THE HERALD

PUBLISHED EVERY THURSDAY.

Entered at the Postoffice at New Orleans as Second-Class Mail Matter.

TERMS OF SUBSCRIPTION.

One Copy, One Month, in Advance.....10
One Copy, One Year, in Advance.....$1.00

DR. C. V. KRAFT .....Editor and Proprietor

Address all communications to DR. C. V. KRAFT, No. 500 Verret Street, New Orleans, La. Phone, Algiers 503.

THE HERALD may be found at the following places:

THE HERALD (Algiers Office), 500 Verret Street.

THE HERALD (City Office), 825 Perdido Street.

Hill's Book Store, 108 St. Charles St.

Subscribers failing to get THE HERALD regularly, will please notify the business manager, No. 500 Verret street.

Please send communications for publication as early as possible, and not later than Tuesday night.

All communications, such as letters from the people and news notes of balls, lawn parties, dances and personal mention will be inserted in THE HERALD free of charge. No communication will be received unless signed by the sender. We do not publish your name in connection with the communication unless you so state, but we must insist upon having your name as a guarantee of good faith.

NEW ORLEANS, DEC. 21, 1916.

Church of the Holy Name of Mary

HOLY NAME OF MARY CHRISTMAS PROGRAM.

Midnight Mass.

The usual solemn high mass will be sung at midnight Christmas night.. The celebrant will be Rev. M. J. Larkin, S. M., professor of Jefferson College, and nephew of Very Rev. T. J. Larkin, S. M. He will be assisted by Rev. P. Quinn, S. M., as deacon, Rev. Andrew Walls as sub-deacon. Fr. Petit will be master of ceremonies.

Fr. M. J. Larkin, S. M., will use for the first time the chalice donated to him by the people of Algiers during the summer. He will naturally remember all the donors during the Holy Sacrifice.

Professor Herbert and Miss G. Herbert have been at work for some time rehearsing a new Mass for the occasion, and a treat is in store for the lucky worshippers on this occasion.

Rev. Fr. Walls will preach next Sunday at the 10:30 Mass.

Masses, 5, 6, 7, 8, 9, 10 high mass. There will be Masses also between the above hours but there will always be one beginning on the hour from 5 to 10.

Benediction after the 10 o'clock Mass and no evening services.

Sunday

Masses, 5, 7, 9, 10:30 High Mass.
Baptism, 3-4.
Benediction, Rosary 4:30.

Meetings

St. Vincent de Paul. This society held its regular meeting Monday, which was well attended. The society has received several generous donations for the poor, which will be put to the usual good use. Such gifts help very much, and make Christmas a real day of rejoicing for the donors.

Holy Name.

The prefects held their regular meeting Monday. The attendance was not as large as it should be. All are, however, requested to visit their members to prepare them for the regular meeting and communion.

The society will hold its annual election of officers. Some of the old ones have expressed their desire of resigning, and hence some surprises may be sprung. The present set of officers have done excellent and the absence will be a loss to the society.

The church services will be short on Thursday in order to afford ample time for the election of officers.

After the elections there will be a special game of basketball by the seniors and juniors for the benefit of the members of the society in order that they judge for themselves of the good work that the H. N. G. C. is doing for the young men and the boys.

Holy Name Juniors.

The juniors are requested to be present at the church meeting Thursday at 7:30. The parents are asked to co-operate with the spiritual director, Fr. Petit in encouraging these boys to be faithful in attending to the meetings. No slip shod attendance will be tolerated. All those missing two regular meetings will be denied the privileges of the organization.

The new buttons are in and they are indeed beautiful. The badges are expected in for Christmas and the members will wear them for their regular communion Sunday at the 7 o'clock mass.

More boys are invited to join this society, which will help to bridge over the dangerous passage from boyhood to manhood.

Personal.

Very Rev. P. McOscar, S. M., of Atlanta, left last Sunday night for Georgia. He enjoyed his stay in Algiers and his old friends were indeed glad to see him.

Rev. M. J. Larkin, S. M., will be in Thursday along with some others of the faculty of Jefferson College. The Algiers fathers will be glad to welcome them and Fr. Larkin usually turns the house over to them. They generally make the place look like Christmas through their abundance of good cheer and youthful spirit.

Doll and Toy Tickets.

Doll and Toy tickets will be given out at the rectory on Friday at 9 a. m.

Baptisms.

Violet Mercedes, daughter of Wm. H. Harvey and Catherine Wingerter, of 921 Atlantic avenue. Sponsors, James Tingstrom and Violet Strassel.

Jesse Floyd, son of Duval G. Herbert and Ida A. Rody, of 1609 Patterson street. Sponsors, Kerrin Adone and Aylie Duplantis.

