

ALL ABOARD FOR THE

St. Tammany Parish Fair

Gala Opening on Thursday, October 21, at Noon

THE BIGGEST ANNUAL GATHERING HELD IN THIS SECTION OF LOUISIANA

EDUCATIONAL - - - SOCIAL - - - COMMERCIAL

We are especially glad to announce that we will again have with us **CAIBORNE WILLIAMS** and his Celebrated Donaldsonville Brass Band

This aggregation of colored musicians come here for the Fair direct from the Plantation Section lying along the Mississippi River. These men delight in playing music—playing with equal perfection DIXIE as it should be played, selections from the OPERAS and the JAZZIEST of JAZZ. All of the musical numbers of this band will delight you; some will call round after round of applause, while one number may bring tears to your eyes—it is a selection composed by a former member of the band who has passed to the Great Beyond. The band fulfills a pledge to play this selection at all of their engagements to satisfy his dying request.

DANCING ON THURSDAY AND FRIDAY FROM 8 P. M. TO 11 P. M.

DANCING ON SATURDAY AND SUNDAY FROM 8 P. M. TO 12 P. M.

RACES
SULKY RACES

RACES
SPEED CONTESTS

RACES
MULE RACES

Every day of the Fair, together with Ball Games, Athletic Events and Free Acts before the Grand Stand, together with Aeroplane Flights by a celebrated aviator.

MORE EXHIBITS

MORE FAIR

MORE FUN

ST. TAMMANY PARISH FAIR ASSOCIATION 11TH ANNUAL FAIR OCT. 21-24

Here's something
to let soak in



WHILE I was overseas,
WE USED to kick
AND MAKE bum jokes
ABOUT ARMY raincoats,
BUT FRANCE is very moist
AND ALL our stuff
WAS ALWAYS wet anyway,
SO IT didn't matter,
BUT WHEN I got home,
I DIDN'T know enough
TO STAY inside,
WHEN IT rained,
BUT WORE the old slicker,
OUT IN the rain,
AND NOW I know,
THOSE JOKES held water,
AND SO do the coats.
HOLD WATER—inside.
AND I never knew,

THAT POCKETS could hold,
SO MUCH water.
AND EVERYTHING in them,
WAS RUINED.
EXCEPT MY cigarettes,
LUCKILY THEY were,
"SATISFY" SMOKES,
WRAPPED NEATLY up,
IN GLASSINE paper.
SO IT'S a cinch,
YOU WANT the smoked,
THAT "SATISFY."
ESPECIALLY WHEN wearing,
AN O. D. raincoat.

NEVER tear off the glassine jacket! Open your package of Chesterfields at the top only. The outer covering of waxed paper protects the cigarettes from moisture while in your pocket and preserves the "satisfy" flavors of those fine Turkish and Domestic tobaccos. No matter what the weather, Chesterfields always "satisfy!"

Chesterfield

They Satisfy

CIGARETTES

Liggett & Myers Tobacco Co.

"Pain's enemy"
-I'll say it is!

WHEN you suffer from
aching pains, rheumatism,
neuritis, sciatica and other
nervous ailments, Sloan's
Liniment is the only remedy
that gives you relief.



recurrence of this complaint since I know Doan's Kidney Pills are just as represented."
Price 60c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mrs. Lorel had. Foster-Milburn Co., Mrs., Buffalo, N. Y.—Adv.

MR. DODSON WARNS
USERS OF CALOMEL
Says Drug Acts Like Dynamite on Liver and You Lose a Day's Work.

There's no reason why a person should take sickening, salivating calomel when a few cents buys a large bottle of Dodson's Liver Tone—a perfect substitute for calomel.

Calomel is a dangerous drug. It is mercury and attacks your bones. Take a dose of nasty calomel today and you will feel weak, sick and nauseated tomorrow. Don't lose a day's work. Take a spoonful of Dodson's Liver Tone instead and you will wake up feeling great. No more biliousness, constipation, sluggishness, head ache, coated tongue or sour stomach. Your druggist says if you don't find Dodson's Liver Tone acts better than horrible calomel your money is waiting for you.—Adv.

BLOOD IS FUEL TO THE BODY.
Pumped Through the System by the Heart It Sustains the Muscles... and Tissues.
PEPTO-MANGAN HELPS BLOOD
Keeps Quality of Your Blood at Its Best—It Means Vigorous Health and Ability to Accomplish.

