

## PERSONALS AND OTHERWISE

Mr. and Mrs. Theo. Hotard of Bermuda street are receiving congratulations on the arrival of a fine baby girl at their home.

Mr. and Mrs. A. Verret spent last week at Morgan City.

Mrs. McKinley Vozien presented her husband with a baby girl.

Miss Roseada Reynolds is expected home to-day after a visit to the Misses Sjahr in Houma, La.

The Herald is in receipt of a card from Dr. and Mrs. Harry E. Nelson, who spent their honeymoon among the beautiful oak drives of Pass Christian, Miss.

Mrs. Fernand Barrosse of Lafayette, La., and formerly of our town, is here spending some time with her niece, Mrs. Garrye Bertin. Mrs. Barrosse came to Algiers for the purpose of being godmother to the little son of Mr. and Mrs. Bertin.

We have a postal card from Raymond Nelson of Butte, Mont., who is there now as assistant manager of the General Film Company of that place. Mr. Nelson sends a postal card of the richest mineral hills in the world, located in Butte, showing a large mining interest there.

On Thursday last Miss Bessie Tierney was tendered a linen shower by

her many friends. The affair took place at the home of Mrs. Berthelot of Seguin street, and a very enjoyable time was had. Miss Tierney was the recipient of some very fine gifts. It is stated that this young lady will become Mrs. Tom Hayes during next month.

The many friends of Mrs. William Donner will be glad to know that she is reported much improved after her serious operation which took place at the Sanitarium on last Saturday. The operation was performed by Drs. Habin and Walleit.

Misses Alma Porzler and May McNeely spent a few days at Barataria last week. While there they attended a dance and were the recipients of much social attention.

On last Friday one of the delightful events of the week took place, it being the tenth wedding anniversary of Mr. and Mrs. P. Pressier. The parlors were brilliantly illuminated and decorated with ferns. Music, singing and dancing were the features of the evening. Refreshments were served. Among those present were relatives and a very few close friends. A most glorious time was had by all.

Amedee Habin is much improved, after a serious case of pneumonia. He is now convalescing.

Henry S. Weibert and Jno. Ramos will spend the week-end at Diamond, La.

As yet Joseph Tallon has obtained no clew to the thief who stole the Irish flag from the staff in front of his establishment late Tuesday night. Mr. Tallon offers a reward of \$100 for information that will lead to the return of the flag and the arrest of the culprits who stole it.

Perfect scores were made by Ashton C. Ducatel, Adele Rousset, Louise Sirey and A. Gayaut in the recent spelling contest in the night schools.

A collision between car No. 16 of the Pacific avenue line and a four-wheel spring wagon, at Homer and Teche streets, on Friday resulted in the car being damaged to the extent of \$75 and the wagon \$20. The wagon is the property of Anthony Geraci of 2222 Chartres street.

Mrs. Mary Redd and son Bernard have returned to their home in Norfolk, Va., after spending a month here with Chief Carpenter A. Burke and wife at the Naval Station.

Alfred Calverly of Lynn, Mass., is the guest of Mr. and Mrs. W. W. Eastwood. Mr. Calverly is a nephew of the late Jas. E. Ayer of our town. The many friends of Mrs. E. P. G. Harte of Pittsburg, Kan., formerly Miss Emma Ayer of our town, will be pleased to learn that she has recovered from her recent serious illness and is able to be out again.

Mrs. C. M. Jennings and son Earle of Denver, Colo., are the guests of Mr. and Mrs. Rene Barrosse of S. Dupre street.

George Leber left Monday for Alexandria, La., to accept a position. Mrs. Leber and little son George, and J. D. Richard will join Mr. Leber later.