Francis Joseph, son of Theophile Samaine and Lula Daigle, of 541 Atlantic avenue. Sponsors, Mr. and Mrs. A. Pierce.

LOCAL OPPORTUNITIES DISREGARDED.

The Association of Commerce has just sent out instructions and encouragement to the public in general that the back yards of the residents be utilized now and in the coming spring for the raising of vegetables for home consumption. This campaign of course is for the purpose of conserving our food products so that in a measure we might combat the great advance in prices in the cost of living.

The present session of Congress will no doubt investigate the high cost of food stuffs and it will be found, no doubt that a great deal of the advance in prices is due to the exportation of our goods to the warring countries. But this is not the only cause of the high cost of living, no doubt it will be shown that wastefulness also plays a part in the present crisis.

Locally we might be able to help ourselves considerably by taking advantage of the great productive fields only a short distance from our door. Namely, the truck gardens along the Lower Coast railroad. To better illustrate the point we are about to make, we site the following fact, that only a few days ago lettuce in the French Market sold at ten and fifteen cents a head while at several stations on the Grand Isle lettuce was going to waste, was rotting in the fields because there was not a market for it. It may readily be seen that it is the middle man who makes the big profit while the consumers pay the price as well as the producer.

How much better would it be for our local merchants to make arrangements for the regular shipping of produce from the Grand Isle Railroad country instead of going to the French Market commission men and pay them a big profit. By dealing direct with the producer, the dealers not only save the middle man's enormous profit but they would be able to give the consumer a much better price, make a better customer of him, save him money and be the means of bringing fresher goods to the table?

A few days ago a shipment of crabs from Bay Adams was received at the French Market and the fisherman received in return for his crabs thirty cents a basket, but on the very same day that these crabs were received the merchant paid the commission man a dollar and a half a basket. The crabs were finally sold to the consumer at three for ten cents. It may be readily seen that the commission man made all the profit. The consumer paying an enormous price while the producer scarcely got enough money out of his shipment to pay for his work Many crab fishermen on the lower coast would be glad to make arrangement for the regular shipment of crabs to our local market here at prices that would give the consumer an opportunity to buy the product at a reasonable amount of money.

Another instance we may relate comes to us through observation and investigation. The fishermen at Bay Adams had not operated their seines for about a week, the investigation revealed the fact that they were receiving only from four to six cents per pound for their fish from the commission men in the city and at this price it would not pay the actual labor to go out and operate the seines. These facts are eye-openers and we trust that our local merchants, especially those dealing in vegetables, fish and crabs will take advantage of these opportunities.

The great amount of actual development that is now taking place in the truck farming section of the Grand Isle Railroad will become an everlasting benefit, especially to the Algiers people who are at the gateway of this road. Mr. H. D. Emerson, who recently became the president of the New Orleans & Lower Coast Railroad, is making successful efforts in the development of the truck gardens and the orchards on this road and the Algiers people should be the first beneficiaries from these improvements. It is only recently that the great resources of this section have become known generally to the public and invetsments are being made every day, not for a speculative purpose but for the purpose of actual development and we might again site as an instance the development at St. Leon's Farms where an enormous quantity of corn was raised this year on ground that had never been plowed before.

Whether or not the slogan "feed Americans first" will finally bring about an embargo on the shipment of food stuffs abroad, will not have a great effect upon us locally except perhaps in a few commodities, for the fact that we are at the gateway of one of the greatest producing sections in the country and if we will only take advantage of our opportunities we will be able to live just as cheaply as you did a year or more ago, but the people in Algiers must depend upon our local merchants here to buy their products direct from the producers and cut out the middle man. We are sure that the president, H. D Emerson or General Superintendent E. W. Burgis would be glad to give our grocers and dealers valuable information regarding this subject that will place them them in a position to sell food products in Algiers at a much less price than is obtaining at present.

Facts, Fun and Folly.

DO YOU KNOW THAT

A little cough often ends in a large coffin?

Bodily vigor protects against colds?

Careless sneezing, coughing, spitting spreads colds?

Open air exercise cures colds?

Colds sometimes get well in spite of the excessive use of alcoholic beverages?

Overheated, airtight rooms beget colds?

Neglected colds often forerun pneumonia?

Persistent, oft-repeated colds indicate bodily weakness?

HIS GUILTY SECRET.

After all, human nature is everywhere the same. The Post tells us that a certain soldier, a member of the Landwehr, had received his hundredth pair of warm woolen stockings knit by fair hands.

"Fritz must be a regular Don Juan," said one of his less fortunate comrades.

"No," said another, a fellow-townsman of the accused. "No, it isn't that. The fact is, Fritz before the war came was teacher in a girls' school."

