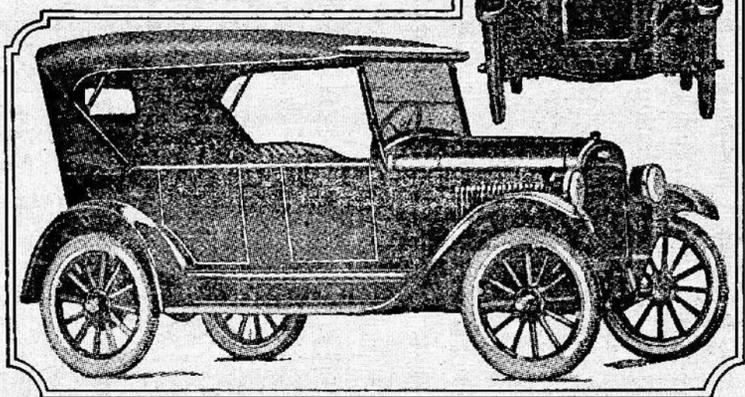


For Economical Transportation



With the HOLIDAY SEASON just ahead of us we are in a JOYFUL MOOD. We extend to one and all of our friends and customers the Season's Greetings: Our sincere wishes for a MERRY CHRISTMAS and a PROSPEROUS and HAPPY NEW YEAR.

We believe our establishment is a milestone in the progress of St. Tammany parish. We have made it so and it is our desire to keep it so.

We are blowing our horn for the Holiday Season—

Not because we were the first to establish and maintain an up-to-date Service Station for automobiles, other than Fords, in St. Tammany parish.

Not because we introduced and placed in St. Tammany parish the first Nash—now they are numerous in this vicinity.

Not because we introduced and placed in Covington the first Chevrolet and now this line has a firm foothold and the Chevrolet march to popularity cannot be stopped. Chevrolet sales rank second in the United States and the determined aim is to rank first.

Not because we stock at all times springs for all cars, brake lining to fit all cars, spark plugs to fit all makes

of cars and tractors, storage batteries, ignition supplies, headlight and dashlight bulbs and numerous other motorists necessities that are not usually found in towns the size of Covington.

Not because we are equipped to completely overhaul and do completely overhaul all makes of cars from Fords to Caddillacs.

Not because our Free Air Service and our free battery water and inspection service is being enjoyed by hundreds of automobile owners.

Not because we placed the first Essex and Hudson in this locality and will place several more.

We are blowing our horn

Because we want our call to reach the automobile owners and prospective owners who have not been enjoying our service facilities. We aim to make our establishment Bigger and Better.

Milestones of the Automotive Era

Age of Go

At the early automobile shows the exhibits were taken out and operated to prove to doubting spectators that they would actually run. During this early period of proof of the ability of an automobile to serve as a vehicle of transportation was the principal selling argument.

Age of Comfort

The introduction of the pneumatic tire and development of springs, suspension and cushions, marked an era when it was necessary, in order to overcome sales resistance, to reduce the shocks of the road so as to make automobile riding more comfortable.

Age of Convenience

The adaptation of a complete electrical system to the automobile with electric lights, horn and starter, marked that period when greater convenience in car operation was demanded.

Age of Production

There was a time following the World War when demand exceeded the supply and

about the only sales argument necessary was that you could deliver a car.

Age of Beauty

The lines and appearance of all automobiles improved greatly during the period immediately following the war and 1922, the year of recovery, stands out as a year when appearance had a predominating influence in the selection of a car.

Today

The inventive genius and the manufacturing ability of the men engaged in the automotive industry have resulted in the embodiment into practically every make of car all of these desirable qualifications, the introduction of which charts the course of automotive history. All cars run—their riding qualities are wonderful; indeed, considering many of our roads, marvelous—they embody the Convenience of an army of slaves—Production is in keeping with Demand and the cars of today are beautiful beyond the power of words to express—and everybody in the country wants one.

F. G. C. AUTO CO.,

CHEVROLET DEALERS

Nash Sixes and Fours
Telephone 42

Hudson and Essex Motor Cars
Covington, La.

