



# DRINK

## Coca-Cola

Made under the Most  
Sanitary  
Conditions

by the

### Tallahah Coca-Cola

Bottling Company

If it's in the Drug Line  
We Have It

We carry a full line of Drugs,  
Sundries and Auto Supplies.

EXCLUSIVE AGENTS FOR

Norris, Jacobs and Chocolate  
Shop's candies.

### Bloom-Sevier Drug Co.

Tallahah, Louisiana

Day Phone No. 8

Night Phone No. 109

### HARDWARE AND FARM IMPLEMENTS

If you are in the market for dependable Hardware  
or Farming Implements, it will be to your inter-  
ests to get our prices before buying elsewhere  
for what you need in this line.

Stoves, Ranges, Charcoal Burners,  
Garden Hoes, Rakes, and Plows

TALLULAH HARDWARE & FURNITURE CO.

### Select What You Want!

COME IN AND SEE OUR STOCK BEFORE  
GOING SOMEWHERE ELSE TO BUY YOUR  
GOODS. OUR STOCK IS FULL ALL THE  
TIME AND WE ARE ALWAYS GLAD TO  
SHOW IT TO YOU. YOU CAN GET JUST AS  
GOOD MATERIAL AND PRICES HERE AS  
FROM ANY MAIL ORDER HOUSE

### Max Levy & Company

Tallahah, Louisiana

LOST, STRAYED OR STOLEN

and 16 hands high, no brands or  
marks, disappeared from Greendale  
plantation on Texas River on Oct.  
2, 1912. Reward of \$10.00 will be  
paid for return to me.  
JAS. S. LYNCH,  
New Light, La.

### DISASTER RELIEF PLAN PERFECTED

American Red Cross to Pro-  
vide Local Help.

Committees Soon To Be Ap-  
pointed in Many Com-  
munities.

Do you belong to the Disaster Relief  
Committee in your town?

If you do, or if you are appointed,  
it means that you are considered  
brave, considerate, even-tempered and  
strong. To be appointed to this com-  
mittee is one of the highest honors  
that the American Red Cross can be-  
stow upon you; for the Disaster Re-  
lief Committee, recently explained by  
Harry L. Hopkins, director of Civilian  
Relief, Gulf Division, American Red  
Cross, is the great body of straight  
thinking, quick-acting dependable per-  
sons, organized in each community to  
meet disasters which arise, be they  
flood, fire, famine, explosion, ship-  
wreck, or earthquake.

In the thirty-eight years since the  
American Red Cross was first organ-  
ized in 1881, it has participated in 130  
disaster relief expeditions at home and  
abroad and has expended or directed  
the expenditure of twelve and a half  
million dollars. This covers the period  
up to June 1st, 1919, the end of the  
fiscal year.

America averages a dozen disasters  
a year. Latest statistics compiled by  
the Gulf Division, American Red Cross,  
show twelve disasters, and the Red  
Cross gave relief in every one!

In this immediate territory there  
were grave disasters in recent years—  
the Gulf States storm in 1906, the Mis-  
sissippi cyclone in 1907, the Mis-  
sissippi flood in 1912 and the second flood  
in 1914. Then there was another flood  
at Natchez in 1916, and more floods  
and the boll weevil menace in Alabama  
in 1917. In fact, 1917 was a bad year  
for disasters in the South, for during  
the summer the tornadoes at Village  
Springs and Carbon Hill and New  
Hope, Alabama, brought about much  
suffering. Everybody in this vicinity  
remembers the Lake Charles, Louisi-  
ana, storm in 1918, in which the Gulf  
Division Red Cross furnished such  
great aid, and at which time Harry L.  
Hopkins, director of civilian relief,  
went to Lake Charles and directed the  
creation of the tent city. A total of  
\$22,000 was expended in this disaster  
alone. And in 1919 the Corpus Christi,  
Texas, storm was robbed of much of  
its horror through the prompt action  
of the Red Cross.

Of these ten disasters in the Gulf  
Division in recent years, the Red Cross  
has given supplies and spent money  
to the extent of approximately \$125,000.

#### RED CROSS NEEDED.

Gives More Aid Than Ever To Service  
Men's Families.

More than double the amount of  
money normally spent per month for  
the relief of families of service men

Clear sighted-  
ness, both  
near and far  
is always yours  
when you wear



**S.J. Franks**  
OPTOMETRIST AND OPTICIAN  
TALLULAH, LOUISIANA

was spent during the month of August  
by the Gulf Division of the American  
Red Cross, according to a statement  
made Saturday by Harry L. Hopkins,  
director of Civilian Relief. Up to Aug-  
ust, 1919, a total of \$114,624.76 had  
been spent for this work in Alabama,  
Louisiana and Mississippi. During  
August, \$12,264.25 was spent for the  
same purpose in these states.

