

S. H. JONES, President.

J. F. MAXWELL, Vice-Pres. and Mgr.

D. E. JONES, Treasurer.

J. S. GOOD, Secretary.

The Acme Supply Company!

MANUFACTURERS OF AND DEALERS IN

Oil, Gas and Water Well supplies!

Malleable and Cast Iron Fittings. Brass Goods, casing and Tubing. Gas Engines, Pumping Powers, Line and Drive Pipe, Steam Engines, Boilers, Steam Pumps, Cordage, Etc. Agents for John Brennan Boilers and Ajax Engines.

Specifications for Rice Irrigation Plants Furnished on Applications!

Stores in all principal Oil towns of the country. the only exclusive oil well supply house in Jennings.

BRANCH HOUSES!

Beaumont, Corsicana, Sour Lake, Texas, and Jennings, La., Factory, Toledo, Ohio.

H. B. Maxwell, Local Manager.

E. J. HALL, Prest. D. D. ANDRUS, V.-Pres't. J. H. HOFFMAN, Cashier

THE CITIZENS BANK, Jennings, Louisiana. INTEREST PAID ON TIME DEPOSITS.

DIRECTORS—J. H. Hoffman, C. A. Lowry, E. J. Hall, D. Hebert, A. D. McFarlain, A. M. Arthur, Edd Morris, D. D. Andrus, B. C. Andrus.

Collections receive prompt attention. A general banking business transacted.

SWIFT AND SAFE



Are all of the rigs that furnished by our stable. Drivers furnished when wanted.

G. H. COOK & CO.,

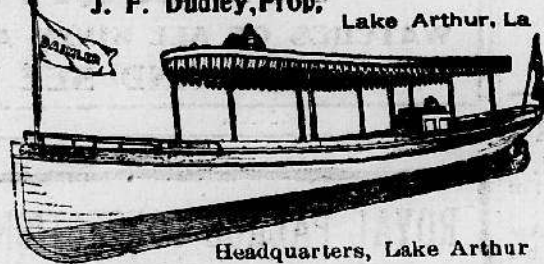
Pioneers in the Livery Business

PLEASURE BOAT, LITTLE MAY

J. F. Dudley, Prop.

Lake Arthur, La.

Will take parties from Mermentau and other points to any place along Mermentau river and the lakes or to the gulf.



Headquarters, Lake Arthur

POWELL BROS., Contracting Engineers.

All kinds of Steam Plants erected. We handle a full line of Boilers, Engines and Pumps. Also Reaves Threshing outfit. Watch this list of Second-Hand outfits on hand now. One 50 horse power outfit, Tubular boiler. One 50 horse power outfit, self Contain boiler. One 20 horse power outfit, Fire-Box boiler. Five 10 to 15 horse power, mounted outfit. One 12 horse power Traction engine with Case separator. All kinds of Pumps. Let us know your needs. —OFFICE—SATURDAY, WITH—

CALCASIEU IMPLEMENT COMPANY.

Corner Market street and Broadway.

Best Line in Town

Of Candles, Fruits and Confectioneries. All the leading brands of Tobacco and cigars. Stationery and Blank Books. Elegant lot of Box Paper.

THOS. A. RATHB.

Quick Lunch Price Goes Up.

Special to the Record
New York Aug. 1.—When the clerks, bookkeepers and other patrons of the quick lunch rooms in the downtown district of New York had satisfied the inner man with the usual mid-day repast today, they were presented with pay checks which were 5 or 10 cents in excess of the usual amounts. This was a result of the combination recently formed by the restaurant proprietors to control prices, which became effective today. Staple dishes, such as hams and beans, have been raised from ten to fifteen cents, and the prices of sandwiches, cakes and other articles of food usually found on lunch counters have been increased in proportion. The proprietors justify their action on the plea that it was made necessary by the increased cost of meats and other supplies. Investigation, however, fails to sustain the truth of this statement. On Park Row, opposite the postoffice, stands a modest little all-night "beanery," which despite its insignificance is one of the best known places of the kind in the metropolis. The founder of the place retired some years ago after having made a fortune of \$800,000 from the sale of beans at 10 cents a plate, and the present proprietor, who refused to enter the combine, says he expects to emulate the example of his predecessor, and that too without any increase in price.