Blood acts like fuel. Pumped through the body by the heart, it sustains the muscles and tissues. It renews them. It feeds the brain—the tissues of the eye and face. That is why people look so pale and lifeless when blood is impoverished. The body tissues are being supplied with weak fuel. The blood has not enough red corpuscles. You would not eat poor food with no nourishment in it; no more should you let the fuel that supplies sustenance to your entire body be inferior. Have good blood. Improve the quality and keep it at its best.
If you look pale and feel weak, if you have lost your enthusiasm and energy, if your blood is clogged with poisons, your system is being fed with a poor grade of blood. That is no way to go around. If you are not at best, get at the source of the trouble right away. Put an end to half-living.
Take that ideal tonic, Pepto-Mangan, to tone up your blood and purify it. Get the full enjoyment out of living. Breathe fresh air, take exercise.
Be sure to ask for "Gude's Pepto-Mangan." It comes in convenient tablet form and in liquid. One has the same medicinal value as the other. There is only one genuine Pepto-Mangan, and the name "Gude's"

The Facts of the Telephone Situation in Louisiana

By J. EPPS BROWN, President.
CUMBERLAND TELEPHONE & TELEGRAPH COMPANY
Incorporated

The Company's Meager Profit

Since 1917 the cost of labor, material and all other expenses of operation have constantly increased.
Operating costs have increased at a higher ratio than the gross revenue.
The margin of safety between expenses and income, essential for successful operation has steadily disappeared. The danger line has been reached.

In 1917 the Company's investment, used by the public in its territory, including the states of Louisiana, Mississippi, Kentucky and Tennessee, was \$34,900,219.80
Its gross operating revenue was 9,611,740.76
Its net operating revenue was 1,543,249.53

In 1919 the Company's investment, used by the public, in that same territory was \$39,498,780.95
Its gross operating revenue was 12,547,244.01
Its net operating revenue was 1,832,642.46

On an increased investment of \$4,598,561.15
The Company's gross revenue increased 2,955,603.25
The Company's net revenue increased 210,585.12

The Company's operations exclusively within the state of Louisiana tell the same story.
In 1917 the Company's investment, used by the public, in the state of Louisiana was \$9,157,865.63
Its gross operating revenue was 3,021,452.52
Its net operating revenue was 779,707.47

In 1919 the Company's investment, used by the public in Louisiana was \$10,555,291.00
Its gross operating revenue was 8,571,235.57
Its net operating revenue was 585,651.08
With an investment increased 1,377,425.39
And gross revenue increased 849,966.78
The Company suffered a loss in its net earnings in the state of Louisiana, during 1919 amounting to 191,026.50

All of these figures are actual operating figures. They represent only physical property, and cash received and expended in furnishing telephone service. They have no relation whatever to stocks, bonds, or other forms of capitalization, franchises or "intangibles."

The Company earned 5.59 per cent upon its investment in Louisiana during 1919. The difference between this meager profit and a fair and just profit is what our business contributed to your business last year. We hope that you will study these figures. They are your figures as much as they are ours.

They are as vital to you as they are to us. You could not conduct your business without our business. Our business can not continue to serve your business unless these figures are speedily changed.

No one could. The United States Government tried it, and failed. You must help us change these figures if you want us to serve you. We have accounted to you for the money you have paid us. If you want more, or other facts, we will gladly give them.

The next advertisement will tell you why and what you can do to insure telephone service for the immediate future.

Wm. Efferson, Adolph Forderick, Ramon Trepagnier, James Bradley and Frank Mathies have joined the Navy and will leave for assignment Monday.

SUCCESSION.

Succession of John Edis Smith, Deceased.

No. 135,

Twenty-Sixth Judicial District Court, Parish of St. Tammany, Louisiana.

Notice is hereby given to the creditors of this estate, and to all other persons herein interested, to show cause (if any they have or can) why the final account presented by Percy E. Smith, administrator of this estate, should not be approved and homologated and the funds distributed in accordance therewith.
By order of the Court.
W. E. BLOSSMAN,
Clerk of Court.

MADISONVILLE MOVIES

(Continued from page 1)
finders is keepers wid dat jug dey says ter look for

Druggist Lopez, through his art, is displaying well his chosen part. To make the entertainment a grand success, we trust the fates his efforts bless.

When at the Fair drop around to see Ye Editor and subscribe for The Farmer, then you'll get "Movies from Life" every week without missing a reel.
Joe Rotolo says if any one suffering with the seven-year-itch wants to get rid of it in three years and six months, as he did, just scratch with both hands.

I had a good one on Frank at the bank, but he begged me not to report to Ye Editor and he detests notoriety and Old Maids.
Let us hope the St. Tammany Parish Fair Association will provide a booth where all knockers can hang their hammer and become boosters,

for remember, whenever you knock St. Tammany parish the Echo is heard around the world, and the harder you knock the louder the Echo.

THAT DULL ACHING.

Don't worry and complain about a bad back. Get rid of it! For weak kidneys, lame and achy backs, your neighbors recommend Doan's Kidney Pills. Ask your neighbor! Read this statement:

Mrs. F. C. Lorel, 21st and Pierce streets, Covington, says: "Some few years ago I had an attack of kidney trouble and my back became very painful. A dull ache settled over my kidneys and intense pains shot through me. I was restless at night and got up in the morning feeling unrefreshed. I was run down in general. Finally, a friend recommended Doan's Kidney Pills to me. I got a box and they helped me from the first. Two boxes entirely cured me of the trouble and I have had no