H. N. G. C. NOTES

Monday Dec. 18 a meeting was held in the meeting room of the H. N. G. C. all present and future business was transacted. The first thing brought up was the ride on the steamer Sidney Dec. 30. The boat leaves at 8:30 p. m. A committee was appointed to take charge of the collection of tickets and a floor committee was also appointed.

MEETINGS

It was decided that the board would hold their meetings on Monday nights at 9 o'clock and membership meetings every first and third Sundays of the month at 1:30 p.m.

ATHLETICS

Another interesting basketball game took place Sunday between the H. N. and Alhambra. The game proved to be as hard as it was said to be, in the last issue of the Herald, the score turning out with some people 13 to 11, H. N.'s favor and to others 13 to 13, As they did not have an official scorer, and only one official took part in the whole game it would have proved to be somewhat difficult for him to be scorer, umpire and referee at once, so he will have to be excused on the score question although two of the H. N. stars were out of the fame the H. N. put up a game fight and with the assistance of the Umbach brothers they managed in the last 7 seconds of play to tie the score or win the game whatever it may be.

The individual star was Kid Hotard of the A. G. C. Mervin Umbach as usual starred for the H. N. Henry Umbach starred in floor work although he was guarded by the big three: Nichols, McGuire and Schroeder, he managed to shoot his goal or pass the ball to some one else. There will be no game Christmas Eve.

SOCIAL AFFAIRS.

The club is growing deeper and deeper in social affairs, the boys are getting to be friendly and are showing the H. N. spirit by keeping order in meeting rooms and beginning to realize that the club is there for their benefit, and the benefit of those who want to join.

CHRISTMAS MUSICAL PROGRAM.

Processional "O Dies Prae clara," by Gounod; organ and orchestral accompaniment.

Chorus and solo by Mrs. Frank Galvin.

St. Micheal's Miss (Loesche) solos by Misses Miriam Russo, Ida Kevlin, Aldea Maher and Georgina Herbert; Messrs. Thos. Fox and Henry Kevlin.

Offertory "Adeste Fidelis."

Before service, choir will sing, "O Die Christus Natus Est."

After elevation "O Salutorius," by Wm. Donner.

Recessional "Onward Christian Soldiers," organ and orchestral accompaniment.

Mount Olivet Church

Married: Fink-Caulfield. On Saturday, Dec. 16, 1916, at Mt. Olivet rectory at 8 p. m., by the Rev. S. L. Vail, Chas. Fink and Miss Emma Caulfield. In the presence of the following witnesses: Chas. Sutton and Mr. and Mrs. Oliver Sutherland.

The Woman's Guild held a business meeting at the rectory on Tuesday evening. This society is the "Parish Aid" and assists the rector and the vestry in meeting the current expenses of the local parish. To maintain a successful parish church requires money and this the Woman's Guild has selected as its work. The Woman's Auxiliary deserves much credit for the work it is doing to assist the Board of Missions in the great work of spreading the gospel throughout the world. This year Mt. Olivet Branch has pledged more than ever before to Diocesan and Foreign Missions; and we trust that by March 1 all pledges will be paid in for the year 1916-17. There is no greater work in the world than the building of churches, schools and hospitals, the preaching of the gospel, the teaching of knowledge, and the care of the sick and afflicted. This is the work for which the Woman's Auxiliary exists. The Junior Auxiliary has likewise the same object. This year the children of Mt. Olivet Branch sent fifty-two presents to the Indian children at Sisseton Agency, South Dakota, as their Christmas gift to them.

The 1917 Church Envelopes for the support of the parish and for mission work at Home and Abroad, are now ready for distribution. The Annual Confirmation Class will hold regular meetings for instruction in Church Doctrine every Friday at 3 p. m., beginning Friday, Dec. 22.

The Church Decoration Committee will meet to decorate the church for Christmas on Saturday at 7 p. m. Flowers and ferns will be thankfully received.

Services: Sunday, 4th Sunday in Advent: 7:30 a. m., Holy Communion; 9:30 a. m., Sunday School; 7:30 p. m., evening prayer and sermon. Text Phil. 4-4.

Monday, Christmas Day: 6 a. m., Holy communion; 9 a. m., Holy communion and sermon. Subject, "The Christ Message of Love, Peace and Good Will." The musical program at 9 a. m. will be as follows:

Processional. "Adeste Fidelis."

Pre-Sermon: Hark the Herald Angels, Mendelssohn.

Anthem: "The Heavens are telling," Simper.

Recessional: Sing O sing this blessed morn, Roper.

Communion Service: Kyrie, Elvey; Sanctus, Garrett; Communion Hymn, Dykes; Gloria in Excelsis, Old Chant.

Tuesday, St. John's Day.

7:30 p. m.: Evening prayer and sermon. Special service with sermon to Masons by Rev. A. R. Berkeley; rector of St. Paul's Church, New Orleans. To this service all are invited. Sts. John Lodge will attend in a body. The preacher on this occasion is a Mason.

