

THE HOME MERCHANT AND THE FARMER

THEIR INTERESTS ARE INSEPARABLE AND MUTUAL

No section can reach the full measure of greatness until the people of the town and parish get together upon a fundamental platform and realize the vital truth that at the base of all permanent growth and development the spirit of a broad COMMUNITY INTEREST must prevail. They must cultivate a more friendly relationship, foster a co-operative spirit, discard selfishness and ALL PULL TOGETHER for the betterment of the whole people.

The business world is one mammoth piece of machinery, as it were, and in order that there be no friction, those who produce, those who labor, those who buy and sell, must all work together in PERFECT HARMONY. The farmer is looking to the merchant to buy his surplus products; the merchant is seeking a market for what he buys from the farmer in the persons of the broker and commission merchant, and in turn the broker and commission merchant are depending upon the customer, who labors in other branches of the business world, to buy the products produced by the farmer, purchased in the smaller towns by the merchants and shipped to the larger centers for ultimate consumption.

AN ENDLESS CHAIN MUST NOT BE BROKEN.

Cripple any of these branches of trade and the business machinery will generate friction and soon become inoperative.

LET'S GET DOWN TO THE ROOT OF THIS PROPOSITION.

We are talking about building up the town and parish. It is going to take the united effort of ALL the people.

All are interested—every man, woman and child—in keeping the wheels of business running.

The farmer must have a market for his products, for if he cannot sell his surplus he cannot make money and prosper.

The merchant must make a fair profit, or else he cannot exist, and be in position to buy what the farmer has to offer. So we have arrived at a point upon which all must agree, viz: That the farmer must have a market for his surplus, and the HOME MERCHANT nearest him is in position to pay more for his stuff than if a foreign con-

—Copyright—Cotton States Merchants Association, Memphis, Tennessee

cern had to send buyers to all the small towns to buy the produce. Then, as a part of this business machinery, the farmer and the merchant are absolutely essential one to the other. Neither can prosper without the other—A MUTUAL CONDITION THAT MUST MAINTAIN.

Then, if the merchant buys from the farmer, giving him top price for what he has to sell, the spirit of fairness and reciprocal justice would demand that the farmer patronize the HOME MERCHANT.

Close up all the stores in any county in the South and disaster would follow, the schools and churches would have to "take out," land values would tumble and chaos would prevail.

Even from a selfish viewpoint the farmer should do all in his power to keep the Home Merchant going.

There are concerns scattered over the country known as mail order houses, which send out big catalogues, and appeal to the people through the mail. Every dollar you send to them is going into the hands of strangers to you. They may give you value received in merchandise for your money, but no more than your Home Merchant, and the only interest the mail order man has in you is to treat you in such a manner as to hope for a return order. It is immaterial to him whether you have a home merchant, who is your friend, and who buys your products and enables you to make a profit on your labor. He does not pay taxes in your parish; he never attends a funeral of your community nor sheds a tear or offers sympathy when any of your loved ones pass away. He does not support your schools or churches. He is never at hand to counsel with you and give advice on an investment you may want to make. He is only interested in your parish to the extent of the business he is enabled to secure from the people, thus getting trade that justly belongs to your friends, the Home Merchants, and sucking the "life blood" out of local business to the measure of his sales.

Mr. Farmer, the Home Merchants are your friends; you need the Home Merchant and the Home Merchant needs you. THINK IT OVER.

C. E. SCHONBERG
BURNS FURNITURE COMPANY.
FRANK PATCECK.
SHEFFIELD GROCERY SHOP.
PAUL J. LACROIX.

FRANK P. MARSOIAN.
CONSUMERS' ECONOMY.
J. C. BURNS & CO., INC.
COVINGTON GROCERY & GRAIN
COMPANY.

J. A. DOMERGUE.
ALEXIS BROM. & CO., INC.
ST. TAMMANY HAY AND GRAIN
WAREHOUSE.
H. J. SMITH'S SONS.

CITY CASH STORE.
SMITH HARDWARE CO., LTD.
D. L. ADDISON.
RICHARD & RIGGS.
F. G. C. AUTO SHOP.

COMMERCIAL BANK & TRUST CO.
COVINGTON BANK & TRUST CO.
BULLOCK'S DRUG STORE.
MACKIE PINE PRODUCTS CO.
HEBERT GROCERY COMPANY.

CONSTABLE-SALE.

John Meyer vs. Julius Rushing.
No. 213.
In the Third Ward Justice Court,
Parish of St. Tammany,
Louisiana.

Notice is hereby given that pursuant to an order issued from the honorable aforesaid court, and to me directed, I have seized and will offer for sale at public auction, between legal sale hours, on

Saturday, May 1, 1920,
the following described property, to-wit:

1 show case, 2 scales, and lot of merchandise.

Terms of Sale—Cash.
CHAS. HEINTZ,
Constable.

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TAKES OFF DANDRUFF, HAIR STOPS FALLING

Save Your Hair! Get a Small Bottle of Danderine Right Now—Also Stops Itching Scalp.

