tax of 25 cents per acre to continue the work of dredging and draining.

A salt water nataratorium for Minden is in prospect. It may be completed and ready for use at the opening of the season of 1920. Business men have shown their interest in the matter by announcing their readiness to take stock in the enterprise.

St. Tammany parish will be tickled this fall if the cattle owners of the ten wards of the parish keep on dipping their cattle as per instructions. So said Dr. Claude Levy, in charge of the work in St. Tammany, to the police jury of this parish recently.

Rain greatly benefitted the rice crop in the Estherwood section, and some varieties of the cereal are nearing maturity. Farmers are arranging to use more modern methods in the harvesting of their crops and are buying tractors.

John L. Durand, made a shipment of hogs to Dallas, Tex., from St. Martinville, which sold at 19 3/4 cents per pound, and a lot of sixty hogs netted him over \$1,700, which he considered very good.

The unprecedented building boom in Crowley is stimulating all manner of industries and property owners are having all the principal streets and avenues graded and graveled.

The political campaign for Ascension parochial offices has been opened with the launching of two tickets in the field.

The St. Martin parish authorities received this week two army trucks to be used in hauling road materials.

The Lafayette parish branch of the American Legion was organized with Lionel Jagou as commander and P. J. LeBlanc as historian and financial secretary.

A new highway will be opened up for travel soon from Forest Hill via Woodworth, to Alexandria, shortening the distance about ten miles.

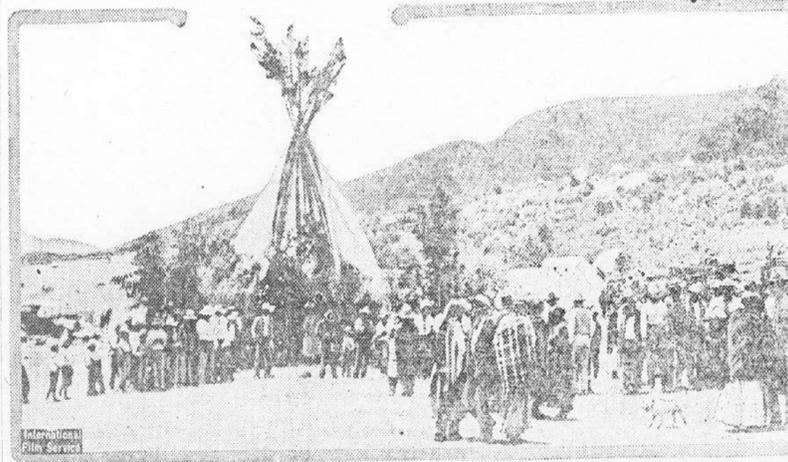
Miss Paola Mouton has taken the position of singing director for the public schools in Lafayette.

BOSTON STREETS CONGESTED BY CAR STRIKE



Streets and sidewalks in Boston are congested by persons walking or riding to work in any sort of conveyance during the car strike, which has tied up transportation.

APACHES HOLD THEIR LAST TRIBAL MEETING



The remaining members of the famed Apache tribe, 900 in number, held their last encampment at Mesquite, N. M., recently. The tribe was once the most feared and populous of Indian groups in the West. The ceremonies this year took the form of ceremonial dances, feasting and other exercises dear to the heart of the redman.

MADE FROM CARTRIDGE SILK



The ordnance bureau of the war department is offering to the dress goods trade 18,000,000 yards of material which will be a complete novelty to milady. It is a special silk made for wrapping cartridge bags, of a quality which should retail for two or three dollars a yard. To prove that the cloth is suitable for dress goods, Col. E. E. Garrison had a dress made and fitted to his secretary. Here it is.

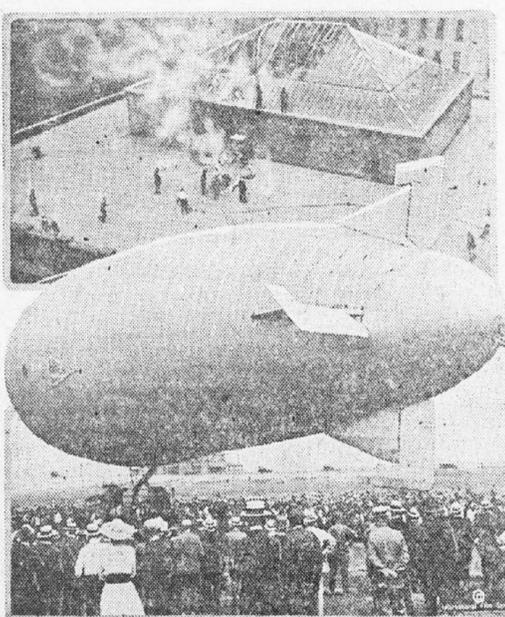
Should Be Careful. Every spring in Venice the question arises: "Shall the bathing suits be censured?" They were discussing the matter at the Woman's club the other night and one prim member said: "Really, I do think that the present costumes are rather underdone. I know they are better for swimming and all that, but you never know who sees you under the water, with all these submarines about."

