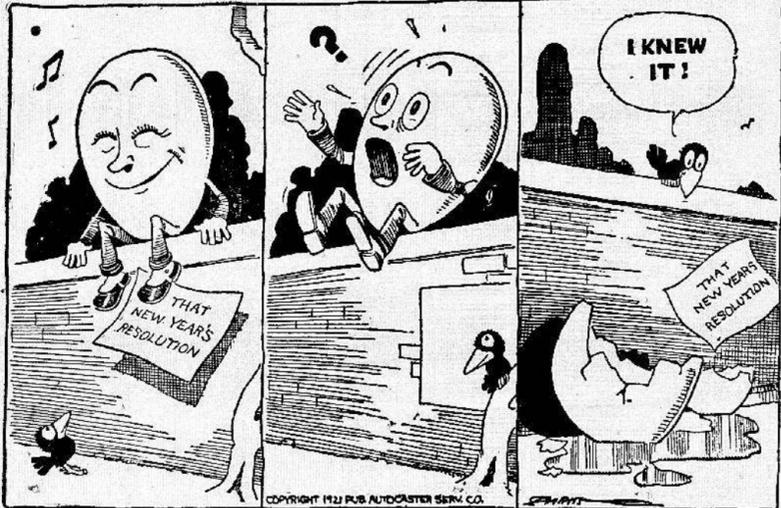


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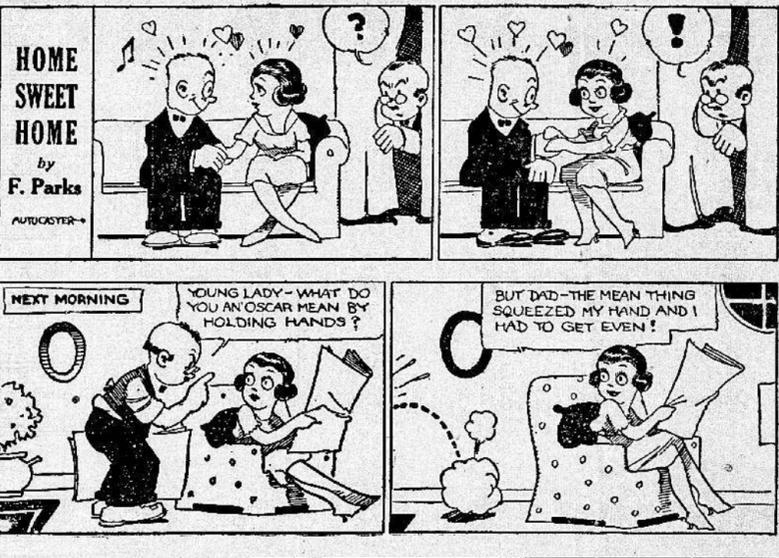


HAMBONE'S MEDITATIONS

PARSON GOT SEBN CHILLUNS, EN MISS LUCY TOL' ME T' GIB 'IM DEM SEBN KITTENS WHUT UP AT DE HOUSE, BUT HE 'LOW HE DON' WANT NOTHIN' ELSE ROUN' HIM WHUT EATS!



ADVERTISER



The St. Tammany Farmer

D. H. MASON Editor and Proprietor Entered at the Covington postoffice as Second-Class Matter.

EDITORIAL COMMENT BY D. H. MASON

THE ASSOCIATION OF COMMERCE DINNER.

The Association of Commerce dinner will be given at Caltora's, Monday night. While this is an occasion that is always looked forward to with considerable pleasure, it is also a matter of great importance to Covington.

We would ask the citizens to think this over well before they attend the dinner—think it over on an empty stomach when the head is clear. We believe your conclusions will be much more soundly founded and the results much more to be depended upon by the Association.

HENRY FORD AND MUSCLE SHOALS.

Henry Ford's business accomplishments have attached to him a public interest and awakened a public curiosity that makes anything he may say interesting. The fact that he financed his own business in spite of tight money and the antagonism of Wall Street and the money lenders, to the extent of one hundred million dollars, and that he, at least temporarily, made a defunct railroad earn something attracts considerable attention.

Why do you think I want Muscle Shoals? It can't be money that I want out of Muscle Shoals, good—that's fine—but it's incidental. My purpose in taking over Muscle Shoals is not to benefit us or our business or Detroit or any other part of the country—my one purpose is to do a certain thing that will benefit the whole world.

