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THE BEVERAGE

The all-year-round soft drink

Rome was not built in a day, but Bevo's popularity became country-wide in three months because of five years preparation in perfecting the beverage.

Sold everywhere - Families supplied by grocer, druggist and dealer. Visitors are invited to inspect our plant.

ANHEUSER-BUSCH ST. LOUIS

Consolidated Companies, Inc.,
General Distributors
Renoulet & Dietlein,
Local Distributors NEW IBERIA, LA.

Every peg has been driven; every nerve is taut, and Methodists all over the South are just waiting for the gong to sound on next Sunday, May 18, to start the greatest drive for missions ever undertaken by any denomination in the history of the world. The bulls eye is \$35,000,000, of which amount Louisiana is to raise \$750,000, and Methodists of New Iberia will raise \$7000.00

Thirteen city churches carry a total quota of \$186,800, none of them having less than \$10,000 to raise. The 13 churches are First Church Shreveport, Noel Memorial Shreveport, Rayne Memorial New Orleans, First Church New Orleans, Alexandria, Baton Rouge, Bogaluso, Crowley, Lake Charles, Minden, Ruston, Mansfield and Monroe. The lowest quota assessed against any congregation is \$188 against a country church is \$7,000 against Indian Bayou Church in Vermilion parish, located 12 miles from the nearest railroad.

Enthusiasm is running high in every part of the State. There are 322 directors who have charge of the teams that will raise the money. Homer, of which Rev. W. L. Doss Jr., is pastor with a quota of \$8,000 reports: "We will reach our quota the first day." Monroe, Ruston Lake Charles, McDonoughville and Bogalusa make the same claims. Dr. C. D. Atkinson, Presiding Elder of the Shreveport District, with an assessment of \$125,000, reports that his whole district will go "over the top" the first day.

As a fitting finale to the campaign in Louisiana, which has been managed as a business proposition as well as sacrificial obligation by F. E. Gunter of New Orleans; Rev. N. E. Joyner and Hon. T. W. Holloman of Alexandria; Bishop Walter R. Lambuth will tour the State the last five days of the campaign. He will speak in Monroe, May 14 Shreveport May 15 Alexandria May 16, Baton Rouge May 17 and New Orleans May 18, Bishop Lambuth was born on the field of Foreign Missions and is without an exception the dominating figure in the movement called the Missionary Centenary.

FORTY YEARS A DRUGGIST
He Endorses
PERUNA

Read this from Mr. L. A. Richardson of Marine, Illinois:

"I have been engaged in the retail drug business here for the past forty years. During this time I have seen many patent medicines come into use, flourish for one or two years and then gradually disappear. There are very few of these remedies that possess enough real merit to insure them long life. Peruna has always been a good seller with us, with a marked increase from year to year. The change in the formula some years ago, by the addition of the slightly laxative properties, has made it a reliable remedy for constipation and for colds. If taken hourly in tablespoonful doses by adults it will break up the worst cold in two or three days' time. I take pleasure in urging my brother druggists to recommend it for these two ailments."

Sold Everywhere Liquid or Tablet Form Ask Your Dealer

A meeting has been called and the date is Monday, May 19th, for those who are opposed to what is known as the regular democratic organization, and the gathering will take place in New Orleans. The ring supplied a healthy horse-laugh when the news came out, but it may be transferred to sorrowful weeping before they get out on the other side of the campaign, and it may not. Anyone acquainted with the inside workings of the democratic steam roller will, at once recognize the fact that it is no small job to make a sweep of the outfit and send it back to private citizenship. It has been done several times within our recollection, but it cannot be accomplished in unbroken succession.

Our metropolitan city is a political menace to Louisiana. In each parish there are little circles of reward chasers who work inside of the big circumference, and manage to come through with the coffees and the pay. We believe in opposition. It is a check-rein upon those who carry public honors beyond the limit of service, and shape public affairs to selfish ends, and for that reason, there should always be a sufficient number of political "watch dogs," with good teeth to bite real hard when things go wrong.—Franklin Watchman.

Grove's Tasteless Chili Tonic
restores vitality and energy by purifying and enriching the blood. You can soon feel its strengthening, invigorating effect. Price 60c.

Apropos of the League of Nations, Hon. Chauncey M. Depew says: "I can't ever picture an American Army assuring Hot-tentots that they have self-determination. The thing might happen 800 years from now."

Children of CAPSICUM FOR FLEETNESS

A bunch of American soldiers eager to return home from France was held up for a day at St. Nazaire, the port of embarkation, because forty soldiers did not have the two extra pairs of shoelaces required by the regulations.

The Quinine That Does Not Affect the Head Because of its tonic and laxative effect, LAXATIVE BROMO QUININE is better than ordinary Quinine and does not cause nervousness or ringing in head. Remember the full name and look for the signature of E. W. GROVE, INC.

At a meeting of Italian-speaking strikers in Lawrence, Mass., a Boston agitator urged that the men "study the mill business closely because in a few years they would take over the plants and operate them for their own profit."

