

The Grand Finale



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

BUILDING YOURSELF AND YOUR COMMUNITY.

Many people have looked with wonder at the huge bulk of advertising matter in magazines and newspapers without attempting to grasp its significance. It perhaps has occurred to them principally that the vast sums of money paid for this advertising must represent an enormous amount of business. "IT PAYS TO ADVERTISE" is a slogan that has been accepted in a general way, but the ordinary town merchant has not considered it as a budgeted expense—as such a part of his business as is window display, store and fixtures and salesmanship. He looks at the full page advertisement of the city businessman and wishes that his own business had a patronage warranting the expenditure of so much money in advertising, but it does not enter into his cogitations that the cost of the page ad in the city daily is not out of proportion to the cost of the page ad in the town weekly, when volume of business is considered.

There is, however, a more important consideration than the direct results from advertising. The mere fact that advertising pays for itself and contributes a large balance of trade besides brings to view but a small part of the picture that illustrates its value. When you see a mule hitched to a dray, it occurs to you that the mule and the harness may be worth \$350.00 and the dray \$100.00—but this is not all. The driver earns a living and spends his money with the grocer, the clothing store, the drug store, the doctor and the landlord. The feed store sells feed for the mule, the blacksmith shoes him, the harness-maker makes harness for him, the wheelwright repairs the wagon and the town collects taxes on the assessment. The loss of this dray and mule would be not simply a loss to the owner. It would be a loss to the community.

DID YOU EVER THINK OF ADVERTISING IN THE SAME WAY?
Did you ever associate with its influence in the sale of goods its value as a stimulant in the general business life of your community—the employment of more clerks, the increase in factory output and number of hands, selling force on the road, greater earnings and larger employment in advertising agencies—and giving to your home paper the kind of support that makes it possible to issue a sheet that is a credit to your town; a community booster with a news service that makes it a welcome visitor in your home.

We reproduce below an excerpt from an excellent editorial on this subject from The Tulsa Oklahoma Tribune. We commend it to the attention of the merchants of St. Tammany parish as good food for thought.

Our present standard of living is largely the creation of advertising. For advertising creates the demand, makes people want the thing advertised. When the lure becomes powerful enough, they hustle about and get the money to obtain what they want.

Advertising thus spurs sales. It also stimulates production—both of the things advertised and the things that have to be done on a bigger scale to obtain money for purchasing advertised wares.

There is a new thought for you—that advertising is a definite agency of production. Most of us have been thinking of it merely as a medium of salesmanship.

Advertising is what is making us busy.
Advertising is what is enabling us to buy.
It creates the demand. And the demand induces us to work harder to get the money to spend. If all advertising were abruptly discontinued, the American standards of living would quickly drop to the levels of grandpa's day.

READ THE ADS. They are a part of the news, telling the intimate story of the average American's inner desires. **THE REAL HISTORY OF CIVILIZATION IS WRITTEN IN ADVERTISEMENTS.**

THE FOOLISHNESS OF HIDING YOUR MONEY.

The Covington Bank & Trust Company, noting the robbery of the post-office at Tallisheek, in which some four thousand dollars of the money of private concerns was taken from the safe by burglars, calls attention to the foolishness of hiding away money instead of depositing it in bank.

This is a question that really deserves consideration. When you put your money in a reliable bank it is made secure from robbers and burglars by vaults constructed at an expense that would be impossible for the individual to carry. It is not simply secure from burglary and fire, but as a further surety it is protected by insurance. If you wish your money to lie idle and uninvested, the bank vault is the safest place for it.

On the other hand, when you put your money in bank without investment the bank invests it on its own responsibility. It pays you interest on it if you put it on time deposit, and it makes money for itself that is divided as dividends among its stockholders in your community. If you are in business, some of these earnings will come back to you in trade and some of it will get into the hands of people who spend it generally in your community, helping to stimulate the business of your community.

Some one wishing to build or to enter into business in your community may borrow the money. This means the employment of labor and better conditions in your community.

The many uses to which money is put when you deposit it in your bank all tend to better times and better conditions generally. If everybody hid their money away instead of banking it the effects would be very hurtful, and there would be little chance for development in any direction.

Perhaps the money stolen from this safe was put there temporarily. We are simply using it as an example. It is a fact, however, that quite a number of people hide their money away instead of banking it. It is liable to be stolen at any time. The very object and purpose of money, the use of it in exchange for commodities and in industrial enterprises, is defeated by letting it lie in useless concealment.

St. Tammany banks are good, safe places to put your money, and should relieve you of much anxiety if you simply wish to keep it. It will earn something for you at the same time, and may be the means of your neighbor improving his farm or some one buying a piece of land from you and building on it.