CHRISTMAS RIBBONS

IF CHRISTMAS ribbons could express themselves they would say that people were thrifty, for some ribbons claim to have been doing business every Christmas for many, many years. They are often pressed and made to look their best, but they're the same ones used again and again. However, if they could philosophize they would rejoice that they were the means of adding gaiety, color and cheer to Christmas packages year after year!

THE WILD BOAR'S HEAD FEAST

Animal of Woods in Early Days Provided One of the Most Popular Christmas Dishes.

IN MEDIEVAL England it was customary to commence all grand Christmas feasts by the solemn ceremony of bringing in the boar's head as the initial dish. The master cook, preceded by trumpeters and other men with boar spears and drawn falcons and pages carrying mustard, bore the smoking head aloft on a silver platter, which he deposited at the head of the table. The head was garnished and garlanded with rosemary and laurel, and a lemon, symbol of plenty, was placed between its grinning chops.

To the end of her life, Queen Victoria retained the ancient custom; also in many of the public schools and universities the boar's head is still the great dish of the Christmas banquet. On such occasions every diner rises and joins in the "Boar's Song," which has been sung for centuries. The words are set to the common chant of the prose version in cathedrals.

QUAINT CHRISTMAS CUSTOMS

Cupid Plays Part in Many of the Superstitions That Are Still Given Consideration.

Good St. Thomas, serve me right And send me my true love tonight, That I may gaze upon his face, Then him in my fond arms embrace.

AFTER placing a piece of holly under her pillow, many a girl, in the north of England especially, repeats these lines to herself before retiring to rest on Christmas eve, according to a writer in London Tit-Bits.

Cupid plays an important part in many of the superstitions and customs that are still extant at this season. A Christmas practice among superstitious girls who wish to dream about their future lovers is that of abstaining from food or drink or speech during the whole of Christmas eve. Then, after all the family have retired, they

make a cake of flour, salt and water, called a "dumb cake." This they eat just before retiring to bed, in the belief that their somewhat indigestible supper will cause them to dream of their future husbands.

In the Alps there exist several charming Yuletide customs of proposing marriage by the language of flowers. If a girl accepts a bouquet of edelweiss from a man during the period from Christmas' day to New Year's eve the action denotes that she accepts him as her future husband.

Another Christmas custom in Switzerland is for the young man to place a flower pot, containing a single rose, and a note on the window sill of the girl's room when she is absent from home. He then waits for a reply. If the maid accepts the flower before New Year's eve, then the young man boldly enters the house to "ask papa." If, on the other hand, the rose is not touched, but is allowed to fade away, the proposal is rejected without a single word of love having been exchanged between the couple.

In Sardinia Christmas wooling is far more complicated. If a Sardinian father has a marriageable daughter, the would-be suitor applies to him for permission to speak to her by means of a species of telephone that has been in use for the purpose for centuries of Christians.

It is a long string with a wooden knob at each end. The girl drops one knob out of her window and, the shutters being closed, places the other knob to her ear. Down below her would-be lover pours words of unending devotion into his knob! On every New Year's day in Rumania a fair of marriageable girls is held. The girls are all drawn up in one line and the men in another, with the parents of both behind them. If a young man likes the looks of any particular girl he steps out of his line, goes up to her and enters into conversation. If he is favorably received by the girl, his parents and her parents compare notes as to the marriage settlement and similar practical matters.

Many quaint superstitions are associated with the festive season in various parts of Britain. In Hertfordshire the wearing of new shoes on Christmas day is considered to be very unlucky.

CANDLES OF BAYBERRY WAX

Important and Decorative Yuletide Accessory May Be Made With Little Effort.

BAYBERRY candles for the Yuletide season were the pride of colonial dames. Then they went out completely and no one ever heard of home-made bayberry candles until a few years ago saw a revival of the art, when one found them again in arts and crafts shops, writes Helen

Harrison in the New York Post. Amateurs began to experiment, and they learned that candle making is not a difficult art.

