

BYRRH

VIN TONIQUE et APERITIF
 RECOMMANDÉ AUX FAMILLES — VENTE EN 1912: 11,000,000 DE BOUTEILLES
 L. VIOLET, THUIR, FRANCE
 Agents: PAUL GELPI & SONS, New Orleans

BYRRH**"BILLET PARISIEN"**

Paris, le 25 décembre, 1914.

Les nombreux communiqués que l'Allemagne répand à travers le monde assurent que les Allemands n'ont pas de haine contre la France, mais qu'ils en ont surtout contre l'Angleterre.

Cela se conçoit. La France a toujours été depuis 70 la bonne vache à lait qui a enrichi l'industrie Allemande. Ne prenons pour aujourd'hui qu'un exemple.

Vous savez tous qu'au début de la guerre nous avons eu plus de tués qu'il n'aurait fallu parce que nos soldats portaient le poétique et légendaire pantalon rouge. Or, on ignore généralement ce que drap si gai à l'œil, si dangereux pour les projectiles a été une source de revenus pour l'industrie Allemande. En effet, c'est Napoléon qui adopta le pantalon rouge pour l'infanterie française et cette décision fut prise pour favoriser la culture de la garance dans plusieurs départements du Midi, dans la Vaucluse notamment.

La garance est une plante dont les racines ont la propriété de teindre en rouge. Raspail assure que la culture de la garance a été introduite dans le département de la Vaucluse par un Persan nommé Altou. Cette plante pousse dans les terrains généralement marécageux où on peut faire difficilement d'autres récoltes productives. La racine de la garance est, après l'indigo, la substance qui teint le mieux les tissus.

Mais qu'est-il arrivé?

C'est que les Allemands ont découvert ce que l'on appelle "l'alizarine synthétique" qui est un dérivé du goudron de houille et qui donne une couleur rouge, non pas supérieure à celle produite par la racine de la garance, mais bien, bien, meilleur marché.

Une société Allemande la "Badische Anilin Soda-Fabrik" entreprit après 1870 la production industrielle du rouge d'alizarine synthétique et elle obtint une couleur rouge, à bon marché, qui ruina complètement les paysans qui cultivaient la garance, de telle sorte que depuis plus de quarante ans nos soldats ont continué à porter des pantalons rouges non plus pour favoriser les agriculteurs français mais pour enrichir l'industrie Allemande.

Ce n'est qu'un petit détail dans l'immenso cataclysme industriel que nous avons subi depuis le traité de Francfort, mais il est caractéristique, n'est-il pas vrai? et il semble bien que le moment est venu d'y mettre un terme.

JEAN BERNARD.

Communiqué

Je viens de trouver chez M. Julian, rue Royale, un morceau de littérature Louisiane qui est intéressant de plusieurs points de vue.

1. Album littéraire, Journal des Jeunes Gens Amateurs de Littérature, publié par J. L. Marciacq. Vol. 1, 1er juillet 1861. Année. Home doctus in se semper divitis habet. Nouvelles-Oriennes: Imprimé par J. L. Sollee, rue de Chartres, No. 135. 1843. 8e pp. 72.

On apprend que ce numéro est le second, que le premier a consité de 48 pages, mais que l'on avait décidé de le faire paraître en cahier de 24 pages. Le contenu est un mélange de poésies et prose, tous les noms des auteurs sont déguisés ou par l'omission de quelques lettres à la fin ou au milieu des mots par exemple. L'auteur des vers A. Justin L. est Emile Torregre Pauline, Elegie, à une Seur (Mlle A. M. et Bo...rs, il y a un conte qui est de circonstance en ce moment "Une Louisiane" en 1841) c'est l'histoire d'une brave Américaine tuée par les Anglais, un Essai poétique à Mme B. M. et signé Q. ty.

S'il y a quelqu'un qui possède la série complète ou même des numéros de cette revue, il serait très aimable de m'en donner avis.

Respectueusement,

WILLIAM BEER,
Bibliothécaire du "Howard Library."**L'UNION SACREE**

Commentant le devoir que ce mot d'ordre impose à tous les Français, le "Matin" écrit:

"Cette guerre nous a révélé la douleur de l'entente entre Français. Il nous semble que si cette harmonie cessait, cela ne vaudrait plus la peine de combattre, ni la peine de vivre. Après des années de divisions et d'insultes mutuelles, nous avons découvert la France. Nous savons maintenant que, malgré la diversité des doctrines, nous sommes pareils. Nos inimités se sont fondues au feu; nous avons reconnu nos propres adversaires politiques des amis que nous n'avions pas compris."

The Brewing of Beer**A Natural Food Product**

While most people are willing to concede that beer is the most popular beverage of the day, comparatively few know just what beer is, or how it is made. There is a very general confidence that it is a pure product, and it is generally known that the brewers of the United States were among the first advocates of a pure food law.

Beer is a mild stimulant, supplying one of the most imperative needs of man's nature, yet rarely leading to excess. The constant growth of the brewing industry, and the upward trend of the beer sales, despite fanatical legislation, gives beer the right to be called the national beverage.

