

At The Play-Houses.

The Coming of Spring

A TREAT FOR THE LADIES

SKIRTS---An opportunity to view the largest and finest assortment of Ladies' and Misses' Skirts and Petticoats ever displayed in any one store in New Orleans.

DRESSES---Elegant showing of Ladies' and Misses' Dresses, made of foulards, marquisettes, voiles, linens and lingers, all newest models, at prices only a manufacturer can give you.

WAISTS---It would be hard to describe the different styles of our enormous stock of shirt waists. We can almost guarantee a sale to any lady in need of one, no matter what her desire.

SPRING OPENING SPECIALS

SKIRTS---Fine all wool voiles and chiffons, newest 1911 models, \$3.95 handsomely embroidered, others plain, worth \$6 . . . **3.95**

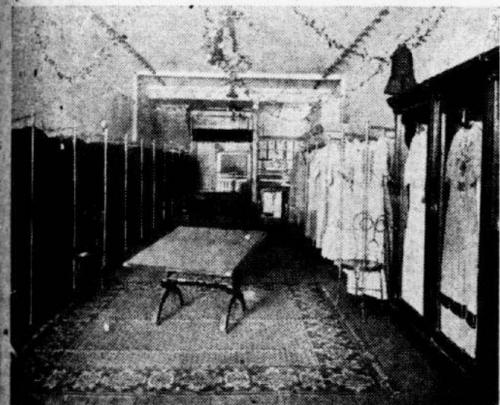
WAISTS---One hundred styles to select from, made of lawns, linens and lingers, finely tailored to satisfy the most critical buyers, made to sell for \$1.50, Spring special **95c**

WATCH FOR OUR WEEKLY SALES WE MAKE 'EM

We Pay Your Fare. All Ferry and Car Fare Deducted From Your Purchase.

Economy Skirt Co., Manufacturers, 1620 Dryades Street

Complete and Model Industrial Plant.



Retail Department.

The above photograph is that of the Scherr Manufacturing Company's retail salesroom, the Economy Skirt Company, at 1620 Dryades street.

This store carries positively the largest assortment of ladies' skirts and petticoats in the city and a wide range of ladies' dresses and shirt waists. It has a most efficient delivery system and a staff of courteous saleswomen under the supervision of an aggressive young business manager, whose boast is that 75 per cent. of his business is recommended to him by customers who have been well pleased.

Owing to the large and varied stock of piece goods carried and the fact that they make them themselves, the retail department is enabled to sell to the consumer for less than other merchants pay the wholesalers, all middlemen's profit being saved the purchaser. The retail department is equipped with complete alteration rooms, having an expert fitter in charge.



Cutting Department.

This shows the cutting department of the Scherr Manufacturing Company at 524 Bienville street, the most complete of its kind, where all the patterns are cut for its many designs and models. Owing to the fact that they are now running to their full capacity, they are completing a special order department above their retail store, containing twenty electric machines, cutting tables and pressing machines of the most approved type. In the future all special orders will be handled from that end.

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- HALL OF HONOR—McDONOUGH No. 4.**
- Scholarship and Department.
- Fourth Grade A—Jesse Moss, Leslie Strasser, Jon Strasser.
 - Fourth Grade B—Thomas Kennair, William Howe, Clarence Olsen, Fred ...
 - Third Grade B—Lee Bairnsfather, ... Corbett, Raymond Dalton, ... Durand, Leslie Forrest, Albert Ho-



Work Room.

The above photograph represents an interior view of the Scherr Manufacturing Company, the largest factory of ladies' skirts, dresses and waists in the South. One hundred machines of

the most approved type are kept constantly at work to supply the demand for their output. The employees are at work in the most sanitary and well-ventilated workrooms.

- cour. Noel Parmentel.
- Fifth Grade B—Clyde Smith, Birney Rousselle, Joseph Rosamo, Bernard Rice.
- Fourth Grade A—Anthony Gerrets, Alvin Rhodes, Ralph Acker, Nicholas Mustachia, Richard Maher.
- Fourth Grade B—James Moffett, Ed. Finney, Fred Heider, Henry Brown, Harry Hoke, Harold Page, Lawrence Dinapoli, Adolph Schwalb.
- Third Grade A—Earl Schindler, Willie Grundmeyer, James Hogan, Fred Umbach.
- Third Grade B—John Schwarzenbach, Michael Lawton, Albert Sennar, Albert Ryan.
- Second Grade A—Charles Burgis, Stanley Barras, John Beninate, Noel Duvic, Tisdale Daniels, Walter Forrest, Bennie Grundmeyer, Henry Gerrets, Ralph Gerrets, Elliott Hafkesbring, Eldred Drumm, Herbert Hingle, Henry Olsen, Leslie Johnson, Frank Powell, John Ryan, Maurice Robichaux, Edgeley Schroth, Francis Sadler, Heywood Vallette, Ned Whitmore, William Nolan, Byrnes Anderson, Roy Johnson.
- First Grade A—Hart Schwarzenbach, Gaines Gilder, Walter Jones.

Scholarship.

- Third Grade B—Alvin Graham, Julian Hogan, Albert Johnston, Lienard Johnston, Rudolph Frenzel.
- First Grade A—Herbert Wingertler, John Forrest, Lenwood Cochran, Joseph Dennis, Reaney Angelo.
- Department.
- Fifth Grade B—William Erikson, Rene Breaux, Charles Brown, Francis Lyncker.
- Fourth Grade A—George Thorning, Joseph Blum.
- First Grade A—Joseph Hambacher, Cyril Schindler.
- Seventh Grade B—Gustave Knowles.
- Sixth Grade A—Thomas Dupuis, Cletus Donner.

Material is There.
Some are thoughtless, some can't think; there is hope for the former. —Success Magazine.

the author's efforts, and the unusual excellence of the company of players appearing.