One amateur experimenter found that brass or copper kettles used for melting wax made the gray-green of bayberry wax much greener. The old-fashioned candle dip method is simple, or one can construct molds of heavy paper if regular forms are not available.

One quart measure of berries will make a medium-sized candle. The old-fashioned candle molds are large and require about two quarts of berries for one candle.

The berries should be covered with water and set over the fire to melt off the wax coating. As twigs and leaves get in with the berries, it is necessary to strain the wax through a sieve at first. After the first straining the wax should be reheated and then strained again through coarse cheesecloth.

When ready to mold, fasten lengths of candlewick through each mold, knotting the wick at the mold's point and tying the other end around a stick that will rest across the top of the mold.

Heating the wax again, fill in each mold, making sure that the wick is taut. To remove from mold without cracking, warm it slightly in hot water before slipping the candle from each form.

Heavy paper can be sewed or pasted into mold forms and a bottom glued to each, leaving a small hole in the center of the bottom, through which the wick can be slipped and knotted. It is a slower process, but satisfactory as a makeshift.

To make candle dips fasten two or three pieces of wick to a stick and far enough apart to prevent touching but not too far to extend beyond the sides of the kettle holding the wax. Dip into hot wax repeatedly, as each coat chills, until desired size has been obtained.

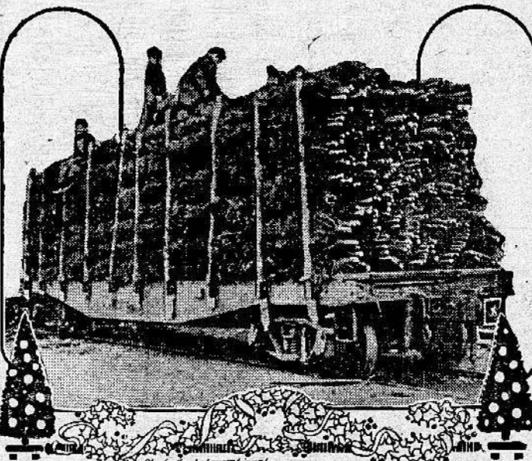
NOT A HOLIDAY LIKE OTHERS

Significance of Christmas Is Not Lost; Its Spirit Enters Into Life of World.

IT IS not likely that all of the multitude of people who eagerly and anxiously prepare to celebrate Christmas day are conscious of its sacred character. They know of course that it stands for the anniversary of the birth of the Founder of the Christian religion, but that thought is not uppermost in their minds. To such, for the moment, it is merely a holiday in which they wish to give gifts to persons they care for and whom they wish to please. It is a period in which they forget themselves in order to give joy to others.

In this one thing, though they may not be aware of it, they demonstrate the teaching of the One whose day they observe, for unselfish thought for others is one of the greatest lessons

CHRISTMAS TREES READY for SHIPMENT



Supplying the country with its Christmas trees is no small job these days. A million or more trees are sacrificed every year and they come mostly from the woods of northern Vermont, and are of two species of pine, the Norway spruce and the balsam fir. People of the Middle West and southern states demand the Norway spruce, while eastern people want the balsam. Here are the trees ready for freight shipment, 2,500 of them to the car, tied up in bundles of three to five trees, according to size.

WILL the Christmas tree become a thing of the past? There are tendencies which would seem to indicate that a substitute may usurp the throne this green harbinger of merriment and good will has held in the hearts of the people for many centuries. One of these influences is the danger of a conflagration in the home where Christmas trees are lighted with candles, although this danger is being partially overcome by the use of electricity for illuminating purposes. Another restrictive tendency is the cost of Christmas trees and the growing difficulty of obtaining them.

Moreover, a conviction is growing in the public mind that it is poor economy to cut Christmas trees from the tops of mature trees or take down a tree that has been growing for 15 to 20 years for a one day's celebration. The availability of artificial substitutes and the natural trend toward a change in the customs of the people

taught by the Teacher of teachers who was born in Bethlehem of Judea centuries ago. There are Christmas givers today who make no sacrifice when they purchase rich gifts for family or friends; they know no self-denial,

year when all the Christian world rejoices. The self-sacrifice is as nothing compared to the end to be attained.

