WOMAN'S ENTERPRISE

Published in the Interest of the Club Women of Baton Rouge, Louisiana.

FRIDAY, JULY 22, 1921.

OUR MISSION.

Enjoying a status not heretofore accorded them, participating to the fullest extent in the activities of life and laboring earnestly for the economic, moral, social and political uplift of the community, the women of Baton Rouge consider the time opportune in which to launch a free and untrameled newspaper to express their views on all public questions. That there is a field for the venture without trespassing upon the pastures of the daily and weekly papers there is slight doubt and in a spirit of good will towards all it is the determination of the women of Baton Rouge to prove to the world that women are as fully alive to the demands of the times as are they of the sterner sex, and with this understanding present to the public the first issue of the Women's Enterprise, which is to be published monthly and to be edited, published and managed entirely by women.

While the Women's Enterprise will never intrude upon the rights and privileges of private individauls nor allow the use of its columns for the dissemination of personal spite or prejudice, it will nevertheless criticize as severely as its vocabulary will admit all violations of law, all shortcomings of officers and make unrelenting war upon all persons guilty of offenses against the moral code.

With this understanding the Women's Enterprise makes its initial appearance.

"BETTER BIDE AWEE."

To those so busy in selecting candidates for city offices we commend the advice tendered in the old Scotch song that it would be far wiser to "bide awee", as the women of Baton Rouge intend to be heard on all important subjects and the women just endowed with the right of suff:rage command quite a large vote even though no great number are as yet registered. As a new registration has been povided by the recently adopted constitution, the number of female voters will be largely increased, no doubt to the chagrin of the would be Warwicks—the king makers.

It may be claimed that our women generally will vote as do their fathers, sons or brothers, but let the Woman's Enterprise advise that such by no means will be the case. Rather, as the platform of women will be war on all malfeasance, misfeasance and non-feasance on the part of public officials, expulsion of gamblers, lewed and abandoned men and women, a more tidy city and general improvement among all civic lines they are apt to influence their kindred instead of being carried away by stereotyped methods practiced under the old regime.

Woman's Enterprise firmly believes that at least one woman will occupy a position of considerable importance in the next City Commission. Watch and see you who are so quick to choose officials of Baton Rouge. It is recorded that "pride goeth before a fall."

THE GOOD ROADS PROJECT.

In this era of automobile travel the women of Louisiana are as alive to the importance of good roads as are the men and as ready to back up every feasible proposition. But in furnishing their aid and influence they wish the millions of dollars provided by the Constitutional Convention to be wisely applied by a department separate and apart from all other State institutions and in charge of the best and ablest road builders to be found. They will oppose the road movement becoming a political machine or falling into the hands of impracticable politicians out of a job.

The rate of taxation fixed by the Constitutional Convention will extract millions from the pockets of auto owners and this should be spent wisely and economically and not used as rewards for political services rendered or to be rendered at some future date.

That Governor Parker, thorough business man that he is, will do everything in his power to protect this immense fund goes without saying, but the "King dies and the King lives, all hail the King," and we know not who may serve in that capacity in the future. The Legislature should place the road construction beyond the reach of those who would convert the movement into a great political machine. Let it be placed upon a sound business basis to be carried on successfully by first class business men in a first class business manner, men of the calibre of those who conducted the campaign that made the Greater Agricultural College a certainty.

Many of the readers of this paper will be surprised at the amount of work done in the way of civic improvement, charitable dispensations, school affairs by the women of Baton Rouge and other matters of a public character. Eyes of the male sex will be opened by a perusal of the history of ladies' organizations. Of course, in a superfiicial way, every citizen knew that the women were accomplishing more or less in the way of civic betterment, but a few in this age of hurry and scramble for personal gain have given much thought to what women have done and are doing and to such we commend a perusal of the reports herein published.

