

THE HERALD.

Devoted to the Upbuilding of the West Side of the River. "A very live and creditable weekly newspaper."—MANUFACTURERS' RECORD.

VOL. XXIV.

NEW ORLEANS LOUISIANA, THURSDAY, FEBRUARY 1, 1917.

Maison Blanche

GREATEST STORE SOUTH

Special Furniture

Davenport Beds

In golden oak, fumed, Early English and mahogany. This is the piece of furniture that was designed especially for cases of emergency such as are now with us. Finished golden, Early English, fumed and mahogany. When open will accommodate two comfortably.

\$37.50 Davenports, fitted with Duo-Style springs	26.75
\$42.00 Davenports, fitted with Duo-Style springs	37.50
\$45.00 Davenports, fitted with Duo-Style springs	40.00
\$50.00 Davenports, fitted with Duo-Style springs	45.00
\$60.00 Davenports, fitted with Duo-Style springs	55.00
Cotton Mattresses to fit these at	5.95

Couch Beds

Made of heavy steel angles throughout. Thoroughly braced and tied with steel-rod rods below the side bars. The mattress on this couch-bed is covered in brown denim on the outside and a fine quality of ticking on the inside. Size as couch 2 ft. 2 in. by 6 ft. 2 in.; size as bed 3 ft. 6 in. by 6 ft. 2 in. especially priced

12.95

Rockers, "The Jitney"

Roomy, strongly made rocker is the best value ever offered at the price. We have them in golden oak and mahogany finishes; our regular price is \$2.48; especially priced at

1.68

We also have a very large assortment of odd rockers, ranging in price from the above, at—

1.68 up to 15.00

Steel Bed Outfit

Handsome feather weight steel canopy bed, with 2-inch posts and 1-inch fillers; is very strong and massive in appearance. White enamel or Vernis Martin finish. Bed, size 4 ft. 6 in., especially priced at

11.85

Black Diamond Coil Spring; especially priced at

4.98

Good Cotton Mattress to fit; especially priced at

5.95

Complete outfit—Bed, Spring and Mattress

22.78

THE ENLARGED HERALD

The Herald Adds 28 More Columns of Interesting Reading—Will Be 12 Pages Beginning Today

New Features Will Include Writings From the Same Authors As Now Contribute To Leading Magazines

For many years the management of the Herald has contemplated giving to its readers a better and a larger paper, and to furnish each week, besides the local news, leading and interesting articles that may be read by all the family.

We are pleased to announce that we have provided stories and articles from such writers as Booth Terkinton, Basil King, O. Henry, George Ade, Montague Glass, George Haskell, Arthur Sommers Roche, H. G. Wells, Irwin S. Cobb and Forrest Crissey.

For those who like love-stories, there will be contributions by Laura Jean Libbey and other writers of equal prominence. We are also pleased to announce that each week there will be a two-column article on styles and vogue and vanity. This is especially for the women and tells all about the latest styles and is edited by no less a person than Julia Bottomley of the Ladies' Home Journal. The Kitchen Cabinet, each week, will be presided over by Nellie Maxwell, who is also known nationally for her contributions in this line.

In order to start our readers right, we print here below the gist of these different news articles, giving the page and the title of the article each week, so that our readers may turn to that particular part of the paper which interests them most.

This week we offer the following selections:

PAGE 4.

Daddy's Evening Fiery Tale.
Five-Room House Well Arranged.
Training To-day's Boys and Girls.
O. Henry's Method of Work.
Judges Should Be Compelled to Execute the Men They Sentence to Gallows.
Day of Opportunity, by William Mathew Lewis.
Neutral Nations Suffer from War.
An Embargo, by J. F. Baker.

PAGE 5.

Far in the Lead—for railroad men.
Five News Pictures of Up-to-Date Events.
She Turns Her Back to Society.
Lad Lives Alone in Wilderness.
Other sensational news.

PAGE 8.