On the other hand, a multitude of men and women are spiritually aware of the character of the day. They look back across the centuries to the Child in the manger and see in the dawn of a new hope to mankind, a revelation of a new life, a bond between mortal existence and the hereafter that has given comfort to myriads and a light to the world that grows brighter with the passing of the ages. The gifts that they bestow and those they receive typify to them the greatest of all gifts to the world—the One who came to point the way to eternal life.

No, Christmas for all its seeming frivolity and thoughtlessness is not a mere holiday like others. Even the light-minded and heedless ones realize a difference, and if pushed to explain would do so reverently. Under all the hurry and confusion and gaiety of the preparations and the celebration the significance of Christmas is not lost. The meaning of the Great Event whose anniversary we observe cannot be escaped. Its spirit has entered into the life of the civilized world—Indianapolis Star.

Unknowing Christmas Cheer

By Mary Graham Bonner

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SHE was neither young nor old. But life had been pretty rough with her, taking many whom she so dearly loved, leaving more and more gaps which could not be filled.

Yet it was Christmas time and she must think of the Christmas presents she should give and the Christmas letters she must write. How could she put cheer into her letters when she did not feel it herself? Sternly she reproved herself for this. She must feel Christmasy. She simply must. So, quite by herself, she went to a big toy shop. There she mingled with the crowds, heard the children's cries and shrieks of delight and surprise, saw their eager excitement. Her children were grown up, they had gone away, some would never come back. But it all brought the wonderful Christmas memories back to her. She felt again the glow and warmth of Christmas cheer. Tears came to her eyes, but there was happiness in their hot blur. It wasn't the same as one's own, to go and see happiness as though it were a play, but Christmas happiness was different. It touched those who even stood on the outskirts. Yes, all unknowing these many stranger children had given her the echo of their laughter and of their delight, and it was singing a little Christmas melody in her heart!

THE TRUE CHRISTMAS SPIRIT

Period of Good Will and Kindly Thought for Others, Most Important on Calendar.

WHAT if, as a Scrooge-like cynic intimates, the Christmas spirit comes to us but once a year, not even he will attempt to assert that we are not the better for it. Think what it would mean if that period of good will and kindly thought for others were dropped from our calendar. No blessed interruption to our too generally self-centered lives; no yearly oasis of brotherly sentiment to purge us, however temporarily, of selfishness and cause us, if only for a few days to think of making others happy.

Pre-eminently the children's festival, as of right it should be since it commemorates the nativity of the Christ Child, it transforms us all, whatever our years, into children of larger growth. We experience anew the glad expectancy of childhood, the thrill that far surpasses any realization, and find our greatest pleasure in the simple childish emotions of love and joy.

And this is the noblest Christmas gift, the gift of the true Christmas spirit that captures and takes possession of each one of us. "Except ye be converted and become as little children ye shall not enter into the kingdom of heaven."—Pittsburgh Dispatch.

USE OF CHRISTMAS STOCKING

Custom Comes From Sunny Italy, Where Poor First Used Long Knitted Purse.

THE custom of hanging up stockings on Christmas Eve comes to us from a land far across the ocean—from sunny Italy. In the city of Padua, long ago, good old St. Nicholas used to go about the streets after dark and throw through the windows of the homes of the poor people long knitted purses, tied at both ends, and containing much needed coins. These purses were made of yarn, and when untied looked not unlike a footless stocking.

Finally, as time went on, the poor people, hoping thus to realize the more fortunate of their needs, used to hang these empty purses out of the windows on the night before Christmas, so that a gift might be placed in them.

In the north country, where the weather is cold at Christmas time, the purses were hung by the chimney place in the hope that St. Nicholas would drop his offering down the chimney.

When the purses went out of fashion, stockings as the thing most like them were used in their stead, and that is why we today still observe the practice and the custom.