## Solari's

Here's a Few Items Picked at Random From Our Display Counter

Small French Mackerel in oil, about ten little fish to the tin, very delicate eating, you dine, 25c a tin; Genuine Eau de Cologne Bath Salt, No. 4711, 50c a bottle; Onion Salt, 15c a shaker bottle; Pumpernickel, made in New Orleans, 10c loaf; Black Olives, grown in California, finest packed, 30c, 35c, 40c, 50c and 60c sizes; Graham Bread and Rye Bread, made in New Orleans, 5c loaf; Tuffed Sardines, 75c a dish; Olives filled with capers, 25c a jar; Brandy Fruit Salad, \$1.50 a jar; Fresh Fruit Salad, \$1.00 a jar; Cakes in oil, 45c tin; Cakes au Naturel, 25c tin; Melba Peaches, 60c and \$1.00 jar; Whole Spiced Peaches, 50c a jar; Crystal Domino Syrup, 15c a tin; Asti Rouge, California Sparkling Burgundy, pints, 80c, quarts \$1.50 bottle.

Fire, caused by the explosion of a coal oil lamp, at 8:25 o'clock Thursday night, slightly damaged the contents of a bedroom in the cottage No. 108 Amann street, owned by R. B. Maher, and occupied by Peter Nastasi. The loss is covered by insurance in the Lawton agency.

An unusually large congregation attended the 7 o'clock mass in honor of St. Joseph at the St. Joseph's Church, Gretna, Thursday morning. A beautiful life-size statue of St. Joseph, which arrived Wednesday was blessed be-

## WILL OPEN FACTORY HERE

The Herald Secures the Location of Skirt Manufactory for the West Side—Will Employ from Fifty to One Hundred Seamstresses—Electric Machines Already Ordered for New Factory—Actual Operations to Begin Shortly—Furnishing of Labor Could Be the Only Barrier.

For many weeks The Herald has been in close touch with the Scherr Manufacturing Company, of 210 Decatur street (who are the largest manufacturers of women's skirts in the South), for the operation of a branch factory on our side of the river, and it is with some pride that we announce that the Scherr Manufacturing Company has decided to locate in our district, and the only obstacle in the way of its early operation would be the lack of sufficient labor to operate their plant.

The following letter to the editor of this paper is self-explanatory and shows the sincerity of the big manufacturing concern for establishing here in our district:

"Scherr Manufacturing Company, Makers of Skirts, 210 Decatur St., New Orleans, March 24th, 1914.

Dr. C. V. Kraft, Care The Herald, Algiers, La.

Dear Sir:— In reply to your last letter regarding the opening of a branch factory in your town, we feel reasonably certain now after a full investigation of the place, and the data furnished by you from time to time, that Algiers will be an ideal place for the manufacture of la-

Scherr Manufacturing Company, 210 Decatur street.

We wish to thank you for your interest in our behalf and no doubt the Algiers people will thank you for the location there of another factory. We remain,

Scherr Manufacturing Co., Per W. A. Bloom."

In another part of The Herald will be found the advertisement of the Scherr Manufacturing Company, offering permanent positions to young ladies and women who have some knowledge of operating an ordinary sewing machine. The seamstresses employed in this factory will not be required to operate sewing machines with foot power as all the machines will be operated by motor, and the Scherr Manufacturing Company will teach the sewing women how to use these machines, which are quite simple and does away with the hard work of sewing.

Applications for positions should be made to The Herald any evening from 5 to 7 o'clock, when the applicants' names, addresses and experience will be registered and applications filed in the order that they are received.

To all of our subscribers, we ask that special efforts be made to spread this news to as many sewing women in Algiers as possible. The location of this factory here will not only assure steady

## Wanted!

**EXPERIENCED Sewing Women to make skirts. Factory to be located in Algiers. No car fare or lunch expenses in the city. File applications at the Herald office any evening between 5 and 7 P. M. Applications will be filled in order as received.**

ties' skirts, and it will no doubt be a pleasure for you to know that we have decided to operate a branch over on the West Side, as you call it.

We have made all arrangements to go ahead. Have ordered twenty extra electrical machines which will be installed at the place selected by us, but we will not be ready to operate until we have an assurance from you and the Algiers people of sufficient labor to operate our plant.