An' Ever'thing. Martha, who is about ready to finish her kindergarten, had seen the circus parade, and, at dinner, was telling her father of the wonderful sights. "An', papa, I saw one o' those grea', grea' big potamusses; an' a whole lot o' shepherds (papa's questions developed she meant leopards) an' white mens; an' some elephants playin' crack the whip, hol' o' each other's tails; an' ever'thing in the world."

For One's Own Comfort. Half the sting of poverty is gone when one keeps house for one's own comfort and not for the comfort of one's neighbors. It is not what we lack, but what we see others have, that makes us discontented.—Miss Mulock.

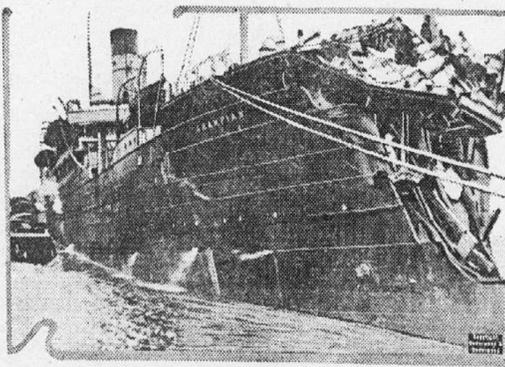
Early Sewing Machine. Thomas Saint, an Englishman, obtained a patent for the first sewing machine in 1790 in London. The mechanism of the machine was made of wood.

DIRIGIBLE EXPLODES; THIRTEEN KILLED



Below, the Goodyear blimp, which exploded above the loop district of Chicago and fell into a bank, killing ten bank employees and three members of the crew. Above, the skylight of the bank building through which the blimp crashed.

STEAMSHIP GRAMPAN HITS AN ICEBERG



The Canadian Pacific steamship Grampian in St. John's harbor with her bows stove in as a result of striking an iceberg. No damage was done under the water line. The Grampian steamed under her own power from Cape Race, where it hit the berg, back to St. John's.

TRADE BRIEFS

January is the wheat harvesting season of Australia. Sheep are used as beasts of burden in northern India and carry 20-pound loads. Durable strings for lacing machine belts are sometimes made of eel skins. An experimental farm to demonstrate the value of American agricultural machinery is to be operated in the state of Sinaloa, Mexico. According to an English oculist digestive troubles have an important effect upon eye diseases, while weaknesses of the eyes have but little effect on digestion. When Good Roads day was celebrated at Lecompton, Kan., the women of the community, with pick and shovel, took their places on the highways along with the men. Bricks are being manufactured in the United Kingdom at the rate of 40,000,000 a week. The Co-operative Wholesale society of Manchester, England, has decided that its employees, numbering 30,000, should join trades unions. Mrs. Ethel Purdue, the first woman to become a Fellow of the London Association of Accountants, is celebrated as an income tax expert. Among the various uses of coconut oil in India is its application as a mange cure for dogs, for which purpose it is said to be very effective. Consul Emil Sauer reports from Maracibo, Venezuela, that according to estimates the stock of coffee on hand at Maracibo amounts to 105,000 bags. Merchants of Kobe, Japan, have formed a Philippine society to promote trade with the islands and establish closer relations generally.

PROCLAMATION TIGHTENS EMBARGO ACTION IS DEMANDED

Interest was again centered upon the Mexican problem when the state department made public a proclamation by President Wilson tightening the embargo upon exportation of arms and ammunition into Mexico, the president asserting he had found there exist in Mexico "conditions of domestic violence promoted by the use of arms or ammunitions of war procured from the United States" under provisions of a resolution of the United States congress. The resolution referred to was passed by congress in March 1914 and under its provisions shipments of arms into Mexico have been kept under more or less strict control. The action of the president in issuing another proclamation, severe in the restrictions it imposes, and calling upon all to obey his injunctions, is generally accepted here as an indication that the United States has determined recent developments demand firmer action by this government.

The statement by the president that he is satisfied the shipment of arms into Mexico from the United States is responsible for the disordered conditions in Mexico is interpreted here as meaning one of two things: That the president believes shipments even to the Carranza government on the scale which has been permitted are unwise or that the smuggling of arms and munitions across the border which reached bandit forces such as those controlled by Villa, brought about the result which he finds to exist in the Mexican republic.

