

THE

Covington Grocery & Grain Co.



The people of St. Tammany parish have heard much of Mr. Hoover and his food conservation, but it is impossible to conceive the immensity of the problem he has to solve or the great necessity for personal sacrifice and inconvenience in the household and at the table. Without attempting to weigh the importance of Mr. Hoover's measures or to go into them in detail, the people of St. Tammany parish have been satisfied to accept his statements and President Wilson's endorsement of them. They have been patriotic and loyal and have gone over the top with the soldiers at home in every engagement we have had with the enemy, and it is fine to be able to say that they have exploded bombs in the trenches of the Kaiser every time they have gone into action.

The Covington Grocery & Grain Company, being the handler of food for both man and beast in large quantities, has had the opportunity of observing the disposition of the people relative to restraint in the purchase and use of those foods the Government desires to conserve, and we have found instances rare in which any desire was shown to evade restrictions or to shift the burden of these restrictions on the shoulders of others. With large business interests, dependent upon the character and thrift of the people we serve, we have watched with interest this strong sentiment of loyalty, gaining confidence from

it that the future of the parish will be one of successful progress.

The war has brought out the strength of character of the people, and the showing they have made is not merely a matter of personal congratulation. It is of much greater importance. Shipbuilding is at present giving large employment to labor and money is more freely in circulation than in many years, but at the same time one of our greatest sources of wealth and aid in tax revenue is rapidly being expended. Our timber interests are disappearing. These lands may be made to produce more each year than the value of the timber that has been taken from them, if they can be put into cultivation. After the war, there will still be large demand for food abroad. Many of the ships we are now building will be used to carry our products across the ocean... Just how much share we get in this business will depend upon our own energies. The character of the people, as shown in our loyal support of the Government at this momentous time, will enter largely into the consideration of investors and settlers when the rush comes to resume business on a normal scale. With our energies as strongly used for our own advancement in time of peace as we have used them for the support of the Government in time of war there need be no fear that we may not succeed. This will be the attitude of the man with money to invest. One of the greatest desires of the investor is co-operation and appreciation. He wants broadminded liberality in the people, as well as energy and thrift, because these are the qualities that speak for success. It means to him the protection of the law, the security of justice and an opportunity to accomplish things.

It has also been shown that our people are able to raise large sums of money. In this respect we have been a surprise to ourselves. But the fact will be made useful in the undertaking of things in a commercial way. It has pointed out that all that is needed is confidence in ourselves—confidence in each other—to make St. Tammany one of the wealthiest and most progressive, as well as the healthiest, in the South.

In the meantime we may be called on many times more to give what we can to aid in this war. We must kill Kaiserism forever. We know our people will respond loyally to every demand.

COVINGTON GROCERY & GRAIN CO.