The brewers of this country take pride in the cleanliness and in the absolute purity of their product. Their brew-houses stand open to the public, whose inspection is invited. They are glad to have people visit their plants, see how beer is made, and thus learn how appropriately beer has been called "liquid bread."

Sanitary Brewing Methods.

Mr. H. E. Barnard, State Food and Drug Commissioner of Indiana, paid a striking tribute to the cleanliness and wholesomeness of American brewing methods as contrasted with dairy processes.

"The milk and butter men ought to go in a body and visit the breweries of this or other States," said Mr. Barnard, "in order to see how clean a food producing establishment may be made. It is a fact that the cleanest and most sanitary food on the market, as food is defined by the Indiana law, is beer."

It is in the breweries that sanitation has been brought about to as nearly perfection as is possible in a food producing establishment. The water used in the material is all boiled. The hops and malt are absolutely clean before being permitted to enter into the manufacturing process.

Pasteur, the eminent scientist, earnestly advocated the use of beer in moderation, and Dr. Wiley, the U. S. expert on pure foods, has said that "beer is a veritable food tonic."

Dr. F. W. Pavy, Fellow of the Royal College of Physicians, London, adds his testimony to that of the other eminent men who have made a scientific study of beer, by saying that "beer is a refreshing, exhilarating nutritive. A light beer, well flavored with the hops, etc., are not merely washed, but scalded and thoroughly sterilized before being used. The bottles before being filled are thoroughly sterilized by being washed with caustic soda. And as if that were not enough, when the beer is placed in the bottles it is pasteurized by being run through hot water which would kill every germ which might have escaped the warfare conducted against it in the process of manufacture.

The person who opens a bottle of beer is assured that what he has before him is a product absolutely free from germs and perfectly clean.

How Beer Is Made.

The making of beer bears a striking similarity to the making of bread, the chief difference being in the amount of grain employed, and the amount of water added. Bread is baked, but beer is boiled—one is a solid food, the other a liquid refreshment.

In making beer, a certain quantity of malted barley is ground, mashed with hot water, and the wort, or sweet liquor, extracted. A quantity of hops is added, and all boiled until the preservative quality as well as the aroma of the hops is obtained.

In making bread, a portion of the sugar contained in the flour is converted into alcohol, a perceptible amount of which remains in yeast-raisin bread, after baking. Experiments show that from forty loaves of fresh bread, weighing two pounds each, as much alcohol may be extracted as is contained in one bottle of port wine.

Beer carries the process of digestion a little farther than bread, which is also partly predigested starch, made by alcoholic fermentation, like beer.

In beer as in bread, the consumer gets the essence of the golden grain, prepared and extracted by natural processes, in the malt house and in the brewery.

In his "Manual of Hygiene," the famous Prof. Gaertner says that one part of beer is equal in food value to 3-10 pounds of bread, as to the quantity of carbohydrates, and to two ounces of bread, or nearly one ounce of meat, as to the quantity of albumen.

That beer is nourishment in an agreeable form, and by virtue of its peculiar combination and proportion of carbohydrates, phosphates, alcohol and carbonic acid, is most valuable, borne out by the medical profession the world over.

The London Hospital, an eminent authority, recently said:

"Beer is par excellence the nutritive alcoholic beverage, when a man drinks beer, he drinks and eats at the same time, just as when he eats a bowl of soup. These beverages contain all

Agents: PAUL GELPI & SONS, New Orleans**L'EDUCATION**

Enfin, il ne faut plus se faire illusion — Nos enfants pêchent, tous, par l'éducation; On n'est pas satisfait de leur apprendre à lire, On leur bourre la tête, à très grande vapeur D'histoire et de latin, et de grec, à faire peur! Que deviennent-t-ils, tous, avec tant de science? Et qu'en recevront-ils? Beaucoup de suffisance. N'ayant pu rien apprendre et voulant tous savoir, Ils ne doutent de rien. Ils parlent de chimie, Ils discutent de tout. Ils parlent de l'astronomie. Ils confondent souvent la poudre de Seditz — Avec certain combat aux portes d'Austerlitz — De la géographie ils nous ouvrent les cartes, Tomboutou, Trébiconde, et le pays des Perthes. Ont, à n'en pas douter, ébranlé leur cervau. Imaginons, de suite, un système nouveau. Repoussons du passé les anciennes reliques, Disciplinons nos fils aux travaux mécaniques, Qu'ils sachent, au besoin, plier sur le genou Scier un madrier et enfonce un clou Quel art plus apprécié que la maçonnerie — Que chacun se présente avec son industrie — Qu'il soit mécanicien, forgeron, charpentier. Tout homme indépendant doit avoir un métier.

CTE. D'ENGREVAL.

the elements of a typical diet, with the exception of fat, and in a proportion approximately physiological."

Beer Is a Natural Tonic.

Liebig, the great German chemist, has described beer as "liquid bread," and has also said that beer, when taken with lean flesh and a little bread, yields a diet approaching to milk; taken with fat meat, approaching rice and potatoes. Again, he says that "in beer drinking countries, beer is the universal medicine for the healthy as well as for the sick, and it is milk to the aged."