Wednesday, Holy Innocents Day.

7 p. m.—Sunday School Christmas Tree Celebration. This celebration will take place in the Sunday School room.

Program: The Mystery play, "Bethlehem," with suitable hymns for Christmas-tide. Attendance medals for the past year will be awarded. The Christmas tree, Santa Claus and gifts will complete the program.

The Christmas offering will be used to meet the deficits in the current expenses of the past year. It takes money to run any business, and it takes money to run the Lord's business. We have asked for very little this past year. We now ask for much, as much is needed to pay off the indebtedness and to start the new year free from debt. The special Christmas offering will be in order on Christmas Day and on the Sunday after. "Every man shall give as he is able, according to the blessing of the Lord thy God which he hath given thee." Deut. 16-17.

Christmas Wish—May the Christ-like spirit of love, peace and good will so fill our hearts at this season of happiness, that our lives may be consecrated by the highest of benedictions to the service of God and of mankind.

Trinity Evangelical Lutheran Church

Divine services will be held on Thursday evening at 7:30 and Sunday morning at 8 o'clock.

The children's service will be held on Christmas Eve at 7 p.m. On Christmas day German services with Holy Communion will be held at 10:30 a.m. English services at 7:30 p.m. Thursday, Dec. 28, regular Thursday services will be held at 7:30 p.m. as well as Dec 31, regular Sunday services at 8 a.m. On New Year's Day German services will be held at 10:30 a.m. and English services at 7:30 p.m.

After the close of the service on Thursday evening a special meeting of the voting members will be held for the purpose of electing officers for the coming year.

Coming Sunday Sunday school will be held as usual.

It has pleased the Lord of life and death to call out of our midst one of our fellow members in Christ: Mrs. John Hantel, who departed this life on Monday and was buried on Tuesday, having reached an age of 85 years and 7 months. May the God of all comfort give his comfort to the stricken relatives.

Everyone is cordially invited to attend all our services.

Methodist Church Notes

Services at 11 a.m. and 7:30 p.m., Sunday Dec. 24, the choir will render the Christmas music at the night service.

The Sunday school has an especial program to render Friday night, Dec. 22, at which time an offering will be made. This will be a giving Christmas.

Rev. and Mrs. Wier and Joseph are permanently located at 258 Vallette street.

ENJOYABLE EVENING.

The lovely home of Mr. and Mrs. S. A. Eross in Vallette street was the scene of much merriment Tuesday evening, the occasion being a party given in honor of the anniversary of the birth of their bright little daughter Dorothy.

The evening was a most pleasant one. Dancing, games and refreshments were enjoyed.

Those present were Dorothy Acker, Rebecca Williams, Gladys Legendre, Vivian Clement, Billy Huff, Emily, Velma and Azetta Choate, Maude and Victoria Lennox, Carlotta Kraft, Thelma Kennedy, Isabella Hogan, Ulrica Pettigrove, Dorothy and Lois Eross, Dorothy Umbach, Alma Harkins, Esther Puckett, Agnes and Nellie Gibson, Annette and Mildred Boulas, Earl Smith, Joseph Lennox III, Joseph Smith, Jr., John Mangiaracino, J. S. Peterson, Norman Nelson, Walter Dilzell, Jr., Lester Broussard, Camille Legendre, Fenner Vallette, Frank Harkins, C. Puckett, Floyd Boulas. Mrs. Pettigrove, Mrs. Gus Kohn, Miss L. Mangiaracino, Miss J. Page, Miss Ione Peterson, Mr. and Mrs. Joseph Smith, Mr. and Mrs. S. A. Eross, Mr. and Mrs. W. A. Nelson.

McDONOGH SCHOOL NO. 4. ROLL OF HONOR

8 A—Scholarship and deportment, Charles Burgis.

8 B—Scholarship and deportment, Royce Trauth and Louis Laufer.

7 B—Scholarship and deportment, Marion Ryan.

6 A—Scholarship and deportment, Milton Acker, Ansel Shirk, Evans Mahoney, Alvin Hofman.

6 B—Scholarship and deportment, John Cieutat, Jas. Curren, Henry Dufau, John Roberts, Philip Saleeby, Eugene LeBoeuf, Marcel Serpas, Albert Aikman and Hilary Schroder.

5 B—Scholarship and deportment, Louis Cronan, Albert Monroe, Horace Harris, Wallace Marcour and Emile Mothe.

Scholarship: Clarence Arnold, Roy Cayard, Andre Couget, Millie Carroll, Royse Fleming, Delmar Pitre, Alfred Peterson, Wm. Peeler, Bertrand Peck, Edwin Gerrets, Oswald Smith, Jos. Matranga, Irwin Treadaway, James Tranchina.