We are proud of the confidence doctors, druggists and the public have in 666 Chill and Fever Tonic.

At Swink, Cal., a woman with a revolver held up her husband and six other men who had been playing poker and took away all their money. Her husband had lost \$600.

TIDE OF IMMIGRATION.

In the light of the most contradictory reports as to the probable movement of immigration and in order to assist in the preparation of a bill by Congress on the subject of immigration, Dr. Frederick Howe, commissioner, has made a tour of Europe, especially of those countries which have contributed in the past the larger share of newcomers. He has just returned from his tour and reports at length on the subject, and is convinced that there will be no after-war rush to this country, as has been predicted by many. The subject has been under discussion for some time, and the most contradictory views are expressed, but all are agreed that we should overhaul our immigration laws to make them effective for new conditions likely to arise. We are fully awake to the dangers of too large an alien population and the necessity of teaching Americanism to all who have settled among us. A great deal of good work has been done in that line of late, but we realize that we can avoid much trouble and hard work in converting aliens into American citizens if we shut out all undesirables, all persons on whom it is not worth while wasting our time.

Dr. Howe does not believe that we will face an excessive rush of immigration, or that many people will be crowded out of Europe by the difficulties, the taxation, the demoralization caused by the war. Many who would like to emigrate will find this difficult, not only because we will erect a higher barrier, but because of obstacles placed in the way by their home governments and by the financial difficulties encountered. He anticipates great distress in Europe for a long period, and believes it will take many years to reorganize industry. It is well to remember, he points out, that some 60,000,000 people have been in a condition of great demoralization for four years. There will necessarily be much suffering among them, but he believes that in the end the war and the experience that people have passed through will result to their great advantage. They have learned the value of labor-saving machinery, and they will live better, when normal conditions return, than the past. However, they must be taught to use their machinery and to live better.

SOIL SAMPLE ANALYSIS NOT ALWAYS OF VALUE.

There is a widespread belief among farmers that the chemical analysis of a soil will show exactly the kind and amount of fertilizer it requires in order to produce maximum crops. Experience has shown, however, that this is by no means true and that, in fact, the analysis of a single, isolated soil sample is of very little value indeed, according to S. S. Walker, soil chemist, Experiment Station, Louisiana State University. Moreover, if the sample are not so taken as to represent the average soil of the field, the analysis is likely to be misleading and therefore worse than useless, he says.

Mr. Walker suggests that a much more effective way to solve oil chemical problems is to make a systematic study of the various soil types, supplementing the chemical analysis with actual field tests to determine which fertilizers give the best results on each type of soil. The Experiment Station is now conducting a careful survey of the soils of Louisiana in order to learn the distribution and composition of the different soil types. The work will be followed up with field tests.

It may be that the general type to which a soil belongs has already been analyzed. On the other hand an analysis of a certain soil may make a valuable addition to the data already obtained. At any rate samples should not be sent for analysis without first writing to the Station, giving a description of the location and character of the land and asking for instructions. Such letters should be addressed to Soil Laboratory, Experiment Station, Louisiana State University, Baton Rouge.

There were 282 murders in New York City during 1918.

GALOMEL SALVATES AND MAKES YOU SICK

Acts like dynamite on a sluggish 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 Doan's Liver Tonic—a perfect substitute for calomel.

It is a pleasant, vegetable liquid which will start your liver just as surely as calomel, but it doesn't make you sick and can not irritate.

Children and grown folks can take Doan's Liver Tonic, because it is perfectly harmless.

Calomel is a dangerous drug. It is necessary and often very helpful. This is a dose of really sick and miserable suffering. Don't have a day's work, this quantity of Doan's Liver Tonic is sold and you will work up feeling good. Do more than you ever did before. You'll feel better, and you'll be able to do more. It's a pleasant, vegetable liquid which will start your liver just as surely as calomel, but it doesn't make you sick and can not irritate.

KEEP STRONG

As an aid to robustness, thousands upon thousands use Scott's Emulsion as regular as clock-work the year around. A rich tonic, Scott's—abounds in elements that contribute to the up-building of strength. Be sure that you buy Scott's Emulsion.

The yearly interest on the public debt of the United States will hereafter be fifty times greater than it was two years ago.

Bob-My-Than is a powerful an-iseptic; it kills the poison caused from infected cuts, cures old sores, boils, etc.

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Karo

You know you're eating Syrup when you spread Karo on your pancakes.

Lots of body, full of flavor and a rich delicious sweetness—there's no mistaking Karo.

There are Three Kinds of Karo

"Crystal White"—in the Red Can; "Golden Brown" in the Blue Can; "Maple Flavor"—the new Karo with plenty of substance and a rich Maple Taste—in the Green Can.

IMPORTANT TO YOU—Every can of Karo is marked with exact weight in pounds of syrup contained. Do not be misled by packages of smaller size bearing numbers only and having no relation to weight of contents.

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