

Why

Home Trade Falls Off!

It always slumps when business is unbusinesslike

Most business men have this failing--they are swept off their feet when business booms.

We hit prosperity. Then starts the trouble. Everybody buys everything in sight and the merchants are caught in their own trap. They start advertising to beat the band. A riot of selling follows, the merchants Over-advertise and Over-sell the Market. Demand for goods keeps up and then comes the trip to the bank to borrow--for expansion.

Then what? shortage and rising prices--a riot of buying before prices tilt to top and a wild spree of advertising to keep the game going.

Suddenly there comes a halt. Buying slows up, and timid unbusinesslike merchants curtail advertising and the buying halt continues. Then the advertising is stopped and business becomes stagnant.

When trade needs nostimulus the merchants buy space like drunken sailors, but when trade needs a strong push, they contract

If business spent one-third the money in advertising when trade is booming and three times the money when trade is poor, business would find stability.

Now is the time to advertise extensively

Don't throw chips on a blazing fire. The wood is needed when the fire is low. Advertising now means a real service to the buying public. The people want to know where and what they can buy economically.

Merchants Get Busy

Make Your Drive Now!

PEMISCOT FARM BUREAU NEWS

Earl M. Page from the University of Missouri will be with us Saturday, March 25, and will give a demonstration at the Farm Bureau office on treating seed sweet potatoes. We are having considerable trouble with black rot and this treatment is to be corrective measures that should be taken by all those planning to bed out sweet potatoes. This meeting will be held at 1:30 p. m., and every farmer who is interested should make it a point to be present and get this information

The following children have received Duroc gilts for pig club work, during the week: Ersel Thurman, D. R. Walker, Jr., Paul Kinder, Laura Belle Pierce, Nelson McClanahan, Cecil Aldridge, C. A. Haynes, Jr., Emer Letner, Thomas May Greenwell, Jr., Jeff Buchanan D. B. Greenwell, Cecil Hudspeth and Francis Hudspeth. These gilts were shipped from Burdette, Arkansas.

Objects of the Farm Bureau:

- 1 To promote the development of agriculture.
- 2 To assist in securing wholesome and satisfactory conditions in the country.
- 3 To encourage the development and successful growth of all rural and social and educational institutions.
- 4 To assist in safeguarding rural public health through community co-operation.
- 5 To develop better economic and business methods and practices in farm and home life.
- 6 To co-operate with all individuals, groups, institutions and organizations whose purposes are in accord with the objects set forth.

MEMORIAL TREES.

More than 200,000 trees have been planted by posts of the American Legion in memory of their comrades who failed to return.

Last May at Vandalia, Ohio, where the Dixie and the National Highways meet, Frederick W. Galbraith, Jr., then national commander of the American Legion, planted the first tree of the row which he hoped would extend from coast to coast and from border to gulf.

It was his wish that the American Legion continue this work and that the custom would prevail until every national highway would be lined with these living reminders of the dead heroes of the World War.

Less than a month later Commander Galbraith joined the army of the dead, the victim of an automobile accident at Indianapolis.

The custom inaugurated by Commander Galbraith has been continued. Posts in the East, West, North and South have conducted tree-planting ceremonies and the little bronze plates nearby are full of meaning.

These living memorials recall the lines of Joyce Kilmer:

A thing that I shall never see
A poem lovely as a tree.

A tree whose hungry mouth is prest
Against the earth's sweet flowing breast;

A tree that looks at God all day,
And lifts her leafy arms to pray.

A tree that may in Summer wear
A nest of robins in her hair;

Upon whose bosom snow has lain;
Who intimately lives with rain.

Poems are made by fools like me,
But only God can make a tree.

Joyce Kilmer was a sergeant in New York City's famous Irish regiment, "The Fighting Sixty-Ninth." When the call came he was waiting. Leaving wife and infant children he went with his regiment, whose identity was lost in the 165th Regiment of the Rainbow Division. The laughter and happiness which rippled through his Celtic soul was reflected in the poems he sent home from the front and he contributed to the entertainment of his comrades in arms. On July 30, 1918, Sergeant Kilmer died in action.

Life to him was sweet. He was a communicant with nature. He wondered at God's works and was in awe of His greatness. Man can write eulogies of the fallen heroes of the war and man can build monuments of stone--
"But only God can make a tree."
--Nashville Banner.

—Turn that extra piece of not-needed furniture into cash. Somebody may want it. A Herald ad will do it.

"GREAT SCOTT!" TELL GODSEY

Democrat-Argus: John Scott was a business visitor in Hayti yesterday. Mr. Scott tells us the demand for houses in Hayti far exceeds the supply at this time; he has property over there which was vacated Monday, the family who lived in the house having moved out that day, and since then there have been 15 applications for the place, which goes to show Hayti is still on the map, and no one should dare dispute it.

REPUBLICAN IN RACE FOR SEN. REED'S SEAT.

Jefferson City, Mo., March 18.—State Senator David M. Proctor of Kansas City today filed for the Republican nomination for United States Senate, being the first Republican to file for the nomination. The primaries are next August.

—Try a for sale ad in the Herald and get results.

SAVE

That word "save" is heard on almost every hand, but it is made a fact when making your purchases here.

TRIUMPH SEED POTATOES, per bushel \$2.90
ONION SETS, per gallon 25c
BEST GRADE OF FLOUR AT LOWEST PRICES

D. M. FERRY and STERLING
Garden and Flower Seeds

Gaither & Stubbs

HAYTI — — MISSOURI

CHANCES FOR BONUS ARE NOT ENCOURAGING

Washington, D. C., March 23.—That there will be no soldiers' bonus legislation at this session of Congress is the opinion of many close political observers here who are familiar with the history of the proposed bonus, the present status of bonus legislation and the most recent declaration on the subject attributed to the close advisers of President Harding.