We do not want any additional capital. We have all the money required, but we must be assured of a sufficient number of people from your district to operate our factory.

Enclosed with this letter is copy of an advertisement for seamstresses who may apply to your office for positions in our factory. We would like to start with from thirty to fifty women or more if they can be secured. Please run this "ad" in a conspicuous place on the first page and send your bill to the

employment to many but it will be a new industry for our town. At present the Scherr Manufacturing Company operates the largest skirt manufacturing concern in the South, where they operate more than one hundred electrical machines and give employment to over three hundred people.

They have been here for twelve years in the manufacturing business and have as their customers all of the largest stores in the city of New Orleans.

The Scherr Manufacturing Company is also the owner of the Economy Company, which is a retail establishment located at 1620 Dryades street, under the management of a member of the firm, W. A. Bloom, who has made a big success of this business.

In speaking of Algiers as an ideal location for the Scherr Manufacturing Company, Mr. Bloom says that with a location only a short distance from the ferry "we would be able to deliver promptly to the large dry goods stores in the city in only a few minutes' time, which is quite an advantage to us. Our special order department will no doubt also be operated on the Algiers side of the river, where skirts will be made for special orders." Mr. Bloom also states that everything is in readiness for the establishment of the plant and the only thing they are waiting on now is the applications for positions so that an organization of the force can be made.

Options on several locations are in hand and just which one will be selected will be a matter of later detail. The establishment of this factory gives an opportunity to many of our young women to learn a trade, especially to those who have not had an opportunity of an advanced schooling and who are dependent entirely upon work for their livelihood. We do not feel that there is any doubt but what Algiers can furnish seventy-five or a hundred employees for a factory of this kind and we want to say to our subscribers, "If you want to help boost the town, help send in as many applications as possible so that the town will not fall down on its part of the obligation."

This firm does not come here as many others have, asking for a certain amount of shares of stock to be secured before they would establish, but these people do not want any money. They have sufficient amount to operate this factory and only ask for employees for their plant.

LET US GET TOGETHER! RENECKY IS SATISFIED WITH A LESS PROFIT. BUY YOUR SHOES FROM HIM.

## OUR Millinery Department

We have just received a special lot of Trimmed MODEL HATS, consisting of all the latest styles; they were samples used in the show rooms of a prominent New York importer. There is not a hat in the lot that would sell in a regular way for less than 7.50, and many are worth 10.00—

5.00

## In Our Carpet Dept.

Holmes is ready for the Spring House Cleaning with a great showing of Light Weight Rugs

CREX RUGS. All Colors. All Patterns.			
12x15 Feet	15.00	9x9 Feet	4.50
9x12 Feet	8.50	3x6 Feet	1.25
8x10 Feet	6.50	27x45 Inches	85c
		36x48 Inches	45c
WOOL FIBRE RUGS. Light and Dark Colors			
12x15 Feet	17.50	9x9 Feet	5.50
9x12 Feet	8.50	3x6 Feet	1.50
8x10 Feet	7.50	27x45 Inches	1.00
LIGHT WEIGHT WOOL RUGS. Light Delicate Colors.			
12x15 Feet	30.00	8x10 1/2 Feet	15.00
9x12 Feet	19.50	6x9 Feet	10.00
		36x Feet	3.00
JAPAN WOVEN RUGS			
9x12 Feet, hand woven		36x Feet, hand woven,	
very fine	8.50	very fine	1.50

Special China Matting Rugs, heaviest and best quality, size 9x12 feet, woven patterns, 5.00 value... 3.00

## D. H. Holmes Co. LIMITED

Paris, New York, Berlin and London. Established in 1842.

