WOMANS' ENTERPRISE

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Address All Communications to Box 15.

BATON ROUGE, LOUISIANA, MONDAY, JULY 3, 1922.

Owing to illness of temporary nature Miss Mattie B. McGrath, proprietor and manager of Woman's Enterprise will be absent for about two weeks but the paper will be kept up to its standard in the meantime. All communications should be addressed to Woman's Enterprise, Box 15, Baton Rouge.

WOMAN'S ENTERPRISE ENTERS ITS SECOND YEAR.

With the present issue Woman's Enterprise enters upon the second year of its career which judging by the success attained since its initial number should be a prosperous one. During its early life it was forced to contend against an idea entertained by many that it was simply a one issue venture to be published on one occasion only but when it was and is understood to be a permanent affair it is receiving a very satisfactory patronage. Its subscription list is growing rapidly and its advertising patronage all that could be expected. With the assistance of our lady friends and the good will of merchant advertisers future prosperity is assured. Thanks to all those who have contributed by pen or purse to place it on a firm foundation.

PROHIBITION DOES PROHIBIT.

A glance at the police court records of every city of the Union will convince those with minds open to conviction that drunkenness has dwindled to small proportions since the closing of open saloons and that prohibition does in a wonderful degree prohibit. True, the bootlegger still carries on his nefarious occupation but even so liquor drinking is not indulged in as universally as formerly and while it may not be possible to suppress the liquor traffic it can and will be kept at a minimum degree of activity.

Since the dawn of civilization laws have been enacted for the suppression of crime and yet crimes are committed, hence it is unreasonable to expect a total suppression of the liquor traffic for some time, at least, and advocates of prohibtion should be satisfied and encouraged by results already obtained.

Bankers, brokers and real estate dealers all agree that wage earners are depositing more money, purchasing more homes, investing in more securities than ever before in the history of the country and these statements, notwithstanding the activity of moonshiners, all bear gratifying testimony to the fact that "prohibition does prohibit."

THE SECOND PRIMARY.

As Independence Day was chosen for the holding of the second primary for municipal officials it is to be hoped its results will prove as beneficial to our city as has the work of the authors and signers of the Declaration of Independence to the human race. Baton Rouge is moving toward civic greatness at a rapid pace and requires the supervision of the most energetic, the most progressive, most constructive minds to shape its destiny during the next four years and therefore it is the duty of the electorate to choose wisely. Every citizen non-voter as well as qualified voter, no matter how long of residence, is or should be deeply interested in municipal affairs; voters should try and choose officials who will enforce all laws and ordinances promptly and strictly, safeguard all municipal interests, give their whole time and attention to the development of civic affairs and who are familiar with the needs of our growing city and know how to apply that knowledge.

Much depends upon the result of the primary tomorrow and to secure best results voters should consider the welfare of the community as a whole rather than to be influenced by personal friendship. Remember, you are voting for the city's welfare and the happiness and prosperity of each and every individual therein rather than to bestow honors and emolument upon personal friends.

Consider the qualifications of each candidate before depositing your vote which may possibly decide and give us a weak administration. Remember, we are all in the same boat, have the same interests at stake and must suffer alike unless our officials are wisely chosen. This city is your home, my home and our neighbor's home and its interests are much nearer and dearer to us than the advancement of any man's personal interests no matter how strong the bonds of friendship. May you choose wisely.

WILL SOON ADJOURN.

The present session of the State legislature will end its labors within the next ten days leaving behind it nothing of a beneficial character, on the contrary it has added to burdens of the tax payers of the State. The members had before them a large field in which to construct beneficial measures but instead of giving relief from excessive taxation they spent their days wrangling over matters in which the general public has slight concern. While the legislative body had among its members able and conscientious gentlemen they were powerless to contend against the incompetents. Neither can it be said that the proceedings of that body were conducted with the dignity expected from a class of citizens selected to make the laws of the land as at times turbulant scenes were presented not at all creditable and which partook more of the nature of a ward nominating convention than of a legislative body, a condition to convince us that a large representation of women in that body would be beneficial in keeping within the bounds of propriety the fiery spirits who fail to control themselves when their pet schemes are opposed.

The fact of the matter is that new blood is sadly needed in our legislature, which is largely composed of men of one profession supplemented by a number of office holders and as at present composed is anything but representative of the general public.

No wonder the spirit of discontent is widespread when taxation is slight less than confiscation of property.

