

WOMAN'S ENTERPRISE

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

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FRIDAY, AUGUST 19, 1921.

A one paper town is a one horse town which Baton Rouge certainly is not, as is evidenced by the advertising spirit exhibited in all local publications. Where you see papers filled with ads you may be sure that a town or city is not an aggregation of dead heads. This is only the second issue of Woman's Enterprise and from the support given it we feel that no city in the Union can boast of more wide awake and progressive merchants and other business men. Had we a paper for years without competition perhaps we might say "This city should have but one paper and that is US."

HISTORY OF THE CHURCHES.

Woman's Enterprise proposes to publish brief histories of the various churches as data can be secured. While many are familiar with recent histories quite a number are not, especially those who have located here during the last one or two decades. As a beginning of this work in today's issue will be found brief historical sketches of the First Methodist and of St. James Episcopal Churches, the establishment of both of which reach far back in local history.

HE WAS A WISE MERCHANT.

During the last days of July and first days of August the annual convention of National Congress of Retail Merchants was held in Chicago when the President, J. R. Mooney of Temple, Okla., in his opening address, spoke as follows:

"The men will be content to let things slide along, but remember it is the woman who reminds the man when the shirt is dropping off his back and that he needs a new one. Women do the buying, so address your advertisements to them."

Mr. Mooney is wise to the fact that women are they who do the family purchasing of both dry goods and groceries. Be wise also by advertising in the Woman's Enterprise and watch results.

AN ENTHUSIASTIC RECEPTION.

The reception given the first issue of Women's Enterprise was most gratifying to its founders and an intimation of what its future promises. While it was known in a superficial way that the women of Baton Rouge were attempting to do something of a public character few had an idea of the great amount of work of a public and beneficial nature performed by what has always been considered the weaker sex until the appearance of this paper. So successful was the launching of the publication that the 2000 edition ran out before three o'clock P. M., and had twice the number been printed all would have been purchased. Thus publicity was given to advertisements beyond the expectation of those who had them inserted or even of the publishers. As was said in the first issue three-fourths or more of all purchasing is done by the females of the family and for that reason the columns of Woman's Enterprise has few equals as an advertising medium.

The publisher takes this method of extending thanks to all those who contributed in making Woman's Enterprise the grand success it proved to be and will endeavor with their assistance to improve each and every issue.

Women will be as successful in conducting this paper as they have been in the many movements inaugurated and carried out by them.

A SUGGESTION.

Few will be found in this city to disagree with the statement that the first or west square of the neutral ground of North Boulevard is anything but a credit to the city. It is untidy in the extreme with walks in every direction and earth showing where shrubs and flowers would be a pleasing sight. Strangers coming from the depot are apt to judge our city by this, the first place encountered, and hundreds of visitors see the ugly place where one has an opportunity of visiting Victory Park.

This is not written in a spirit of fault-finding with the city commission, as Woman's Enterprise is fully aware of the lack of income to devote to streets and squares. It knows that the city commissioners are doing their best with the limited means at their command to keep the city in presentable condition; it knows that the commissioners regret their inability to do more in the way of civic improvement; it knows that the Mayor, Judge and the few policemen the city is in financial position to maintain, are efficient in enforcement of city ordinances and doing their best under the circumstances. Of course, there are those who criticize public officials without regard to time, place or circumstances, but these are generally of the number who have a personal grudge against the authorities. Fair minded men and women understand that it takes money to keep up a city and the money is not forth coming at this time.

Now the suggestion is this: Remove all benches to another block; enlist the services of the ladies of the civic association and give them full charge with Judge Benton to supply such labor as may be necessary; penalize all persons crossing the ground, confining them to the side walks running along each side and within six months the square will be a thing of beauty and a credit to the city instead of the ugly, untidy place it is now.

It is thought that they who daily occupy the benches around the monument are confederate veterans, but such is not a fact as but one or two of the old soldiers are now to be seen resting beneath the monument erected to the memory of their companions and these should be pleased to see the monument amid beautiful surroundings.

If the place is turned over, and the ladies will accept the charge a decided change will be seen before the robins come again. Try the experiment, commissioners. Consult the ladies, it will cost little or nothing to carry out the plan here outlined and visitors will entertain a better opinion of our city.

GREENWELL SPRINGS.

The fine hotel at Greenwell Springs with its forty-two bedrooms, sixteen baths, artesian wells and mineral springs long occupied has come into limelight once again. This time a proposition to sell the property to the Anti-Tuberculosis League, is being favorably considered and if funds can be had to make the first payment it is likely the sale will be consummated.

Greenwell Springs, so we learn from old citizens, was a most delightful resort for the people of this city years ago, with its waters of high medicinal reputation, its balls and other social functions for the amusement of summer guests of whom there were many. The medicinal virtue of the waters was known to the earliest settlers but it was not until 1853 that the owner of the property at that time, Mr. William S. Pike, had an analysis of the several springs made by a prominent chemist of Washington. Mr. Pike then developed the property by causing the construction of a commodious dining and dancing hall and quite a number of cottages for summer boarders. Here many of the elite of this section gathered during the prevalence of yellow fever, a scourge appearing almost annually. During the civil war the place was abandoned as a summer resort, its buildings removed and has remained so since. Some years ago the present owners established a fine hotel, equipped with all modern appurtenances but as Yellow Jacket was kept beyond the boundaries of Louisiana it failed to draw support.