4 A—Scholarship and deportment, Millard Schindler, Alvin Covell, Peter Andrew McQuilling, Alvin LeBlanc ins and Floyd Hoffstetter.

Scholarship: Wm. Parker, Albert Peeler and Stanley Leonard.

4 B—Scholarship and deportment, Andrew McTuilling, Alvin LeBlanc, Jas. Susslin, William Gerrets, Louis Broussard, Norman Nelson, Stello Cronan, Byron Grooner, James Carter, Stanford Millmore, Henry Gregory, Henry Bond, Lee Menge, Travis Hatfield, Isadore Davis.

3 A—Scholarship and deportment, Hymel Amuedo, Charles Gerrets, Albert Lagarde.

Scholarship: Wm. Entwistle.

3 B—Scholarship and deportment, Frederick Kraemer, Victor Cieutat, James L. Higgins, Harold Bergeron.

Scholarship: Gordon Wayne, Nelson Barrett, Jacob Hansen, Edward Harper.

Deportment: Aloysius Serpas, Marjoral McNeely, Charles Puckett, Nathan Forrest, G. Galt.

2 A—Scholarship and deportment, Bernard Covell, Armand Delcazal, and Ernest Andry.

Scholarship: Elmer Davidson, Peter Fink.

Deportment: Walter Lahausen.

1 A—Scholarship and deportment, Morris Bodenger, Vincent Trauth, Arthur Meunch, Lynn Angello, Chester Wooton, Levi Norwood, Alvin Reed J. G. Walker and Russell Gilder.

Scholarship: Frazier Koeppell and Emmett Wattigney.

Deportment: Richard Parker, Milbert Bairnsfather, George Tierney, Joe Alonzo, Richard Powers.

1 B—Scholarship and deportment, Harold O'Brian, Preston Delcazal, Karl Brodtman, Alfred Decker, Harold Gondraller, Tracy Lilly, Geo. Leber, Borden Stalcup, Bennie Weiner, Wilbur Vinson, John Tagert Lester Smith, John Whalen, Merlin Stacy.

1 B—Deportment: Arnold Breath, Ferdie Bodenger, Jos. Cabibi, Clinton Whidden, Bertwell Andry, Ben Ericksen, Frederick Galt, Harold Heuer, Jas. Henricks, Andrew McClaskey, John Tierney, John Carruthar, Peter Provenzano, Wm. Smith, W. Thibodeaux.

BELLEVILLE NOTES.

RE-UNION OF CLASSES 1914-16.

The formal presentation and acceptance of the sun dial took place at the reunion of Classes 1914-16 Thursday afternoon.

The Eighth Grade A were hostesses. Refreshments, games, and music were enjoyed.

Miss Alma Fujol was spokesman for the classes. The desire was expressed that a general re-union of Belleville classes be made an annual event.

CHRISTMAS AT BELLEVILLE.

The beautiful Christmas tree which Santa Claus will bring to the kindergarten pupils of the school will be at the invitation of the Belleville Kindergarten Mothers Club and the teachers of the department.

The elementary department will have a program suited to its grade.

HEALTH OF PUPILS SAFEGUARDED.

The pupils of the school are being protected and guarded by the Health Department which has made careful inspection of all pupils of the primary departments. The Health Service of our Public Schools is actively at its work to stamp out such diseases as measles, diptheria, etc., giving the public school patrons the benefit of expert medical guidance.

COOKING CLASS HOSTESS.

One half of the pupils of the cooking class of the Eighth Grade A were hostesses to the other half at a dinner last Friday. The other part of the class will serve the dinner tomorrow.

SALE POSTPONED.

The sale of the Algiers Railway & Lighting Company and the New Orleans and Western Railway Company, scheduled for public auction Tuesday noon in front of the civil courthouse, was postponed until January. The companies operated the belt line in Algiers and the lines between the naval station and the town of Marrero.

CHRISTENING.

The infant daughter of Mr. and Mrs. Wm. H. Harvey was baptized Sunday at the Church of the Holy Name of Mary, Rev. A. J. Petit, officiating. The sponsors were Miss Violet Strassel and Mr. James Tingstrom. The little one received the name Violet Mercedes. A reception was held at the Harvey home Sunday night. Music and dancing was indulged in. Refreshments were served.