The term for which the present members were elected is about to be brought to a close and it is to be hoped the next body will be composed of more practical members than many of the present.

It is to be regretted that earnest, conscientious members will return without having accomplished anything of benefit to their constituents but they may carry with them the consolation that they have earned the approval and retain the confidence of those who sent them. Their efforts to stay reckless expenditures and to lessen taxation are known, thanks to the efficiency of the press.

There is some talk of an extra session. Heaven forbid! we have had quite enough.

A DEMAND FOR A PROBATION OFFICIAL.

One of the first demands to be made upon the City Commission to be chosen at the approaching municipal election will be that of making provision for the selection and appointment of a Probation officer. The women are determined that truant and neglected children shall be looked after, protected and their footsteps directed in a path leading to good citizenship and to that end it is understood an official should be chosen possessing qualifications necessary to discharge the duties of such position honestly, energetically and sympathetically. There are too many children in Baton Rouge as elsewhere who are growing up as wild weeds of the fields, without attending school or being employed at useful occupations and who require but supervision and encouragement to turn their wayward steps in the right direction.

In the eventof the CityCommissioners giving favorable consideration to the appeal to be made for the appointment of a Probation official they should by all means select a woman. Women understand children much better than man. The instinct of motherhood qualifies them in an eminent degree to look after and care for minors. They are more sympathetic, and while we are at it we declare them more faithful to their duties. Men are prone to be stern and to look upon wayward boys as embryo criminals and instead of winning them to a better and more useful life through kindness and sympathy by harshness fail to obtain good and lasting results.

Should the incoming administration consider the suggestion and appoint an energetic and competent woman as Probation officer there will be fewer criminals in years to come but should the office be filled as a reward for political support at the polls or to provide a salary for some incompetent relative or favorite not much more attention will be paid to duty than required to sign a monthly pay voucher.

PROGRESSIVE MERCHANTS OF OUR GROWING CITY

Not a city in the state compares to Baton Rouge when rapid growth of population and wide extension of territory is considered. Not only are large business buildings being erected on every hand, but handsome homesteads are located and being located in every direction. All this is a pleasing evidence of prosperity itself to say nothing of the widely expanding sphere of mercantile enterprise. Of the latter much credit should be given our enterprising merchants who have kept pace to the demands of the rapidly increasing population while reaching out for the trade of surrounding towns and parishes. With such enterprising and progressive men at the head of the list of dry goods and clothing establishments as Farrnbacher, Reymond, Sommers and Welch & Levy those lines of trade have expanded so amazingly as to cause one to marvel at the intelligence an denergy displayed. To such large proportions has the business of our merchants grown that each and all have been called upon to enlarge their respective premises four fold and yet the cry is for more. The building of Welch & Levy at the corner of Third and Main is crowded with goods; Reymond has been compelled to build skyward in order to secure more room. Farrnbacher, notwithstanding his large and roomy building, has scarcely room to accommodate his usual rush of customers while that live wire, that dynamo, Sommers, is remodeling and enlarging his establishment to meet his already large and rapidly growing line of customers. The business element of Baton Rouge is surely progressive and filled with civic pride and are evidently reaping a fair reward for their labor.

THE FLEXIBLE LAUNDRY CO.

There has appeared quite recently on Convention street near Dufrocq a building of considerable magnitude filled with machinery of the very latest and most improved pattern for the purposes for which intended. The buildings and plant are proving not only a necessary convenience to the general public but are an important and valuable addition to the industrial establishments of this city and a credit to the progressive citizens who established and are most successfully conducting its affairs. The establishment is known as the Flexible Laundry Company, incorporated, a visit to which astonishes one at the practical and scientific methods employed in washing, ironing and giving the appearance of newness to personal garments and household effects.

The building itself is a model of perfection for the purposes for which it is uttilized, with its lofty ceiling, large windows and openings, perfect ventilation, its cleanliness and general air of comfort for employees. It has a frontage of 60 by a depth of 106 feet and is so roomy that crowding is impossible. The machinery is the last word in scientific invention and is kept whirling during all hours of the day washing, wringing, drying, ironing and delivering the clothing of an army of customers.

The system employed from the time the fabrics are received and ready for delivery to the many wagons and trucks which serve the establishment are as perfect as human ingenuity can devise.

The goods to be washed are received and weighed in white cotton bags to each of which is attached a certain numbered metalic tag which follows the garments from the time they are first placed in the washing machines until the finished product is ready for delivery thus reducing the chances of a mix up to a minimum. In fact the system is such that mistakes can scarcely be made.