The proclamation was prepared on July 12 before Secretary of State Lansing returned from France and bears the signature of Frank L. Polk, under secretary of state, as well as that of the president. It is considered significant that this date was but three days after Mr. Polk had conferred with 20 representatives of American oil interests in Mexico to discuss with the department of state and members of congress the distressing conditions in the Tampico and Panuco oil fields.

It was noted with interest also that the president's proclamation after referring to the congressional resolution used the words: "And whereas, by the same act of congress, it is provided in section 8 thereof as follows: 'The president may employ such part of the land or naval forces of the United States as he may deem necessary to carry out the purposes of this title.'"

EXPORT LICENSE DOES NOT INCLUDE ARMS TO MEXICO

Arms, ammunition and wireless outfits will not be permitted to go from the United States to Mexico under the special export license authorized by the war trade board section of the state department, effective July 14. The former order is amended, authorizing exportations without individual license of all commodities to practically all countries except arms, ammunition and explosives to Mexico or China, machinery or materials intended for the manufacture of munitions and radio or wireless apparatus consigned to Mexico, and wheat and wheat flour, the control over the exportation of which has been vested in the wheat director.

FIRST ENCAMPMENT OF NEW TEXAS GUARD AT CAMP MABRY

San Antonio, Tex.—The first encampment of the reorganized Texas National Guard probably will be held at Camp Mabry, Austin, in August or September, it was unofficially stated Tuesday following the receipt of a letter from the adjutant general's office, Washington, D. C., relative to the plans for the reorganization of the state troops.

The Oklahoma state troops, which are included with Texas in the national guard division district No. 64, will go to camp probably the latter part of August, it was announced. The Texas National Guard as reorganized will consist of three regiments of infantry, one regiment of field artillery, one company of engineers, one company of signal corps (wire), one company field hospital, one company ambulance and six regiments of cavalry.

Willard Buys Farm.

Jess Willard, who received \$100,000 for his participation in the boxing match with Jack Dempsey at Toledo July 4, purchased a 700-acre farm near his home in Lawrence, Kan., paying down \$100,000 of the \$175,000 purchase price.

Germany to Meet Financial Needs. Germany's financial program, calling for the raising of 25,000,000,000 marks annually, agreed upon by Matthias Erzberger, minister of finance, and a group of experts, was published by the North German Gazette. The conference was said to be in complete agreement on the financial reforms.

HOUSE PROPOSES DEPORTING ENEMY ALIENS

Washington.—Deportation of 513 enemy aliens for violation of various war statutes is proposed in a bill unanimously reported by the house immigration committee. The aliens are now interned at Fort Oglethorpe, Ga., and Fort Douglas, Utah. They would be permitted hearings by the department of justice before deportation.

Couldn't W... St. W. Bishop Was Laid... Kidney Trouble... God Health to D... DOAN'S... FOSTER-MILBURN CO., BUFFALO, N. Y.

THE "BLU... Caused by Acid-Stomach... Millions of people who were... blue and are often indigestion... these conditions are due to acid... over which they have little or... Nearly always, however, the... to an internal source—acid-stomach... it to be wanted at any time... come with such well defined... indigestion, belching, heartburn... will not check, all the vital... degree or obstruct, in time... nervous system becomes de... and strength, although he... the cause of his ailments, feel... suffers, anxious and sleepless... truly life is dark—not every... man or woman who has self-con... rid of it. Don't let acid-stomach... you back, wreck your health... days miserable, make you a... stomach, nerves, and every... marvelous modern remedy... that brings out such quick... stomach, nerves—sets your... —makes it strong, cool, sane... able. Helps you eat heart... vital, enthusiastic and re... many thousands upon thousands... have used EATONIC with such... hospital results that we can... feel the same way if you will... Get a big 50 cent bottle of... the food eating tablets that... Sample Free, 50¢ a dozen... mail. The Patent Toilet Company.

EATONIC (FOR YOUR ACID-STOMACH) Every Woman's Partin ANTISEPTIC POWDER FOR PERSONAL HYGIENE Dissolved in water for douching, pelvic catarrh, ulceration and inflammation. Recommended by Pinkham Med. Co. for sore throat and sore eyes. Extraordinary cleaning and purifying action. Sample Free, 50¢ a dozen. Mail. The Patent Toilet Company.

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USE ANTISEPTIC MUL-EN AS A MOUTH AND DENTIFRICE It Cleans the Teeth, Whitens and Keeps the Gums Firm and Healthy. HOW MUCH for 10 acres in... Houston, a few rods wide... L. Barker, 4514 Maple, Houston.

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