NOTICE TO TAXPAYERS.

Notice is hereby given that the assessment roll for 1922 taxes, state and parish, are now on file and ready for collection and will be delinquent in 30 days, when 10 per cent interest will be charged.
WALTER GALATAS, Sheriff and Tax Collector.

OFFICE CAT



BY JUNIUS

COPYRIGHT 1921, BY EDGAR ALLAN MOSS.

Yuletide Musings.

I do not trot with those who hold That Christmas gifts should be Of Nature sternly practical— It matters not to me. If in my festive sock I find, When comes the Yuletide dawn, Some gift for which I have no use I'll merely pass it on.

I do, however, yearn to kill That Yuletide post sublime Who holds a present back until I've spent my last thin dime.

Lending money is a fine way to improve your memory.

Alarm clock prices are back to pre-war figures, as the children come home now just in time to wake the old folks up.

A New York naturalist tells of a rabbit killing three cats. Now, which one got hold of the stuff—the rabbit or the naturalist?

A candidate for the position of the world's meanest man has appeared in the person of the editor of a small Missouri newspaper, who published the following item in his "Social Gospel" column: "Miss —, a young lady of 20 summers, is now on a visit to her twin brother, aged 31."

The Lord helps them that help each other. Business shows that the more we help the more we prosper.

Report says crockery and pottery will be very scarce this coming year, which will be good news to Jiggs, but tough on Maggie.

The man who is entirely satisfied with himself wants but little here below.

When a girl is so bow-legged that she can wear a parenthesis for stockings she just naturally has no use for short skirts.

It is sometimes said that the office seeks the man, but usually breaks his neck to have it find him.

"Smile when you can," is the advice of a citizen. The alternative of smiling when you can't is said to play havoc with one's features.

You don't hear married men talking of personal liberty when their wives are around.

It is reported that one of our most exemplary citizens was arrested the other day, charged with stealing a Ford tire. But he was released when he explained that he had casually picked the thing up on the street, thinking it was a rubber band.

Every day is Decoration Day with the Flapper.

An American advertisement spells the word "inside" as "insyde." This must have been an accident because the elimination of the "I" is not real American tendency.

You are not dressed for work until you put on a smile.

If a little bit of flattery makes a person feel good, what is the use of blurting out an honest opinion.

A backbiter is a human cootie.

A definition for a popular Detroit make of flivver—one that will not stop in front of a synagogue.

Fools rush in where wise men throttle down and drive slowly.

We are still waiting patiently for the soda clerk to say "this one is on the house."

FRUIT CAKE!

We are now taking orders for Fruit Cakes. Send in your order now so as to be sure of getting yours.

50c per pound
Telephone 48
AQUEILLE BROS. BAKERY.
Covington, La.

STOCKHOLDERS' MEETING.

There will be a meeting of the stockholders of the Peoples Building & Loan Association in their office on the first Tuesday in January, 1923, at 10 o'clock a. m., for the purpose of electing officers and board of directors for the ensuing year.
H. J. SMITH,
President.

STOCKHOLDERS' MEETING.

There will be a meeting of the stockholders of the Covington Bank & Trust Co., at their office, Covington, La., at 10 o'clock a. m., on Tuesday, January 9, 1923, for the purpose of electing a Board of Directors for the ensuing year.
E. G. DAVIS,
President.

NOTICE TO TAXPAYERS.

Notice is hereby given that the assessment roll for 1922 taxes, Town of Covington, La., is now on file in the office of the Town Secretary, and ready for collection, and will become delinquent on March 1, 1923.
L. A. PERRY,
Secretary and Tax Collector,
Town of Covington, La.

SHERIFF'S SALE.

Louis F. Pechon vs. Mrs. Eugenie Cahler Wehril et al.

No. 3673.
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, and to me directed, bearing date the 13th day of December, 1922, I will proceed to sell to the last and highest bidder, at the principal front door of the courthouse in the Town of Covington, St. Tammany parish, La., between the legal hours for judicial sales, on

Saturday, January 20, 1923, the following described property, to-wit:

First—Abadie's Grocery Store Building. Two certain half lots of ground contiguous to each other, situated in the Town of Covington, St. Tammany parish, Louisiana, and designated as the south half of lot number six (6) and the south half of lot number five (5) in square number twelve (12) of the Division of St. John. With all buildings and improvements thereon.

Second—Bullock's Drug Store Building. All of lot number seven (7) in square number twelve (12), Division of St. John, of Covington, in St. Tammany parish, Louisiana, with all buildings and improvements thereon.