Thin, brittle, colorless and scraggy hair is mute evidence of a neglected scalp; of dandruff—that awful scourge. There is nothing so destructive to the hair as dandruff. It robs the hair of its lustre, its strength and its very life; eventually producing a feverishness and itching of the scalp, which if not remedied causes the hair roots to shrink, loosen and die—then the hair falls out fast. A little Danderine to-night—now—any time—will surely save your hair.

Get a small bottle of Knowlton's Danderine from many drug stores. You surely can have beautiful hair and lots of it if you will just try a little Danderine. Save your hair! Try it!—Adv.

IF YOUR CHILD IS CROSS, FEVERISH, CONSTIPATED

Look, Mother! If Tongue is Coated, Cleanse Little Bowels With California Syrup of Figs.

Mothers can rest easy after giving "California Syrup of Figs," because in a few hours all the clogged-up waste, sour bile and fermenting food gently moves out of the bowels, and you have a well, playful child again. Sick children needn't be coaxed to take this harmless "fruit laxative." Millions of mothers keep it handy because they know its action on the stomach, liver and bowels is prompt and sure.

Ask your druggist for a bottle of "California Syrup of Figs," which contains directions for babies, children of all ages and for grown-ups.

WHY BE DULL AND LANGUID THIS SPRING.

"Spring Fever" Is Natural, But Not Necessary—It's Due To Sluggish Blood.

KEEP FEELING YOUR HAPPIEST

Purify and Tone Up Your Blood With That Famous Tonic, Pepto-Mangan.

Do you seem unable to do any work, to concentrate, to take any interest in things, during the wonderful Spring days? Do you feel useless and "no account?" Nothing is really the matter, except that, as happens every Spring,

your blood is clogged—it is sluggish with poisons from its long Winter fight. In time your blood will probably adjust itself. But meanwhile you fret and worry, feel unhappy—and accomplish nothing. Why do it, when it is easy to clear up your blood by taking Pepto-Mangan for a while? For thirty years doctors have been recommending this effective and agreeable tonic to purify and build up the blood of run-down, listless people. Feel your best. Have a fine color, and spring in your step. Be vigorous, happy, red-blooded. Get a bottle of Pepto-Mangan today. The nearest druggist has it, and in either liquid or tablet form, just as you prefer. There's no difference in me-

dical value. But be sure you get the genuine Gude's Pepto-Mangan. Ask for it by that name—"Gude's Pepto-Mangan," and be sure the full name is on the package.—Adv.

Charles Heintz, constable, 21st and Madison streets, Covington, says "My trouble was mostly backache and a dull, throbbing ache right across my kidneys caused me a lot of distress when I stopped. The way my kidneys acted showed these organs were in a disordered condition and I commenced to use Doan's Kidney Pills. They brought me immediate relief and soon rid me entirely of this trouble. I have had a few slight returns of the trouble since, but a few doses of Doan's Kidney Pills have always given the same prompt relief." Price 60c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mr. Heintz had. Foster-Milburn Co. Mfrs., Buffalo, N. Y.—Adv.

"As a cook, I'm a fine bricklayer"



"SURE THING," I said.
"YOU STAY in bed,
AND I'LL cook breakfast."
SO MY wife agreed.
SHE'D TRY it once.
AND THE fruit was fine,
AND THE coffee—well,
SPEAKING roughly,
IT WAS fair.
BUT WHEN I tackled
SOUR MILK griddle cakes,
SOMETHING WENT wrong.
THEY LOOKED easy.
FLOUR, SODA, and salt,
SOUR MILK, one egg,
MIX, DROP, cook, flop.
BUT SOMETHING went wrong.
SO I stacked the cakes,
UNDER MY window.

TO MASSACRE.
THAT TENOR cat next door,
AND I asked my wife,
WHY CAKES go wrong.
SHE SAID, "It's like
THE CIGARETTES you smoke.
JUST THINK it over."
AND FIRST I said,
"THEY SATISFY."
BUT SAW that wasn't it.
THE NEXT guess landed.
"THE BLEND can't be copied."
AND I gotta admit,
THERE'S SOMETHING in
THIS TALK of knowin' how.

KNOWING HOW is everything in blending cigarette tobaccos. The Chesterfield recipe calls for the choicest Turkish and Domestic tobaccos, expertly blended in the exclusive, can't-be-copied way—our own secret. We do "know how"—and that's why Chesterfields "satisfy."

They Satisfy **Chesterfield**
CIGARETTES
Liggett & Myers Tobacco Co.

SHOES COVINGTON SHOES

GUARANTEED The Only Place GUARANTEED

Consumers' Economy the only concern guaranteeing shoes against serious defects or giving shoes in place.

The low prices, the guarantee and division of profits should make it very much to the interest of shoe buyers.

Do not forget the great cash distribution for July 4th. This dividend will amount to \$200 to \$300. Get your tickets and share in this distribution.

Consumers' Economy

Stutz Automobiles

Monroe Automobiles

THE STUTZ AGENCY
COVINGTON, LA.

Transport Trucks

Trailmobiles