Now, however, if the plans of the Anti-Tuberculosis League mature, the old place will soon again be occupied. That it is ideally situated for the purposes designated none acquainted with its location will doubt. The next session of the Legislature will be asked to provide for its maintenance, but in the meantime an advanced payment of \$10,000 must be provided to close the sale and our police jury is asked to contribute \$500 of that sum.

Whether the establishment of a colony of tuberculosis patients at the Springs is advantageous to the parish or whether it is better to allow the buildings to fall into decay is up to the police jury to decide. Perhaps in all Louisiana no place of equal advantages for the location of an institution of that character can be found. The curative properties of the waters of the several springs, the scent of the pines of the neighborhood, the beautiful Amite watering the banks within a stone's throw of the hotel all combine to render the place an ideal one for the proposed purposes.

Not only would the springs be highly beneficial to the patients but the establishment of a home for the afflicted would assist in developing the resources of that section by providing a market for truck growers and farmers. The project is a wise one from every stand-point and a matter in which the people of the parish should be generally interested.

WOMEN SHOULD REGISTER AND VOTE.

Suffrage was conferred upon the female sex with the understanding on the part of the proponents of the measure that women's presence in the political arena would bring an influence to bear upon the body politic that would tend towards a purification of political methods and throw safe guards about the ballot box to prevent its pollution, unfortunately too often polluted. An active participation in political affairs by the female sex would most undoubtedly have a decidedly beneficial effect also in securing the best and ablest men and women to serve the commonwealth, and it therefore becomes the duty of all women endowed with citizenship to pay their poll taxes and to register that they may be prepared to cast their votes at every and all elections, city, parish or state.

True, it is too late to register at this time, but no long period will have elapsed ere the books are again opened preparatory to important elections and our ladies should overcome their reluctance to enter the political field and qualify as voters at the very first opportunity.

It takes time to introduce departures from customs handed down since the dawn of civilization and as women have but recently thrown off the shackles of thralldom, it will take them some little time to realize the benefits to be derived in their respective communities by their active participation in public affairs. As this is an age of rapid achievement women will soon or later rise to the exercise of the rights and privileges conferred upon them by the adoption of the suffrage amendment to the constitution of their country, and when that day arrives women will be as prompt in their discharge of the duties of citizenship as the most public-spirited of men.

Some argue that active participation in public affairs on the part of women will weaken their love for home and efficiency as housewives. All of which is sheer nonsense, for it is not a well established and generally recognized fact that the good male citizens, is always at the fore in the discharge of civic demands, is the most generous provider, the tenderest and most devoted husband and father? If such be true, why not credit women with corresponding virtue? Away with foggism! Away with ideas and customs of past generations. Women rally and register and vote and thus prove to the male sex that you are as patriotic, as progressive, as loyal to home and country as the best of male citizens.

The registry already contains the names of 639 women, enough to hold in their hands the balance of power in elections, but many, too many,

the glory and benefit of American citizenship. Register and vote for the moral uplift of your community, for the safety and sacredness of home and for the protection of our liberties.

Get the names and addresses of all ex-service men who have any claims to E. S. Martin, Box 112.

The man who still persists in doubting the advent of a boom is a man who does not believe in the vast recuperative powers of this country. Such a man is a "bear" on the United States of America.

Have you notified Martin at Box 112 of that Buddy who needs help?

Why Will You Continue to PAY RENT when such bargains are offered by the J. R. GRAND AGENCY

Read these and be convinced:

- A cozy little six room bungalow nicely located, can make good terms; ask price.
- One six room bungalow, East Feliciana St., one and one-half blocks from car line with two garages, large driveway, lot 40x100, \$1400 cash, balance \$40.00 per month. This is a good one.
- A splendid commercial corner with established grocery business, corner of North Boulevard and Webster St. This is the best commercial property on North Boulevard, for sale at \$8500.00; \$4300 cash, balance terms.
- One six room house in Easytown with small confectionery, lot 37x100. Price \$2250; \$350 cash, balance terms.
- One five room bungalow on Florida St. near Magnolia School, price right and can make good terms.
- One real elegant home close in, best residential neighborhood, make appointment to see this as we are offering you a bargain.
- A wonderful bargain—6 room and bath bungalow, 325 Leon St; \$800 cash, balance terms.

For the above and other bargains call 198.

DAY & BROWN

With J. R. Grand Agency

42 Reymond Bldg.

Dollar Strategy

DOLLAR STRATEGY is dollar sense. It consists of spending money where you'll get the greatest satisfaction and service it is possible to buy for a given sum. This is made possible when you trade with merchants who are members of the Mercantile Savings Association.

**\$
Saved**

Mercantile Savings Association

Cor. Florida and Church Streets

Second Floor Allen Bldg.

Telephone No. 765