Third—Payette Corner. One-half of lot number five (5) and all of lot number six (6) and seven (7) and eight (8) in square number fifteen (15), Division of St. John, Town of Covington, in St. Tammany parish, Louisiana. With all buildings and improvements thereon.

Fourth—Three vacant lots near the Masonic Hall. Lots number one, two and three, in square number seven (7), in Division of St. John, in Town of Covington, Louisiana.

Fifth—One hundred sixty (160) acres of land, more or less, near Covington, Louisiana, being the southeast quarter of section 23 township 6 south, range 11 east.
Terms of Sale—Cash.
WALTER GALATAS, Sheriff.

SHERIFF'S SALE.

J. Louis Smith vs. Robt. C. Cooper.

No. 3653.
Twenty-Sixth Judicial District Court, Parish of St. Tammany, Louisiana.

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Saturday, January 20, 1923, the following described property, to-wit:

All of the land north of Mariah Branch in the ne qr of se qr of section 33, tp 4 s, r 13 east, containing twenty acres, more or less, and more particularly described as follows, to-wit:
Beginning at the northeast corner of the ne qr of se qr section 23, tp 4 s, r 13 east, thence west to the channel of Mariah Branch, and thence along the meanderings of said Mariah Branch to the line dividing sections 33 and 34; thence north to point of beginning. Being the same property acquired from B. B. Mizell as per deed recorded in Book 58, folio 123, of the official records of St. Tammany parish, Louisiana.

And also:
Commencing at the southeast corner of the John A. Cooper Homestead Entry, Application No. 4245, and being the northeast quarter of section 33, tp 4 south of range 13 east, St. Helena Meridian, containing 160.28 acres, and running thence

Saturday, December 30, 1922, the following described property, to-wit:
592 pairs shoes, 3 chairs, 1 dresser, washstand, 4 chairs, 1 clock, 1 armour, statue and pair of fire dogs, 1 table, 1 armchair, sewing machine, 1 mirror, 1 bed complete, 2 chairs, kitchen complete, stove pots, table, chairs, ice box, safe, 500 building bricks, 2 saws, 30 chickens, 3 lamps.
Terms of Sale—Cash, with benefit of appraisement.
WALTER GALATAS, Sheriff.

SHERIFF'S SALE.

Madisonville Bank in Liquidation vs. Louise Koeppe Barron.

No. 3686.
Twenty-Sixth Judicial District Court, Parish of St. Tammany, Louisiana.

Notice is hereby given that by

virtue of a writ of seizure and sale issued out of the honorable aforesaid court, and to me directed, bearing date the 24th day of November, 1922, I will proceed to sell to the last and highest bidder, at the principal front door of the courthouse in the Town of Covington, St. Tammany Parish, Louisiana, between legal sale hours for judicial sales, on

Saturday, January 13, 1923, the following described property, to-wit:
A certain piece or parcel of land in section 16, tp 7 s, r 10 east, St. Helena Meridian, containing 83.75 acres, and designated as Lot No. 2 on a plat and survey made by Howard Burns, Parish Surveyor, dated August 31, 1915, which said plat is recorded in C. O. B. 66, pages 59-60

HOME SWEET HOME

Oscar tells Aunt Hattie a Hunting Story.



YOU SAY YOU DON'T WANT UNCLE JIM TO GO HUNTING WITH OSCAR!



NO INDEED! UNCLE JIM'S IN GOOD HEALTH AN' I WANT HIM TO STAY THAT WAY!



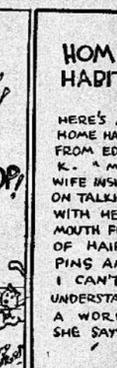
WHEN JIM GOES HUNTING I WANT HIM TO GO ALONE - HE DOESN'T CARRY ANY TOO MUCH INSURANCE!



POOH, POOH! WHAT DID HE TRIP OVER?



HERE'S A HOME HART FROM EDDIE K. MY WIFE WANTS ON TALKING WITH HER MOUTH FULL OF HAIR-PINS AND I CAN'T UNDERSTAND A WORD SHE SAYS!



CLASSIFIED ADVERTISEMENTS

Foreign Advertising Representative THE AMERICAN PRESS ASSOCIATION

FOR SALE—Ford 1-ton truck, in A-1 shape, good tires all around, over size Miller 12,000-mile cords on rear. Will sacrifice for quick sale. Phone 252, P. O. Box 544. See truck at 24th and Madison, Covington.