Those present were: Mr. and Mrs. W. Wiegman and daughters, Mr. and Mrs. J. G. Duchien, Mr. and Mrs. H. Duchien, Mr. W. Warren, Mr. A. Thates and daughters, Mrs. G. Koenig, Mrs. P. Haag and daughter, Mr. L. Munsterman, Mrs. H. Burmaster and daughter, Mrs. E. Shieb and daughters, Mrs. A. Fryou and son. Misses Gladys, Mildred and Claire Munsterman, May and Violet and Marjorie Strassel, Alma Jure, Maggie Judge, Imelda Harvey. Messrs. James J. Tingstrom, Ernest, Tom, and George Munsterman, Dave Durkis, G. Wattigney, Arthur Hymel, Louis Chisholm, Albert and Joe and John Harvey, Mr. and Mrs. Wm. H. Harvey.

The world's largest importer of the best olive oil is V. S. Dantoni, 520 Hospital Street, New Orleans. Their Italian Beauty Brand is a recognized superior oil. 10-oz. bottles, 30c; 32-oz. tins (quart), 90c; 128-oz. tins (gallon), $3.50.

NEGRO WOMAN ESCAPES FIRE WITH CHILDREN.

Emma Douglas, an aged negro woman, and her three children narrowly escaped being burned to death Tuesday when fire in the front room of their home in Belleville street burned away a door and did $50 damage to furniture. The fire started and began between the front blind and outer door. The house is owned by Mrs. Douglas. She and her children were in bed at the time. The alarm was turned in by J. M. Crowley, engineer at the purification plant in Algiers.

The loss is insured.

GRAND MOONLIGHT RIDE.

There will be a grand moonlight ride on the steamer Sidney on Dec. 29, for the benefit of the Holy Name Gymnastic Club.

The boat leaves the wharf at 8:30 o'clock p. m. A good time is assured all who attend. Come out and don't forget the date—the night before New Year's Eve.

The reception committee is as follows: M. R. Umbach, chairman; J. L. Sullivan, ex-officio; A. McGivney, W. Whitmore, F. and G. Lyncker, K. Abbott, E. Ford, W. Donner and H. Quinn.

CHARTER

OF NATIONAL ADVERTISING COMPANY, INC.

United States of America, State of Louisiana, Parish of Orleans.

Be it known, that on this 14th day of the month of October, in the year of our Lord, one thousand nine hundred and sixteen (1916), before me, Frank Wm. Hart, a notary public, duly commissioned and qualified, in and for the parish of Orleans, State of Louisiana, aforesaid, therein residing, and in the presence of the witnesses hereinafter named and undersigned, personally came and appeared: The several parties whose names are hereunto subscribed, who severally declared that, availing themselves of the laws of the State of Louisiana, in such cases made and provided, they have covenanted and agreed, and do, by these presents, covenant and agree and bind themselves, as well as such other persons as may hereafter become associated with them, to form a corporation and body politic in law, for the objects and purposes and under the articles and stipulations following, to-wit:

Article I.—The name of this corporation shall be the "National Advertising Company, Inc.," and under its said corporate name, it shall have power and authority to have and to enjoy corporate existence and succession for the full term of ninety-nine (99) years from and after the date hereof; to contract, to sue and be sued, to make and use a corporate seal, and the same to alter and break at pleasure; to hold, receive, purchase, hypothecate, sell, lease or pledge, real and personal property; to issue negotiable bonds and notes, or other evidences of debt; to name and appoint such managers, agents, directors and officers as its business interests and conveniences may require; and to make and estabalish, as well as alter and amend, from time to time, such by-laws, rules and regulations for the proper government of the affairs of this corporation as may be necessary and proper.

Article II.—The domicile of this corporation shall be in the city of New Orleans, State of Louisiana, provided that with the written consent of all directors, valid meetings of directors may be held without this state, or elsewhere within this state; and all citations and other legal process shall be served upon the president of this corporation, and, in the event of his absence, upon the secretary thereof, and, in the absence of both of said officers, upon the vice-president of this corporation.

Article III.—The objects and purposes for which this corporation is organized, and the nature of the business to be carried on by it are hereby declared to be:

To conduct a general advertising business, that is, to advertise in newspapers, magazines, pamphlets, books, or in any form whatsoever; to secure contracts therefor from the public at large; to prepare forms of advertisement for the various and sundry commercial and other business and ventures; and generally to do anything germaine, necessary, touching, concerning or incidental to the conduct of the business and purposes herein contemplated, and such as is generally engaged in by a corporation of this nature and character.

Article IV.—The capital stock of this corporation is hereby fixed at the sum of five thousand ($5,000.00) dollars, divided into and represented by fifty (50) shares of stock, of the par value of one hundred ($100.00) dollars per share. Said stock shall be paid for in cash, at such time and after such notice to the subscribers as the board of directors may fix, or the same may be issued, at not less than par, for labor done, for services rendered for the said corporation, or property or rights actually received by said corporation.

The amount to which the capital stock may be increased shall, at no time, exceed the sum of one hundred thousand ($100,000.00) dollars, except as is contained in and provided by Section 6 of Act No. 267 of the General Assembly of the State of Louisiana for the year 1914.