Vogues and Vanities, by Julia Bottomley, Editress of Fashions in Ladies' Some Journal.
Laura Jean Libbey's Talks on Heart Topics.
The Kitchen Cabinet, by Nellie Maxwell.
Travel Stores—Street Scenes in Soloniki.

PAGE 9.

Short Story—"Mr. Dodgeon's Dance," by George Haskell.
Interesting Information in Short Paragraphs.
To Lighten Work for the Ladies.
Home Town Helps.
Short Story—"The Kiss," by Louise Oliver.
Smiles—Two Columns of the Funniest Fun for Old and Young.

MORE THAN 500 SIGNATURES OBTAINED TO PETITION

Asking That If Franchise For Ferry Is Sold That It Be On a Basis Of Cheap Fare and Service, Rather Than For Bulk Sum Paid In City Treasury.

More than five hundred names have already been signed to the petition asking of the Commission Council that if the franchise for the Third District ferry is to be sold that it is to be sold on a basis of lower ferriage and better service instead of a basis of money to be paid into the City Treasury.

Algiers people are deeply interested in the subject and a good deal of discussion is taking place just now regarding the requirement for the new ferry service. It seems to be the universal opinion that the ferry rates for pedestrians should be one hundred tickets for a dollar. That single teams should be allowed to cross for five cents and double teams for ten cents. That the passengers should be separated from the horses and vehicles; that the approaches be so arranged that the passengers will go to the upper deck of the boat directly from the ramp, or the top of the levee, instead of walking down hill and then walking upstairs again into the cabin. Many are in favor of a different style boat entirely, that they be made double-ended and used with slips. Many people are converted to the idea that we should have municipal-owned ferries, operated either by a commission or by the Dock Board.

Another crowd of interested citizens met Tuesday night for the purpose of discussing at greater length the requirements that should be asked for in the new franchise and to take up several other matters in the campaign which is now begun for the people of Algiers to acquaint them as to what will be reasonable, what we should expect from the city as citizens and taxpayers. Several of our prominent women who have done hard work in the interest of our civic improvement have taken out several of our lists and have gotten a great number of signatures. It is expected that by the end of the week there will be at least 1000 petitioners.

BOAT RIDE.

The local branch No. 12 of the National Association of Civil Service Employees at Navy Yards and Stations is completing arrangements for a Carnival Moonlight Ride and Dance aboard the Steamer Sidney

PERSONALS AND OTHERWISE

Mr. George Munsterman left for his home in Buras, La., Saturday, after spending a few days here with his parents.

The many friends of Mr. A. L. Bourgeois will be pleased to learn that he is recovering from an attack of pneumonia.

Mrs. Amelia Smith has returned from Montpelier. She is kept busy installing groves in the city and throughout the State.

Miss Verona Stumpf, one of the most popular bride-elects of the season, entertained her bridesmaids at dinner on Sunday.

Mrs. A. Heyderman of San Francisco was entertained by Mr. and Mrs. C. L. Stumpf last Thursday.

Mr. Chris L. Stumpf, Jr., celebrated the twenty-first anniversary of his birth on Thursday, January 24. He entertained his friends from 8 to 12 p. m. A birthday cake with twenty-one candles occupied a prominent place on the dining table. Dainty refreshments were served.

Miss Verona Stumpf entertained Mr. and Mrs. George W. McDuff, Mrs. G. H. Riddle and Mrs. V. Hoover at dinner on Tuesday.

Mr. and Mrs. Emmett Wattiney of 525 Seguin street are receiving congratulations on the arrival of a fine baby boy at their home.

Mrs. Harry Kegriss of 539 Pacific avenue presented her husband with a baby boy Sunday.

Little Martha Edgecomb, who was severely burned last week, is doing nicely.

The many friends of Master Floyd and little Miss Mary B. Haufler will regret to learn that they are quite ill at their home in Opelousas avenue.

Messrs. Earl Murtagh and Emmett Hotard left for an extended trip to Chile.

The committees in charge of the masquerade party to be given Saturday night at Pythian Hall by the White Rose Social Club are working hard to make the affair a success. A fine band of music has been engaged and a good time is promised all who attend.