There must be some other reason—and there is. If Detroit, or the South, or any other particular locality is benefited by my taking over Muscle Shoals, good—that's fine—but it's incidental. My purpose in taking over Muscle Shoals is not to benefit us or our business or Detroit or any other part of the country—my one purpose is to do a certain thing that will benefit the whole world.

Mr. Ford seems to think that if our money was based on products or commodities that we would not fight for those things. We are afraid, however, that Wall Street would have more fun speculating in money and corners on commodities than it now has with gold, which comes nearer to intrinsic value and is less liable to fluctuations.

DOING BUSINESS IN SPITE OF CONDITIONS.

In brutal contests, both human and animal, the power of will and determination to conquer have wrested victory from the very brink of defeat. The man who has the equipoise of the athlete, the confidence of the steeple climber, may stand on the edge of an abyss and calmly peer into its depths—but the timid, nervous man would plunge into its measureless void.

The Publishers' Auxiliary has an interesting article along this line that shows how some companies have rolled up their sleeves and gone after business with an energy that could not be resisted. We reproduce part of it:

Addressing a meeting of the national advertisers' department of the advertising council of the Chicago Association of Commerce on December 20th, R. N. Fellows, advertising manager of the Addressograph Company, said business was to be had if the merchant went after it in an intelligent, consistent way.

We have heard a great deal about business depression. We have heard a great deal about business running on part time, and four million men out of work, but there are also a great many firms, large and small, throughout the country, in all lines of business, that have been doing a very splendid business.

Possibly the reason that they have been doing such an excellent business is best demonstrated by Fred Mann of Devil's Lake, N. D., who is a very live merchant in a town of 5,140 population, and who, in this last year of alleged business depression, has sold more merchandise than he ever sold before in the history of his store, or more than a half million dollars' worth in a town of 5,000, in an area which was supposed to be fundamentally depressed by the very chaotic agricultural condition.

This live merchant who sold over a half million dollars' worth of merchandise, from a store located in a town of 5,140 people, gives as his reason that "We didn't know that times were bad, so, probably if we had known that times would have been bad we would have not sold so much." In establishing this business, he pursued a very aggressive policy, not only from the advertising standpoint, advertising in newspapers, direct mail advertising, street car cards and other forms of profitable publicity, but by training his organization in the store to treat people courteously and to give them service, give them something a little more than the material object that they had come in to buy and pay money for.

In Evansville, Ind., the Mead-Johnson company, sold last year 61 per cent more merchandise than they have ever sold before in the history of their business, which runs into millions of dollars. Two weeks ago, in St. Louis, I visited the Samuel Shoe Company. They did 20 per cent more business this year in spite of declining prices; it amounts to 30 per cent in some instances, in spite of a 40 per cent increase in overhead.

Why are these results possible, and how are they accomplished? The method that we have pursued in our business was this: We have just tried to realize that business was going to be very much harder for the next three years, so we have urged our salesmen to work harder; we have spent considerable more money in advertising than we have ever spent before. We have taken it for granted that we will have to work very much harder to get business than we have ever worked before, but we believe the business is there, and we believe it is a normal thing in life for people to buy goods and spend money.

FOLSOM NOTES.

daughter left Friday for New Orleans to spend a few days with her brother, Mr. L. Rouquette, and family.

Major Bennett, of Goodbee, was a guest for a few days at the home of Mr. D. L. Jones.

Mr. R. D. Crook, better known as "Uncle Bob," engineer on the Shore Line, is leaving for Shreveport to look after his oil interests.

Mr. and Mrs. A. Millington and Miss Barbara McGowan were joined at Covington by Miss Grace Menzies and Mr. Sam Parker, and from there motored to Slidell where they enjoyed the banquet given by the Slidell Lodge F. & A. M.

Mr. Harper, of Hammond, was in town this week looking after his lumber interests.

Dr. F. R. Jones, accompanied by his son, Orville, who is attending school at Biloxi, Miss., spent Thursday and Friday in New Orleans with his son, C. E. Jones, who is leaving Friday night for Cuba.

Mr. M. Cooper, of Bogalusa, was a guest at "China Grove" on Thursday and Friday.