This corporation shall be a going concern and shall be authorized to commence business when and as soon as fifty (50%) per cent of its capital stokc shall have been subscribed, and twenty-five (25%) per cent thereof shall have been paid for; all in accordance with the requirements of Act No. 267 of the General Assembly of the State of Louisiana for the year 1914.

Article V.—All the corporate powers of said corporation shall be vested in and exercised by a board of directors composed of not more than four (4), and not less than three (3) stockholders, the majority of whom, sitting at any time shall constitute a quorum, said directors to be elected nanually on the second Monday of October, beginning in the year 1917. Each stockholder shall be entitled in person, or by written proxy, to one vote for each share of the capital stock held by him and standing in his name on the books of the corporation, or he may send his vote by letter, the signature to which must be acknowledged before a notary public or other officer authorized to take affidavits. All elections shall be held under such rules and regulations as may be determined by the board of directors, after legal notice of such election shall have been given to each stockholder by mail, sent to his last known address, or published in one of the daily newspapers published in the English language, in the city of New Orleans, at least fifteen days preceding such election. The directors thus elected shall continue in office until their successors shall have been duly elected and qualified. No failure to elect shall be regarded as a forfeiture of this charter. Any vacancies occurring in such board of directors shall be filled by the remaining directors for the unexpired term, when a vacancy shall be considered to exist at any time when the maximum number of directors provided by this act of incorporation are not in office and actually so serving. Said board of directors shall, at its first meeting, after its election, elect from among its members, a president, one or more vice-presidents, a secretary and treasurer, and a manager or superintendent. It may combine the office of secretary and treasurer into one, and may even elect a secretary who need not be a stockholder or director.

Article VI.—No stockholder shall ever be held liable or responsible for the contracts, faults, debts, or duties of this corporation, nor shall any mere informality in its organization have the effect of rendering this charter null or of exposing its stockholders to any liability beyond that every subscriber to the capital stock of this corporation, though not a holder, shall be personally liable to the creditors of this corporation to an amount equal to the unpaid balance on the stock, for which he has subscribed.

Article VII.—This act of incorporation may be changed, modified or altered, or this corporation may be dissolved with the assent of the stockholders owning two-thirds of the issued stock of this corporation, or may be further modified with the assent of the stockholders owning three-fourths of the issued stock of this corporation, or as is provided by Act No. 267 of the General Assembly of the State of Louisiana for the year 1914, at a meeting of the stockholders convened for that purpose and after due notice shall have been given to each of said stockholders provided for in Article V of this charter or act of incorporation, except that, in the event in the judgment of the board of directors, she shall deemed advisable and in the benefit of said corporation that it should be dissolved, the board of directors, within ten days after the adoption of a resolution to that effect, by a majority of the whole board of directors at a meeting called for that purpose, of which meeting each stockholder shall have received at least ten days' notice, shall cause notice of the adoption of such resolution to be mailed to each stockholder, together with a notice of a meeting of stockholders to be held at the office of the corporation to take action on the resolution so adopted by the board of directors. In a case of the dissolution of the corporation, by the expiration of its charter or otherwise, the stockholders shall appoint three liquidators from among their number who shall have full power and authority to liquidate and settle the business and affairs of this corporation. In case of the death or disability of any of said liquidators, the survivor or survivors shall appoint a successor or successors to him or them.

Article VIII.—Until the election to be held on the second Monday in October, 1917, the following stockholders shall constitute the first board of directors: Newton G. Broome, George W. Bernard, Albert Olivier, and John R. Perez, with the Newton G. Broome, president; George W. Bernard, vice-president, and John R. Perez, secretary-treasurer, their respective addresses being as follows: Newton G. Broome, 4319 Canal street, New Orleans, La.; George W. Bernard, 144 Carondelet Street, New Orleans, La.; and John R. Perez, 316 Hibernia Bank Building, New Orleans, La.

Article IX.—The capital stock of this corporation, after having been transferred to this corporation to a subscriber, shall not be sold or transferred or offered for sale or transfer by said subscriber, without first having offered such stock to this corporation and to the stockholders of this corporation at the then market or par value thereof, which market price shall be ascertained by the then prevailing market price of said stock, if such a price exists at such time, when, if not, the book value of such stock shall be ascertained either by an agreement of the parties or by two competent and experienced business men, one to be chosen by the subscriber and the other by this corporation or stockholders, or stockholders, or prospective purchasers, and if said two parties cannot agree upon a value, such two parties so chosen to select a third party, when the majority of the three shall prevail. In the event of the death of a holder or holders of the stock of this corporation, the administrator, executor or representative of his or her estate, in the event such estate wishes to part with the same to such stock, to immediately tender such stock to this corporation and to the stockholders thereof, on the same basis, and to offer and tender to be made by the holder or holders of such stock to this corporation and to the stockholders thereof, by the mailing of a registered letter, containing such offer or tender, addressed to the last known address of this corporation and said stockholders, such offer or tender so to remain open for a period of thirty days from the date of the mailing of such registered letters, when, if not availed of, such holder or holders to be released to make such sale or transfer as he or she sees fit. In the event of this corporation not availing itself of such offer or tender, such stock so offered to be equally pro rated between the stockholders of this corporation, should they so desire to avail themselves thereof, and if they do not, such stock may be purchased by such stockholder so desiring to avail himself of the same, except that stockholders may take such stock, after acquisition from this corporation, when they secure the unanimous consent in writing of all the other stockholders of this corporation at such time of transfer. To such extent, all stock as issued by this corporation shall be non-negotiable.