STRAYED—On or about Nov. 28, 1922, from Onville, La., on the Hood & Collins farm, one Jersey heifer, short horns, mouse colored, 3 years old, marked. Any information leading to recovery will receive reward. Mrs. Effie Harrison, Onville, La.

FOR SALE—Ford touring car, non-starting type, A-1 condition, good tires, price reasonable. W. R. Pruyette, Abita Springs. 416

FOR SALE—5-room house with electricity, water, etc.; modern. Address Box 565, or phone 253, Covington. 491f

FOR RENT—Single cottage, 1001 26th Avenue, corner of Monroe. Apply Jacob Seiler, Covington.

FOR SALE—Horse and buggy. C. M. G. Henley, Bayou LaCombe, Louisiana. 49-31*

Eggs and Chickens—Order from your hatching eggs, table eggs, poultry for breeding and table use. Addmore Poultry Plant, 321 Jahnecke Ave., phone 256, Box 341, Covington, La. Golden Buff Rocks and Anconas.

north on the north and south line two hundred and ten (210) yards; thence west one hundred and forty (140) yards; thence south two hundred and ten yards; thence east one hundred and forty yards, to the place of beginning, containing six (6) acres, more or less, and being the same premises acquired from R. C. Cooper by act of sale recorded in Conveyance Book 53, page 451.

Terms of Sale—Cash, with benefit of appraisement.
WALTER GALATAS, Sheriff.

SUCCESSION SALE.
Succession of Mrs. Alphonsine Marie Hains.
No. 224.
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 aforesaid court, and to me directed, bearing date the 12th day of December, 1922, I will proceed to sell on the premises at Lacombe, La., Parish of St. Tammany, State of Louisiana, between legal hours for judicial sales, on

Saturday, December 30, 1922, the following described property, to-wit:

592 pairs shoes, 3 chairs, 1 dresser, washstand, 4 chairs, 1 clock, 1 armour, statue and pair of fire dogs, 1 table, 1 armchair, sewing machine, 1 mirror, 1 bed complete, 2 chairs, kitchen complete, stove pots, table, chairs, ice box, safe, 500 building bricks, 2 saws, 30 chickens, 3 lamps.

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Terms of Sale—Cash, without appraisement.
WALTER GALATAS, Sheriff.

FOR SALE—7-passenger Chandler touring car, in good condition, \$400. Covington Grocery & Grain Co., Covington, La. 42-91

The best holiday present for the family is a New Edison Phonograph—the photograph producing KODAK MUSIC—the photograph using a diamond needle which lasts forever. Prices \$41, \$60, \$75, \$100, \$125, \$145, \$200, \$245, \$295, and up. Easy terms to all. Frank Patecock, Dealer; C. M. Brown, sales manager, at Patecock's Big Store, Covington, Louisiana. 0611-11

FOR SALE—Stove wood and tin pine. 200 fat pine post. W. L. Badon, 415 Lockwood street, Covington. 1611.

FOR SALE—Well seasoned stove and fire wood; can be promptly delivered; oak and pine. Frank E. Marsolan, Covington. 421f

FOR SALE—Klondyke Strawberry plants, \$8.00 per thousand. Good, vigorous plants, free from disease. A. Langenhening, Mandeville. n25-

FOR RENT—Upper floor of Seller Buildings, 12 rooms in all. Partly furnished. Formerly occupied as a hotel. Apply to Jacob Seiler, Covington, La. 18-1f

FOR RENT—House No. 1703 Jackson street. Apply to J. H. Smith or C. L. Smith, Covington, La. n251f

ROOM and BOARD—Meals also served on premises or at your home; Creole cooking at cheap rates. Apply Mrs. H. Hulston, at Madison and 24th Avenue, or phone 252. 12-141

FOR SALE—Mandeville residence on beach, 9 rooms, modern. Desirable for all year residence, \$5500.00. Terms or cash. A. E. Briggs, Mandeville, La. d2-1f

FOR SALE—Ford Sedan, as good as new, fully equipped, and with numberless accessories. A pick-up at \$560. E. A. Larose, Mandeville, Louisiana. n41f

Several Exhibition Cockerels, S. C. R. I. Reds, \$5 and \$3 each; 3 young cocks at \$3 each; eggs from exhibition matings, \$3 for 15. Eggs from exhibition Barred Rocks (dark) \$3 for 15. All line bred and Fair prize winners. Ozone Poultry Yards, 1620 15th Ave., Covington, La. n41f

FOR SALE—Single cottage, 1001 26th Avenue, corner of Monroe. Apply Jacob Seiler, Covington.

FOR SALE—Horse and buggy. C. M. G. Henley, Bayou LaCombe, Louisiana. 49-31*

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