No other matter of legislation, enacted or proposed, has caused so much anxiety among Republicans, and just now it is sharing the spotlight with the four-power treaty.

The Republican reactionary leadership began this session by muddling the tariff, then they muddled the tax revision bill, and the soldiers' bonus is now shown to be the worst muddled of all.

That a majority of the House of Representatives will vote for any kind of a bonus bill as a matter of record for the coming campaign is taken for granted here. Their claim is that it is a public duty, and then their motto is "pro-bonus publico."

The position of the opposing minority is that the bonus bill in its present form is a "loan shark bill," a "bogus bill" and a "boggy bill."

The perplexing question to both the proponents and the opponents of the bill in its present form has been the attitude of President Harding, who apparently has been in favor of a soldiers' bonus, but opposed to any method of raising the money to pay it except by means of a sales tax, to which the country itself is opposed, and which it is generally believed Congress would not dare attempt to impose upon the people.

President Harding was accused of running away to Florida in order not to be drawn into the controversy in his party over the present effort to draft a bonus bill.

It is a sad state of affairs viewed from any angle. It now looks as if the bonus legislation may soon be in the same state of suspended animation as tariff legislation. The tariff bill as passed by the House is still accumulating cobwebs in the Senate finance committee, and the indications are at present that the reactionary leaders are afraid to try to pass it.

With tariff and bonus legislation stalled, with a tax revision act which Republican leaders like Senator Penrose and Senator Smoot have said will have to be rewritten and the president's ship subsidy

ANNOUNCEMENTS

We announce the following as candidates subject to the Democratic primary held Tuesday, August 1, 1922:

For Judge of Probate Court—
W. E. (Ed) GOTCHER

For Constable, Hayti twp.—
S. P. (Sid) OATES

We announce the following as candidates, subject to the will of the Republican voters in the primary election August 1:

For County Court Clerk—
W. B. O'CONNOR

The following are announced as candidates for office, at the City Election to be held on Tuesday, April 4, 1922:

For Alderman, Ward No. 1—
W. H. (Bill) FINCH
J. S. STURM

For Alderman, Ward No. 2—
I. KOHN
CHAS. J. MORGAN

plan foredoomed to defeat, the present session of Congress threatens to end with the four major proposals of the administration complete failures.

—Ladies, look over our jewelry stock. Make your selection and take off half the price. Wells Drug Co.

FIRE INSURANCE

—THAT'S GOOD—

L. C. AVERILL

NEW ERA LODGE, I. O. O. F. (No. 352)

Meets every Tuesday night. Visiting members cordially invited to attend.
D. D. HARBERT, N.G.
P. S. RAVENSTEIN, Secretary.

\$100 Reward, \$100

The readers of this paper will be pleased to learn that there is at least one dreaded disease that science has been able to cure in all its stages and that is catarrh. Catarrh being greatly influenced by constitutional conditions requires constitutional treatment. Hall's Catarrh Medicine is taken internally and acts thru the Blood on the Mucous Surfaces of the System thereby destroying the foundation of the disease, giving the patient strength by building up the constitution and assisting nature in doing its work. The proprietors have so much faith in the curative powers of Hall's Catarrh Medicine that they offer One Hundred Dollars for any case that it fails to cure. Send for list of testimonials. Address F. J. CHENEY & CO., Toledo, Ohio. Sold by all Druggists, 75c.

To Our Customers

In the recent fire that destroyed my store, the record of a portion of my charge accounts was lost—not all. I kindly ask those who traded with me and had a charge account to write and tell me the amount they owe me. I will consider this a great favor and I believe I can depend upon you to state the facts. I have that much confidence in my old customers and friends who have helped me in the past, and know I can depend upon you now. Please address

PHILIP HAMRA

BOX 155

CARUTHERSVILLE, MO.

METHODIST CHURCH.

The Sunday School, 10:00 a. m. Mr. O. B. Davis, superintendent, with a capable corps of teachers.

At 11:00 a. m. Rev. A. B. Culbertson will speak on "The Great Contrasts in the Life of St. Paul."

The League devotional hour is 6:30 p. m. At 7:30 you should hear the pastor discuss "The Way Jesus Dealt With Sinners."

One more week till the special pre-Easter meeting begins. All members and friends of this congregation are urged to pray at least three times daily for the success of this meeting and to hold family worship once each day. See that no social event interferes with the observance of these pre-Easter days in a serious and earnest manner.

Rev. Mr. Hansford of Campbell will direct the music part of the special meeting.

—Use Herald want ads if you want quick results.

A REVISED VERSION.

Harding is my shepherd, and I am in want. He maketh me lie down on the park benches; he leadeth me beside the soup houses. He restoreth my doubt in the Republican party; he leadeth me in the paths of destruction for his party's sake. Yea, though I walk through the valley of the shadow of starvation.

I do fear evil, for thou art against me. Thy policies and the profiteers they frighten me. Thou preparest a reduction in wages before me, in the presence of mine enemies; thou anointest my income with taxes; my expenses runneth over my income. Surely poverty and unemployment will follow me all the days of this normalcy administration, and I will dwell in a rented house forever.—Swiped.

—Garden and flower seeds one-half cheaper. Buy in bulk; secure the seeds—not the package. Wells Drug Co.