Article X.—Whereas, Newton G. Broome has offered for sale, on the basis of subscriptions to the capital stock of this corporation, and partly for cash, to the National Advertising Company, Inc., the corporation which is presently being organized under the laws of the state of Louisiana, for and in consideration of the price hereinafter mentioned, and for which the following described property to be hereinafter appraised by all of the directors hereof, concerning which an accurate, detailed and itemized description of such property as to amount, location, extent, character and state of improvement appears herein and is a part hereof, and which said hereinafter mentioned consideration is herewith being paid and acquittance and receipt given therefor in cash and in the capital stock of said corporation, the following described property is herewith, and, by virtue of these presents, sold, granted, bargained, set over, assigned, conveyed and delivered, with all legal warranties and with full substitution and subrogation in and to all rights and actions of warranty which the said vendors might have unto the said National Advertising Company, Inc., the corporation which is being presently organized, as follows:

All of Newton G. Broome's rights, title and interests in and to a certain advertising medium known as "Our Babies' Diary," all plates, illustrations, records and advertisements which he has secured to date in connection therewith, and all copyrights, trade marks, copyrights or patent rights which he has or may have or might acquire thereon and in connection therewith, and concerning which he (the said Newton G. Broome) herewith binds and obligates himself, and does, by these presents, hereby transfer and surrender, for the benefit and use of this company, all of his ideas, plans and purposes in connection with the development of the business proposed, and (the said Newton G. Broome) does hereby bind and obligate himself to devote his time and energy, on the basis of the above, for the use and benefit of this company, and this company alone, and, on said basis, the company does herewith ratify and approve the contract, and all the terms thereof, in connection with the above, as entered into by and between the said Newton G. Broome and the incorporators hereof, of date the 14th day of the month of December, 1916.

The price and consideration therefor, insofar as is herewith being paid, and acquittance and receipt given for same, is the sum of three thousand three hundred and fifty ($3,350.00) dollars, eight hundred and fifty ($850.00) dollars of which is herewith being paid in cash, and due receipt and acquittance given therefor, and the balance thereof, the sum of two thousand five hundred ($2,500.00) dollars, is herewith being paid by the proper execution and delivery of twenty-five (25) shares of the capital stock of this company, or two thousand five hundred ($2,500.00) dollars.

Now, therefore, we, the undersigned, constituting the entire board of directors of the said National Advertising Company, Inc., as is provided by these articles of incorporation, do hereby certify that we have investigated, carefully and fully investigated and ascertained the value of said property, insofar as the objects and purposes of this company are concerned, as is hereinabove specially described, and have found same to be of a value, insofar as the objects and purposes of this company are concerned, equal and equivalent to the sum of three thousand three hundred and fifty ($3,350.00) dollars; and we, the directors of this corporation, hereby adjudge and declare the appraisement and value of three thousand three hundred and fifty ($3,350.00) dollars, as is herewith placed on the above described property, insofar as the objects and purposes of this corporation are concerned, is fair, reasonable and equitable. And we, the directors of this corporation, further declare that all of said property is essential, necessary and requisite for the carrying on of the business herein contemplated.

Witness our hands and the seal of the corporation, given and made in our respective capacities as directors of the said National Advertising Company, Inc., as provided by these articles of incorporation, this 14th day of the month of December, in the year 1916.

Article XI.—The subscribers hereto have written opposite their respective names and addresses, the amount of stock in this corporation subscribed to by each of them.

Thus done and passed, in my office, in the city of New Orleans, State of Louisiana, on the day, month and year first hereinabove written, in the presence of N. Pfeifer and Catherine H. Ludlow, competent witnesses, who have hereunto signed their names, together with said appearers and me, notary, after due reading of the whole.

Witnesses: N. Pfeifer, Catherine H. Ludlow.

Original signed: Names of subscribers omitted.

FRANK WM. HART, Not. Pub.

dec 21 28 jan 4 11 18 25