In "Her Son" the theatre-going public is offered a play of intense interest, full of original and gripping situations interwoven with many refreshing lines of rich humor. Careful attention has been given to the elaborate scenic production, the same as was accorded the play on its initial production at advanced prices.

COMING TO THE CRESCENT.

"Brewster's Millions," a dramatization of George Barr McCutcheon's entertaining story, will be the attraction at the Crescent, beginning April 2nd. Carl Gerard will be seen in the title character of Brewster. The excellent cast is practically the original. Grace Nile will be seen as "Peggy" Gray and the remaining long list of characters will be played respectively by Louise Sanford, Nestor Lennon, Jane Wallace, Gertrude Shanley, Marguerite Slavin, Howard L. Dorsey and a score of others.

The triumph of stagecraft is attain-



MOTHER AND SON—"HER SON" COMPANY.

CRESCENT.

Next week at the Crescent Theatre, "Her Son," a powerful dramatic play, is offered for the first time here. The play is from the pen of Charles Bradley and is one of the most distinctive dramatic successes of the season. The metropolitan papers have devoted columns of space in complimenting

ed in the wonderful scene of ship-board. The yacht rocking in the gale when "Monty" sounds the signal of distress, thus disposing in less than a second of the \$5,000,000 which has been worrying him for weeks. Of course, it is all wildly improbable, so was the book, but there is fun enough in this whimsical story of frenzied finance to make even the blase playgoer laugh.

NEW WATER PIPE.

Our water main is being extended through the little Park at the intersection of Delaronde and Bony streets, up to the top of the levee. The purpose of this is to furnish water for the shrubbery which has been planted

there by J. C. Mathews and will also be used to wet down the ramp when it becomes dusty. The improvement will do a great deal of good and the efforts of our administration in this matter will be greatly appreciated by the ladies.

TULANE BEGINNING Sunday, March 26

Every Night and Wednesday and Saturday Matinees.

SARAH BERNHARDT

WEEK OF APRIL 2....."THREE TWINS"

CRESCENT BEGINNING SUNDAY, MARCH 26

Every Night, and Tuesday, Thursday and Saturday Matinee.

"HER SON"

WEEK OF APRIL 2....."BREWSTER'S MILLIONS"

Orpheum THEATER

Advanced Vaudeville

Performance every afternoon at 2:15. Every evening at 8:15.
Night Prices, 10c, 25c, 50c, 75. Box \$1.00
MATINEES DAILY 10c, 25c, 50c. Box Seats, 75c.
Seats may be Reserved by Phone. Ticket Office Open Daily From 10 a. m. to 9 p. m.

TULANE—MADAME BERNHARDT.

The career of this remarkable woman has never been equalled in dramatic history. For over forty years she has yielded the dramatic scepter in her own country and has also been a world actress, carrying her art and language to every clime. So great is the perfection of her art, that foreigners can listen spellbound to the music of her voice, though not understanding a single word of French. But what makes her productions so distinctly successful, is the fact that unlike many stars she surrounds herself with a company of brilliant and finished artists who carry out to perfection every detail of the smaller parts.

A striking feature of her engagement at the Tulane Theatre will be her opening performance on Sunday night of "La Samaritaine," by Edmond Rostand, an impressive biblical play

must be identified with the personality of Bernhardt.

The performance on Wednesday afternoon of "Madame X," by Alexander Bisson, will be welcomed by the many who would see the great tragedienne in that melodrama of mother love, so noted for its trial scene and its portrayal of a wrecked life. While the play was produced in France by Jane Hading and in America by Ruth Donnelly, it was given first by Mme. Bernhardt during her present tour.

The "Jeanne d'Arc" which Mme. Bernhardt is to give on Wednesday night, was first produced by her in November, 1909, and should not be confounded with the "Jeanne d'Arc" by Jules Barbier, presented by her in 1889. The complete title of the new play is "Le Proces de Jeanne d'Arc," a very quaint and impressive work, based upon records of Jeanne's trial. Emile Moreau, the author, has made



SARAH BERNHARDT.

giving in a reverential spirit an incident in the life of Christ. When in Paris, Mme. Bernhardt always presents it during Holy Week. At other times of the year she has given it in almost every country of Europe.

On Monday night at the Tulane she will give "L'Aiglon," by Edmond Rostand, in which she depicts the pathetic figure of the young Duke of Reichstadt, who, the son of Napoleon I, is living at the Austrian court, virtually a prisoner. Last summer Mme. Bernhardt gave one act of "L'Aiglon" at the London Coliseum. She played each night to seven thousand people. They could not understand her speech, but pitied the youth so marvelously portrayed by a woman no longer young.

On Tuesday night we shall see in "Camille," by Dumas Fils, the pathetic figure of Marguerite Gautier, not of flesh and blood only, but of heart—a woman flashing nobler impulses and exhibiting an earnest desire to lead a better life. As in the present and in the past, so in the years to come "Ca-

every effort to be historically accurate, giving in this production the exact words obtained from historical archives as spoken by the Maid of Orleans, during her trial.

Her repertoire for the rest of the week will be as follows: Thursday night, "La Tosca;" Friday night, "La Sorciere;" Saturday afternoon, "Camille;" Saturday night, "Madame X."

NEXT WEEK—THREE TWINS.

Following the engagement of Madame Bernhardt at the Tulane, the famous musical comedy fantasy, "The Three Twins," will return to the fashionable playhouse for an engagement. This big girly musical show made such a tremendous impression on the play-going public of New Orleans during its first visit last season that the management was forced to return the play twice in one season. Practically the same company will again be seen, featuring Bessie Clifford as "The Yama Yama" girl, and Victor Morley as "Third Twin."