## JUMPS INTO RIVER.

Mentally deranged by what Assistant Coroner Rupp later diagnosed as alcoholic delirium, George Beadler, aged thirty-six years, a resident of McDonoughville, attempted to kill himself on Monday morning by jumping into the river from the deck of the Canal street ferry boat, A. M. Halliday. He was prevented by Albert Jackson, a negro deckhand, who grabbed him as he stood erect upon the railing of the boat, preparatory to making his plunge.

Beadler told passengers and the crew of the boat that he wanted to commit suicide because he was unable to gain admission to the Charity Hospital. He was arrested and charged with disturbing the peace.

Third Recorder Goff of Algiers remanded the man for mental examination by Assistant Coroner Rupp. Diagnosing the case as alcoholic delirium, Dr. Rupp ordered Beadler to be sent to the City Hospital for Mental Diseases.

## RENECKY SELLS THE FAMOUS BUSTER BROWN SHOES FOR THE CHILDREN.

JOHNNIE McCORMACK'S DEATH.

In the death of John Delmas McCormack Algiers lost one of its brightest young men. He was the son of Kate Mohan and the late John J. McCormack. At his death on Monday, March 23, he had reached the age of 29 years and 5 months.

Young McCormack was quite an active worker in the Orange Camp, Woodmen of the World, also a member of the C. K. of A., of the Southern Pacific Benevolent Association.

## Saturday Specials

Skirts \$1.95

These come in all-wool serges, checks and fancy worsteds; all new models; excellently tailored; perfect fitting garments; all sizes; worth 4.00 and 5.00.

A lot of \$6, \$8 and \$10 Skirts will also be offered Saturday at \$4.98 ALTERATIONS FREE.

## THE ECONOMY COMPANY, 1618-20 DRYADES STREET

Young Men's Social and Benevolent Association, and the Amalgamated Sheet Metal Workers' Union, all of which attended the funeral, which took place on Tuesday afternoon at 3 o'clock from the late residence, 521 Seguin street. Interment was in St. Patrick's Cemetery. The funeral services were conducted at the Church of the Holy Name of Mary by Rev. Father Larkin.

## Reasons Why You Should Buy a PLAYER-PIANO Now and Here

You get a genuine \$60 Player-Piano, choice of two celebrated makes, for \$48—a saving of \$12 cash. The terms are \$10 down and \$20 a week. NO INTEREST, no extra charges of any kind. If you pay faster, we give you a Cash Premium of 35 cents for every additional \$20 paid, or a credit of \$3.05, and if you pay more than \$10 down we give you an extra premium of \$1.25 for every \$5 up to \$100. You get a fine bench, scart and 12 rolls of music, exchangeable in our library at 5 cents per roll per month. You will get your money back in 30 days if you are not satisfied. You get a five-year guarantee and one year's privilege of exchanging the Player, with full credit given for all payments made.

## Dugan Piano Company 912-914 MASON & HAMLIN PIANOS CANAL Successors to Cable Piano Co. STREET

## 10% to 50% Discount

Prospective buyers of any of the following lines of merchandise should take advantage of the exceptional discounts that prevail here during our Inventory Discount Sale:

Opera Glasses, 33 1-3 per ct. off; Umbrellas, 50 per ct. off; Sterling Hollowware, 20 per ct. off; Cut Glass, 20 per ct. off; Sterling Mesh Bags, 20 per ct. off; Pearl Handle Knives and Forks, 50 per ct. off; Cut Glass Electroliers, 25 per ct. off; Diamond Cluster Rings, 20 per ct. off; Hand-Painted China, 25 per ct. off; Elgin and Waltham Watches, 10 per ct. off; Men's Leather Goods, 25 per ct. off.

## WHITE BROS. JEWELERS—OPTICIANS 624 Canal Street BETWEEN ST. CHARLES AND CAMP

## Friday and Saturday

## SPECIAL

250 Trimmed Hats that are worth \$6 to \$7 Will be on sale as a special price

\$3.98

## Grossman - Weinfeld Millinery Co.

Retail Department 206-208 Magazine St. Wholesale Department 210-12-14-16 Magazine St.