A representative of Woman's Enterprise on a recent visit to the establishment had the working of the wonderful machinery fully explained but to furnish readers with technical details is beyond her scientific accomplishments, therefor can only say after following a bag of clothing from its first handling to finish she was fascinated by the operation of the machinery which receiving the sorted articles passed them from one to another to appear finally snow white and glossy.

The establishment is not only a public necessity but its pay roll counts for considerable in the maintenance of its employees who number 25 or 30, mostly bright, intelligent and industrious women and girls who otherwise might be idle and unemployed. The pay roll of the Flexible Laundry Company not only provides support to its employees but adds very considerably to the prosperity of others.

A visit to the plant will most undoubtedly reveal a pleasing and instructive sight to those who take interest in the growth and development of Baton Rouge as only a prosperous community and rapidly growing city could provide and maintain an industrial enterprise such as we have in the Flexible Laundry Company.

TURNER BYNUM STANDS FOR ALL LAW ENFORCEMENT IN PLEDGE TO PEOPLE

TO THE CITIZENS OF BATON ROUGE:

Many false issues have been injected into this campaign by those who think they will profit most by confusing the public mind. There are but two real issues: one of these is economic, the other is political, both are of vast importance.

The economic problem involves the answer to the simple question: which of the two candidates for Mayor is the better qualified personally for the position? Most thinking citizens and especially those who know both of the candidates agree that this question, if considered apart from other issues, answers itself: that of the two men, Turner Bynum is the better qualified to be Mayor. Few are heard to urge, that Mr. McBurney, standing alone and unassisted by certain influences upon which it is expected that he will rely, is properly qualified for an executive office of this character.

However, when individual capacity is mentioned, Mr. McBurney's supporters, following the line of campaign that has been mapped out for them, invariably draw a "red herring" across the trail, in the shape of the innuendo that the election of Turner Bynum means a wide open town.

Turner Bynum has stated publicly that if elected he will see that all laws are properly enforced, and we, the undersigned citizens of Baton Rouge know that he means what he says. And we wish to state further that we, as well as many others who are whole heartedly supporting Turner Bynum for Mayor, are just as interested in the civic morality of Baton Rouge as any citizen or group of citizens who are supporting Mr. McBurney. The arrogant and impertinent suggestion, repeatedly being used in this campaign, that Mr. McBurney and his following have a monopoly of the civic virtue of this community will, we trust, receive a deserved rebuke at the polls.

There remains the POLITICAL ISSUE. To the undersigned citizens of Baton Rouge it is a self-evident proposition that certain prominent Parish officials have formed a combine for the purpose of controlling the Mayor's office and thereby entrench themselves in place and power. This is in no sense an attack upon these officials, but it is an attack upon their pernicious activity in this municipal campaign. What is the picture presented? Almost daily is the city invaded from without by adherents of the combine, seeking votes, for the candidate of the combine. Friend, kinsman, kinswoman are urged by every argument of artifice and prejudice, not to vote as their best judgment dictates, but to vote for the combine. Promises that the combine will bring about the repeal of the no-fence law if its candidate is elected Mayor play an important part in these vote getting raids by non-residents of the city.

If Turner Bynum is defeated it means, not the election of R. W. McBurney, but the election of a combine in which and of which Mr. McBurney is a mere lieutenant.

The citizens of Baton Rouge should have been left free to decide this campaign on the economic problems involved. The ill advised efforts of certain parish officials to entrench themselves in power by capturing the city administration has forced the political issue to the front. This interference in civic affairs should be and is resented by most right thinking citizens of the city and will receive a stinging rebuke in the forthcoming election.

(Signed)

R. J. HUMMEL	D. M. REYMOND
FRANK B. JONES	ROBT. A. HART
B. E. PERKINS,	J. D. BOGAN
J. G. McCARTY	MRS. V. A. SACHSE
DR. J. R. FRIDGE	T. JONES CROSS
M. J. MAYER,	JOS. GEBELIN
B. B. TAYLOR	C. J. MINTON
J. Y. SANDERS, JR.	A. McB. JACKSON
J. W. BERGERON	JNO. M. CALLAGHAN
MRS. C. C. DEVALL	M. G. SMITH
R. N. ROSS	J. A. LANDRY
H. L. PUCKETT	GEO. J. GRANGER
D. B. HEARIN	F. H. KEAN
LOUIS LEVY	