"This makes a total," said Mr. Hop-  
kins, "of \$126,889.10 expended for the  
relief of families of soldiers in the Gulf  
Division, of which sum a tenth was  
spent during the month of August. The  
reason for this is primarily the fact  
that most able-bodied soldiers are dis-  
charged by this time and are fully able  
to take care of their families them-  
selves. Those who remain are to a  
large degree those who are still in the  
hospitals and who can do nothing for  
the persons dependent upon them.

A very significant feature of this re-  
port is the striking manner in which it  
emphasizes the need for the contin-  
uation of the Red Cross work even in  
times of peace. Obviously, if we are  
spending more for the relief of soldiers'  
families in August—nearly a year after  
the ending of the war—than we were  
during the war itself, our work is far  
from finished.

Incidentally, this Home Service  
work is only one branch of the tremen-  
dous Peace Time program which the  
Red Cross has mapped out for itself.  
The other departments are fully as im-  
portant to the welfare of every commu-  
nity in the Gulf states. It is for this  
reason that the Red Cross is holding a  
third annual roll call this year, Novem-  
ber 2 to 11.

By the way, it may interest your  
readers to know that the Gulf Division,  
which includes Alabama, Louisiana and  
Mississippi, is the only division in the  
entire country in which a Home Serv-  
ice Section has been established for  
every single chapter. There are 1,271  
Home Service workers in the division  
and they gave aid and information to  
15,492 families during August of this  
year, which makes the total of families  
those workers have helped up to date  
155,103.

Of the \$12,264.25 distributed during  
August in extending relief to the fam-  
ilies of soldiers and sailors in this di-  
vision, \$4,110.32 was distributed in Ala-  
bama, \$2,634.58 in Louisiana, and \$2,  
\$63.35 in Mississippi."

#### RED CROSS SERVING DISCHARGED SOLDIERS IN MANY WAYS.

"Say, Sam, did you ever get that  
Liberty bond you paid for?"

"No."

"Neither did I. I wonder when Uncle  
is coming through with it."

This conversation, or one like it, is  
taking place these days between hun-  
dreds of "pals" in the service or just  
discharged from it. Various difficul-  
ties have been experienced by soldiers  
in getting the bonds for which they  
have paid.

To overcome this condition the  
American Red Cross has come to the  
rescue. All any soldier who wants his  
bond needs to do hereafter is to in-  
form a representative of the Red  
Cross. Practically any contingency  
causing delay has been guarded  
against. The soldier must give the  
representative all the information he  
can and leave the rest to the associa-  
tion, which will take up the matter  
and see that prompt delivery is made  
through registered mail.

The method is this in brief: The  
soldier assigns the delivery of his  
bond to the Red Cross representative  
who obtains it from the bond section  
of the same finance office and delivers  
it to the owner.

This is one of the many services of  
this great organization which is soon  
to conduct a third roll call to gain  
money and members to keep up its  
work permanently.

#### CRIPPLED SCHOOL CHILD SAVED BY RED CROSS SECRETARY.

A strange lady stopped a group of  
children who were on their way to the  
country school. She had noticed them  
dragging a young boy along the rough  
road.

"You mustn't do that," she told  
them. "Why don't you let your little  
playmate walk?"

One of the boy's bright-eyed little  
captains spoke up:

"Aw, lady, can't ya see Willie's  
cripple? He can't walk."

The lady did see, now. And she ac-  
complicated the children home. It was  
a home of poverty, of wretched squalor.  
The mother of the crippled boy in-  
formed the visitor she had no money  
to buy crutches for her son who was  
a victim of infantile paralysis.

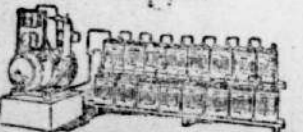
That was three weeks ago. Today  
the boy is walking again, freely and  
unconsciously, but successfully. The  
strange lady was a Red Cross Home  
Service secretary, and she sent the boy  
from the town in Mississippi, where  
she found him, to the Crippled Chil-  
dren's Hospital in Memphis, where a  
successful operation was performed.

The Peace Program of the Red  
Cross provides for the continuation of  
such activities as this. The local Red  
Cross organization will conduct a  
drive, November 2 to 11, for the pur-  
pose of extending Red Cross service to  
this community.