Prof. Varnado has returned from Franklinton after spending ten days there with his mother.

Mr. L. Stevens returned to his work in Covington, Monday.

Mrs. J. Garrett and children and brother, M. Wallis, left Tuesday for their home in Livingston.

Mrs. P. McDuggall is visiting her

daughter, Mrs. W. T. Wallis, for a few days.

Miss Claire Gusman spent Wednesday in Covington.

Mr. Neil McLain is on a visit to the Misses Jones, at Enon.

Mr. Geo. Fenderson, Sr., of Amite, was renewing acquaintances in our town this week.

Mr. E. R. Moses, of Covington, was in town Tuesday supplying the needs of the Folsom merchants.

Mr. and Mrs. J. D. McLain and family and Miss Edna Rodgers and Mr. M. Wallis motored to Franklinton, Sunday.

Miss Ray Streck, one of our efficient teachers, returned from Hammond where she enjoyed the holidays with her parents.

Mr. and Mrs. J. W. York and family returned Sunday night from MeComb, Miss., after spending a pleasant week with relatives.

Mr. and Mrs. P. Verger and Mr. and Mrs. V. Verger and Miss Gladys Harrelson motored to Mandeville, Sunday, where they were guests of Mr. Verger's sister, Mrs. A. Manant.

Miss Ethel Wallis returned Monday from Newton, Miss., where she spent two weeks with relatives.

Mr. M. Reed, baggage-master on the Shore Line, is at home for a few days.

Miss Bert Cook of Chicago, is visiting her sister, Mrs. D. Carroll.

Mrs. J. Garrett and children and brother, M. Wallis, left Tuesday for their home in Livingston.

Mrs. P. McDuggall is visiting her

Foreign Advertising Representative THE AMERICAN PRESS ASSOCIATION

LOST, STRAYED OR STOLEN—Three young mules, 1 black mare, 1 mouse-colored mare mule and 1 dun horse mule branded "J. R. O." on left hind leg.

FOR SALE—Fine milk cow, two years old. Phone 184.

FOR SALE—One 4-gallon young Jersey cow and heifer calf, fresh milker. Bargain at \$125.

HATCHING EGGS from pure breed White Leghorns or Banded Rocks; \$1.50 for 15. Sam Shortridge, 1011 Jahnecke Ave. d17-4t

COTTON REPORT. There were 57 bales of cotton ginned in St. Tammany parish prior to December 13, 1921, as compared with 420 bales to the same date in 1920.

SUCCESSION SALE Succession of William T. Wallis No. 188.

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

Notice is hereby given that by virtue of a writ of sale issued out of the honorable aforesaid Twenty-Sixth Judicial District Court, Parish of St. Tammany, State of Louisiana, and to me directed, bearing date the 3d day of January, 1922, I will proceed to sell at public auction at the principal front door of the courthouse in the Town of Covington, St. Tammany Parish, State of Louisiana, to the last and highest bidder, between legal sale hours for judicial sales, on

Saturday, February 11, 1922, the following described property, to-wit:

1st. One-half (1/2) undivided interest in and to all that certain lot or parcel of land situated in the Parish of St. Tammany, State of Louisiana, together with all the buildings and improvements thereon, being 60 acres of land, more or less, being a part of the n h of the ne qr of section twenty (20), and the west half of the nw qr of section twenty-one (21) in township five (5) south, range ten (10) east, St. Helena Meridian.

2d. One-half (1/2) undivided interest in and to all that certain parcel of land situated in the Parish of St. Tammany, State of Louisiana, and described as being sw qr of section sixteen (16) township five (5) south, range ten (10) east, containing forty (40) acres, more or less.

3d. All that certain lot or parcel of land situated in the Town of Folsom, described as being Square 111, with all the buildings and improvements thereon, and Squares 122 and 123.

4th. One horse, one cow, three hogs, one gasoline engine.

Terms of Sale—Cash, with benefit of appraisement.