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There is no reason why beer should be considered as anything else but a natural tonic. Its basis is malt, prepared from germinated barley, and it is the result of sound yeast acting on malt, hops and water. It stimulates the appetite and promotes digestion, and is prescribed by physicians for insomnia and neurasthenia, the twin evils of the day. Its great percentage of extract and moderate amount of alcohol make beer a health-giving stimulant. It contains so small a percentage of alcohol as to render it absolutely harmless when taken in moderation, yet it does contain alcohol sufficient to produce the mild form of stimulation and exhilaration which the human system craves.

"The moderate drinker," says Dr. Sidney Hillier, the famous English pathologist, "is in a far better position than the total abstainer, who often consumes an excess of solid food."

Beer as a Diet.

As a diet, beer possesses a three-fold property: it quenches thirst, stimulates digestion and nourishes. It is a food and an upbuilder, enabling men to keep strong under high pressure, and to continue at top notch form, under the most trying kind of work. Beefsteak as a foundation, and beer as a support, furnishes the most nutritious food, approved by the most eminent physicians.

One quart of well brewed beer will furnish as a heat producer, one sixth of the requirements of the total daily diet of a healthy working adult.

Beer has been called "liquid bread," because of its nutritive character. That the term is aptly applied, is evident from the following quotations from "Foods and their Adulterations," by Dr. H. W. Wiley:

"The term 'food' in its broadest significance includes all those substances which, when taken into the body, build tissues, restore waste, furnish heat and energy, and provide appropriate condiment.

"It also includes those bodies of a liquid character which are classed as beverages rather than foods. All of these bodies have nutritive properties, although their chief value is condimental and social.

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economically from bread than from beer, for albumen can be supplied in different ways and at different costs. A cheap steak will contain as much nourishment as the juiciest tenderloin, a neck piece, as much as the most savory roast. People are not satisfied, however, with being merely "nourished"—the palatable and enjoyable are naturally preferred to the insipid and tasteless.

Bear has always been regarded as a popular beverage, pleasing to the taste and refreshing, and as a health-giving food. It is a powerful aid to the digestion of starchy foods, and as a nutrient and a tonic for the sick, infirm, convalescent and feeble, it is often prescribed by physicians, with good results.

Millions of working men have found in beer, a food product, as well as a cheap healthful stimulant that does not create an appetite for stronger liquors.

Henry Watterson, dean of the American journalists, says that the introduction of beer into America, has done more for temperance than all the temperance societies combined, and he adds that:

"Beer was invented, one might fancy, to smooth away the cares of life, and the work-a-day world, satisfying at once the spirit and the man."

"Positive"—Good.

"Comparative"—Better.

"Superlative"—Best.

Beer "is" good, in itself.

Beer "does" good, which is Better.

Beer "tastes" good, in which respect it is superior to any other tonic.

Q. E. D. It is the "one Superlative Beverage."

Chronique Régionale**EN LOUISIANE****Nègre meuntrier.**

Covington, 27 janvier. — Un nègre du nom de Tate Richardson, a blessé sérieusement deux blancs, George Wilson et W. M. Poole, dans notre ville. Le motif de l'agression est dû à ce que Wilson réprimandait le nègre qui se servait du manche de son fouet pour taper sur ses bêtes.

Un posse est à la poursuite de Richardson, et on craint qu'il ne soit lynché.

Elections prochaines.

Franklin, 27 janvier. — Le comité exécutif du parti démocrate de la paroisse de Ste. Mary se réunira en session spéciale pour élire quatre membres du comité en remplacement de ceux démissionnaires.

Une élection spéciale aura lieu le 1er avril pour opter sur un crédit de \$200,000 pour les bonnes routes.

La police de Mansfield.

Mansfield, 27 janvier. — Le maire et le conseil de ville ont réorganisé la police de notre ville comme suit:

W. A. Roach, marshal; E. C. Huson, greffier de ville; Tilden Bilbrey, officier de nuit.

Les citoyens de Shreveport réclament des "saloons."

Shreveport, 27 janvier. — Une pétition a été ouverte et se couvre rapidement de signatures, pour demander qu'une élection soit faite pour la réouverture des bars à Shreveport. La pétition cite un passage de la charte de la ville qui dit qu'une élection dans ce sens peut être validée en ce qui concerne la ville, sans regards pour la paroisse.

Nouvelles de St-Bernard

La Phillips Land Co. qui possède des terres très fertiles à Caernarvon, fait construire des habitations qui seront occupées par des fermiers italiens et leurs familles.

Des réparations importantes sont faites sur les routes coquilleuses de Arabi. Les travaux sont sous la direction de Sébastien Roy, qui a sous ses ordres une force conséquente de main-d'œuvre.

pour cela que, depuis longtemps, dans toutes les armées, l'infanterie est munie de l'outillage nécessaire à l'ouverture de tranchées."

AVIS A NOS ABONNES.

Toujours soucieux de servir nos lecteurs avec ponctualité, nous serions très reconnaissants aux personnes qui ne recevraient pas leur journal régulièrement, de nous prévenir au plus vite. Téléphone Main 3487.

AMUSEMENTS

Orpheum
Phone Main 3333

PRIX :	

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