If fault is to be found with this issue of Women's Enterprise it must be attributed to the short time allowed for the preparation. Within two weeks from the time the idea of publishing a paper edited and managed by ladies was conceived the Enterprise was on the streets. Few of those who scan the newspapers have any idea of the obstacles to be overcome in their preparation and for that reason we feel decidedly proud of our achievements. Patronage has been all that could be reasonably expected or desired and would have exceeded what we present to-day had time permitted. We consider our venture a decided success.

RENDER UNTO CAESAR THE THINGS THAT ARE CAESAR'S.

(Mary Coleman Herget)

I wish to state, by way of preface, that this little article may be somewhat of a ramble, but the reader may, perchance, see some connections, and here's hoping its vagaries will be kindly received.

Many years ago, when girls' colleges were first organized in America, the majority of the people shook their heads declaring that womanliness would certainly disappear from woman she she be allowed to attend these institutions; that a woman's place was in the home, and should she step out of it she would knock the props from under society and religion.

A woman who could discuss Browning was looked upon as a freak, liable to have a knobby forehead. and sure to be a dowdy, unkempt looking individual. Somehow the opinion seemed to prevail that an educated woman couldn't possibly be the mistress of a happy home, a contented, sociable wife, a loving, thoughtful mother.

Notwithstanding these dire predictions and headshakings, as time has passed and the "finishing schools" have improved, what has been the result? The skeptical have been converted! The "staying power" of the woman—in body, in mind, and in womanliness—has been given the acid test and HELD.

Now comes the great hue and cry against co-education. Descendants of those doubting Thomases, those Prophets of "dire disaster" to God, and Home, and Native Land, should women be allowed to attend colleges, are shaking their heads and declaring: "Co-education is cheapening our girls! It is making them bold and brazen! It is encouraging them to smoke cigarettes, and go joy-riding at untimely hours of the night." I am afraid that all the sins catalogued against the present day girls are accounted for on that score.

Just by way of parenthesis, let me digress from the main thought and make the declaration that the adoptioon of the 19th amendment is a big WHY for co-education. When that article was passed, every woman in this country, will she or nil she, was pushed out of the narrow protected home life into the lime light of public life. The same problems men have been solving all these years were put up to her. Why shouldn't the sister have the same education, shoulder to shoulder, with the brother in the same class rooms, under the same professors, out of the same books, etc. The parenthesis is closed.

It must needs be admitted that things have gone to the extreme in regard to "female apparel," "young people's morals", and I believe, older people's. There is more disgrace than grace in the toddling, shimmying modern dance. It is a deplorable fact that at most of the so called exclusive affairs, many of the participants feeling the need of "pepping up" after twelve, indulge in frequent sips of the juice of the forbidden fruit. Even a casual observer may notice, on a ride of any length, car after car, parked silent and dark miles from home and mother, on out of the way paths. But are these miscreants always college boys and girls? Do they always belong to the so called younger set? If so, is it true simply of co-educational institutions? So WHY blame co-education! WHY blame the boys and girls entirely! WHY put it up to the mothers as does the 9th of July Literary Digest! Ever since the apple eating party of ancient times the sins both of omission and commission have been deposited to Eve's credit. Poor Mother Eve! Why not, believing in equal rights, ask the question: Where are the FATHERS as well as the mothers?

In discussing this with one of my brightest little co-eds she remarked with a wise shake of her pretty head: "Well, Dean, if the fathers and mothers would only stand pat on daughter and sonny boy you would not have any trouble about unchaperoned dances, and suppers and swimming parties, and absent class and tardies."

Our wonderful America took part in the late war with the avowed purpose of making the world safe for women. After the countless "last sacrifices" were so willingly made, shall our boys be turned into beasts in home town dens? These home towns, these streets, that have been fathers father's care long before mother had any official say! Father's money pays for the gasoline, the short dresses, the high heels, the cosmetic bills.

In an old fashioned autograph album, I read this inscription: "It is one of the eccentricities of the ages, that we keep abreast of the times." My contention is that fathers and mothers are responsible to a very large degree for the times which our young people feel called upon to keep up with.

The Woman's Enterprise is the most readable paper ever published in Baton Rouge.

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