### DELCO-LIGHT

The complete Electric Light and  
Power Plant

Developed by the same men  
who made Delco Starters for  
Automobiles



M. H. COLTHARP, Dealer  
Tallahah, Louisiana

If it is advertised in  
the "Saturday Even-  
ing Post" it ought  
to be good. The makers of  
the EAGLE SHIRT are telling  
in full pages why they believe  
in their product. Thereasons  
are impressive.

Whether you buy a shirt  
for its pattern, color, weave,  
fit or tailoring, you will have  
to admit that an EAGLE  
SHIRT in any company  
makes neither apology nor  
excuse.

EAGLE SHIRT

### MAX LEVY & COMPANY

Tallahah, Louisiana

# STANOCOLA POLARINE

The Standard for Lubrication

#### TOURING

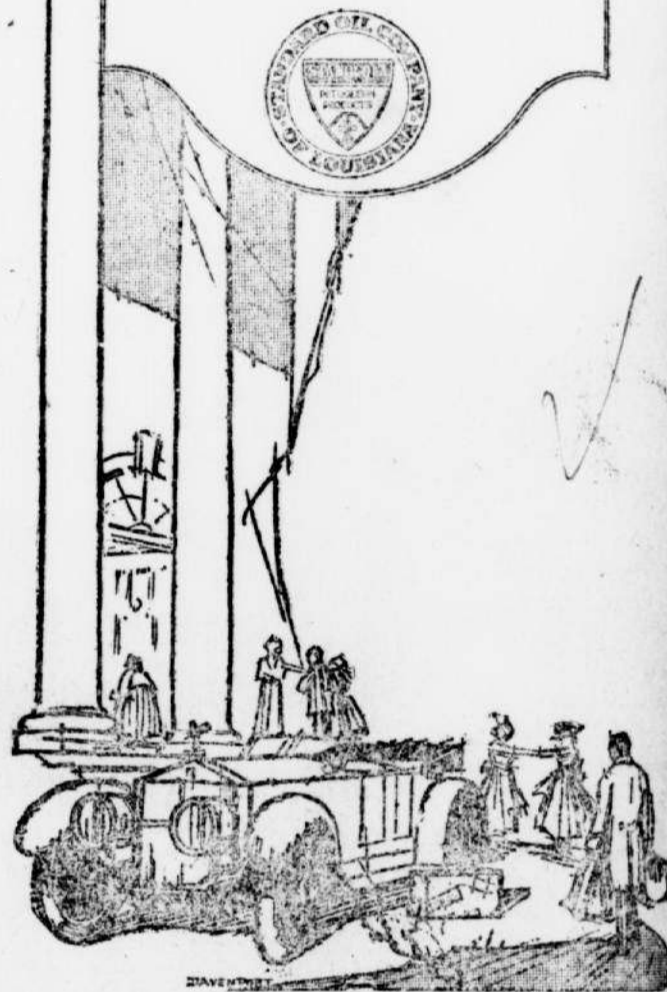
A quiet motor that glides along with a  
low, steady buzz—with power aplenty  
for every hill, speed or road—that's  
what makes touring delightful. That's  
why experienced motorists use Stanocola  
Polarine for Motor Lubrication.

Stanocola Polarine cushions the bearings  
and other engaging parts with a protect-  
ing film of pure lubricant—guards against  
wear, vibration and breakdowns. It  
keeps engines powerful.

Stanocola Polarine burns up clean and  
goes out with the exhaust—minimizes  
carbon accumulations. Suits all types of  
engines. Keeps down the bills for over-  
hauling and repairs.

Stanocola Polarine correctly lubricates  
all types of automobile engines. The  
product of the most modern and best  
equipped refinery in the South. For  
sale by leading dealers, and wherever  
you see the Stanocola sign.

STANDARD OIL CO. OF LA.



STANDARD



### Satisfied Customers

Means that those who come back to us again  
and again to buy after they've made their first purchase  
at our store always receive satisfactory service.

They know that whatever we sell them is thor-  
oughly reliable.

They know we do not ask more than fair profit  
on our sales.

They know they can rely on our advice—Truth  
is our stand-by.

They know that carefulness, honesty, courtesy,  
cleanliness and promptness characterize us.

### Tallahah Drug Store

Tallahah, La.

### Painting and Paper Hanging!

INTERIOR DECORATING AND SIGNS  
OF ALL KINDS

WE DO ALL KINDS OF PAINTING—NO JOB TOO LARGE OR  
TOO SMALL—SEE US IF YOU NEED US

### Prewitt & East, Tallallah, La.