If you have a friend visiting you or your neighbor, if you or some member of your family leaves on a business or pleasure trip, let the RECORD know it. It is our aim to print all items of local interest, but many an item that would interest our readers goes unprinted simply because too many people believe newspaper men have nothing else to do, but walk around and read the minds of others.

Signs of all kinds, E. F. M. Givney, over Two Brothers' bicycle shop.

THE SAME OLD STORY.

J. A. Kelly relates an experience similar to that which has happened in almost every neighborhood in the United States, and has been told and re-told by thousands of others. He says: "Last summer I had an attack of dysentery and purchased a bottle of Chamberlain's Colic, Cholera and Diarrhoea Remedy, which I used according to directions and with entirely satisfactory results. The trouble was controlled much quicker than former attacks when I used other remedies." Mr. Kelly is a well known citizen of Henderson, N. C. For sale by all drug gists.

Summer Rates on K. C. S.

Round trip summer excursions from Lake Charles to Mena, Siloam Springs and Sulphur Springs, Ark. Open round trip rate, sale June 15 to September 30, limit, October 31. Siloam Springs, \$20.75, Sulphur Springs \$21.55; Mena, \$14.55. Passengers desiring to visit all of these points can get round trip tickets between these points year round.

W. D. McCLARE, Agt.,
Kansas City Southern Ry.
Lake Charles, La.

THE BEST LINIMENT FOR STRAINS.

Mr. R. H. Wells, the merchant at Dear Park, Long Island, N. Y., says: "I always recommend Chamberlain's Pain Balm as the best liniment for strains. I used it last winter for a severe lameness in the side, resulting from a strain, and was greatly pleased with the quick relief and cure it effected." For sale by all druggists.

DON'T FAIL TO TRY THIS.

Whenever an honest trial is given to Electric Bitters for any trouble it is recommended for a permanent cure will surely be effected. It never fails to tone the stomach, regulate the kidneys and bowels, stimulate the liver, invigorate the nerves and purify the blood. It's a wonderful tonic for run-down systems. Electric Bitters positively cures Kidney and Liver Troubles, Stomach Disorders, Nervousness, Sleeplessness, Rheumatism, Neuralgia, and expels Malaria. Satisfaction guaranteed by all druggists. Only 50 cents.

The First National Bank of Jennings

OFFICERS

E. F. ROWSON, President. F. E. BLISS, Vice-President.
GEO. A. COURTNEY, Cashier. H. H. HOLT, G. Ass't Cashier.

DIRECTORS

E. F. MORSE, J. P. HABER, F. E. BLISS
S. J. JOHNSON, E. F. ROWSON.

This Bank is now open for business in its new building on Main street.

Short Talks On Advertising By Charles Austin Bates.

No. 47.

A small advertisement is better than none, but it isn't so likely to bring profitable returns as a big one.

Sometimes it is expedient to use a very small space. At such times particular care should be taken in the preparation. If the small advertisement is to do any good at all, it must be of a better quality in proportion than a big advertisement.

It is comparatively easy to construct a good advertisement if you have all the space you want to do it in. Skill is shown when a good advertisement is put into contracted space. Small advertisements can be made to pay, but they must be entirely different from the general run of small advertisements.

It is so much harder work and takes so much longer time to make a good advertisement for a small space than for a larger one that very often it would be cheaper to take more space and save the time. There is a lot of money wasted in advertising, because merchants are too economical with their space. It is much easier to waste money by using insufficient space than by using too much.

One good advertisement is better than three or four poor ones.

You might give a nail a thousand light taps and not get it into the wood a sixteenth of an inch. You would be just about where you started when you got through. Two or three good, strong blows with a hammer would drive it clear home.

Use small advertisements when you have to; use big advertisements every time you can.

If you will consider the money spent in advertising in its proper light, as an investment, you will not very often think that the space must be reduced.



It is comparatively easy to construct a good advertisement if you have all the space you want to do it in.

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