WALTER GALATAS, Sheriff. j7-6t

CLASSIFIED ADVERTISEMENTS

FOR SALE—We have a complete line of second-hand furniture—beds, springs, dressers, washstands, chairs, armchairs, rockers, etc. BURNS FURNITURE CO., Covington. j7

Abundance of Excelstor Plums, Jewel and Elberta Peaches, Celeste and Lemon Figs, Leconte and Chimes Sand Pears, Pomgranatic, Quince, Hick Mulberries, three feet high, 40c each, 10 for \$3.50. White Niagara Grapes, 25c each, \$2.50 per dozen, \$15.00 per 100. Satsuma Orange, 3 feet, one year, 60c each, 10 for \$5.00. Duncan Pomelo, one year, 80c each, 10 for \$5.00. For sale by G. Rondeau, Box 63, Altou, Louisiana. j7-15t

FOR SALE—Stove wood and fat pine. 200 fat pine post, W. P. Badon, 415 Lockwood street, Covington. j6-12

FOR SALE—One milk cow and young calf; few springs, bring call in two or three weeks. Apply to Aouelle Bakery. d17

FOR RENT—Upper floor of Seller Building, 12 rooms in all. Partly furnished. Formerly occupied as a hotel. Apply to Jacob Seller, Covington, La. n26if

SEWING AND HEMSTITCHING by Mrs. F. F. Planche, 1114 19th Avenue, Covington. Hours 9 to 4. \$5 per yard, customer to furnish the thread. Mail orders promptly filled. Box 652, Phone 92. m17

Stove and Fire Wood, \$5.00 per cord. Phone 286. E. Romano, Jackson and 29th avenue. d24-4t

FOR SALE—Two lots of ground in Division of St. John, Covington. Will sell separate or together. One lot faces on Rutland street and one on New Hampshire street. The lots are less than one square from the courthouse and Southern Hotel, and are 2-1-2 squares from the depot. For particulars see Richard & Riggs, Covington, La. n13

WANTED—Highest prices paid for opossum and coon hides. Apply to Joe Tennent, Covington. d19

HATCHING EGGS from my parish fair prize pens, S. C. Rhode Island Reds, now ready, \$3.00 per 15. By parcel post, carton to be returned, \$3.15. Some fine cockerels \$5 each. Ozone Poultry Yards, C. M. Brown, Prop., 1610 15th avenue, Covington, La., Box 61. n19f

Hemstitching, Pleating, Buttons Covered, Embroidering and Marking, Men's Shirts made to measure, Machine and Hand Made Button Holes, Initials and Monograms Embroidered. M. Kobolt, 1615 Jackson street, Covington. n18f

FOR SALE—Fifty young genuine Leghorn hens. Just starting to lay. Five fine roosters. Phone 216. Advertising in The Farmer pays.

SEMI-ANNUAL STATEMENT OF THE

PEOPLES BUILDING & LOAN ASSOCIATION

Located at Covington, La., in the Parish of St. Tammany, for the Six Months ending December 31, 1921:

H. J. SMITH, President. M. P. PLANCHE, Vice-Pres. T. M. BURNS, Secretary.

ASSETS

Mortgage loans secured by vendor's privilege 49,000.00 Loans secured by stock and otherwise 470.00 Due by borrowers for taxes and insurance advanced 13.17 Cash on hand and in bank 20.18

\$49,503.35

LIABILITIES

Permanent stock 12,500.00 Installments and dividends accrued on Dayton stock 16,585.56 Contingent loss and reserve fund 1,000.00 Borrowed money 16,825.00 Undivided profits 2,588.79

\$49,503.35

STATE OF LOUISIANA, Parish of St. Tammany.

We, the members of the Auditing Committee, and the Secretary of the above named Association, do solemnly swear that all the foregoing statements of the condition of this Association for the six months ending as above specified are true and correct, to the best of our knowledge and belief.

R. H. DUTSCH, M. P. PLANCHE, Auditing Committee. T. M. BURNS, Secretary.

Sworn to and Subscribed before me, this 4th day of January, A. D., 1922.

B. M. MILLER, Notary Public.

ANNOUNCEMENT

We desire to announce to the public that we are now open for business. We have just begun the operation of our new plant on Madison Street. The plant is modern in every detail and strictly sanitary in every respect. We extend all an invitation to inspect our plant at any time.

We are manufacturers of Grapico, "The Drink of the Nation," and all kinds of Pop and high grade beverages. Free delivery to any part of the Parish.

GRAPICO BOTTLING WORKS PHONE 341 LEO J. LEBLANC, PROP. P. O. BOX 461 COVINGTON, LOUISIANA