It is with deep regret that the many friends of Mr. Ed McNair will learn that he is suffering from a broken rib. Mr. McNair had the misfortune to slip from a block on the New Orleans Dry Dock. Dr. A. C. King is in attendance.

Mr. and Mrs. Bernard F. Donner have the sympathy of their many friends in the loss of their infant daughter, Florence Mary, who died Friday evening. The funeral took place Saturday morning from the residence of Mr. and Mrs. Charles H. Brownlee, 407 Delaronde street.

H. L. McLean, superintendent of the Algiers Railway and Lighting Company, paid a business trip to Houston last week.

In a nation-wide plan to raise an endowment fund for the pensioning of aged and infirm members of the Episcopal clergy, a definite campaign has been organized among Louisiana Episcopal churches to raise this State's share of \$5,000,000 by March 1, according to an announcement made public by the local central committee Saturday night. Messrs. Adolph Spitzfaden, H. L. Hoyt and George Koppel represented Mount Olivet Church.

Since Thursday afternoon Recorder Burthe has presided over the Third Recorder's Court in the absence of Recorder Goff, who was taken to the Hotel Dieu Thursday night to undergo an operation. Recorder Burthe will preside as usual in the morning at the Second Recorder's Court.

The Thursday Afternoon Euchre Mrs. A. Graf. The successful players were Mrs. A. Graf, Mrs. C. Frisch and Mrs. Hoogoven. Mrs. Aycock (playing for Mrs. A. Goebel) received the consolation. The next meeting will take place at the home of Mrs. C. Frisch in Elmira avenue.

Col. J. P. Mayo of the Immigration Station has been confined to his home with an attack of la grippe.

Mrs. Frank E. Henning has the sympathy of her many friends in the loss of her brother, the late Ignatius Strehle, whose death occurred last week in Gretna.

Four Leghorn chickens and a rooster, valued at \$7.50, were stolen from a case in the yard of Henry Haufler, in Opelousas avenue, between Pacific and Atlantic avenues, last week.

The second fancy dress and masquerade ball of the Woodmen of the World and Woodmen Circle of this city will be given at the Athenaeum Saturday, February 3. Among those on the committee are George G. Brunssann, G. L. Babin, Mrs. A. Smith and Mrs. R. Nolan.

The local branch, No. 12, of the National Association of Civil Service Employees at Navy Yards and Stations are completing arrangements for a moonlight ride and dance on the evening of February 5. The executive committee is composed of B. D. Fowler, A. G. Hyland, J. May, J. Lusk, O. F. Jansson and J. Rosenberg. Various surprises are planned. A large attendance is expected. The local branch of the association was established in September, 1915.

The United States gunboat Wheeling, having completed a nine months' cruise along the Mexican coast, is now at the Navy Yard below Algiers, and is engaged in recruiting for the American navy.

(Continued on page 8)

PRESCRIPTIONS

Carefully Compounded

Broussard's Drug Store

Cyrus Broussard, Prop.

Cor. Belleville and Pelican Ave.

Phone Algiers 9120, Algiers, La.

"THE STORE OF EFFICIENT SERVICE"

Buy the Corset That Gives You the Greatest Corset Value

Ask yourself these questions before you buy any corset:

- How smart is the style?
- How good are the materials?
- How well is it constructed?
- How comfortable is it?
- How much service will it give?
- Then consider the price.

When those five questions are answered regarding A Regaliste Corset the price comes always as a distinct surprise.

And it is this test that has given the Regaliste its enviable reputation in the trade.

We will be pleased for you to examine the smart new season's Regaliste models in our Corset Section.

D. H. Holmes Co.

Paris, New York, Berlin, London and Florence. LIMITED Established April 2, 1842.

Solo Carola Inner-Player

"The Miracle Player"—the best player-piano obtainable anywhere at any price. And we have also a player which anybody can well buy—the EUPHONA INNER-PLAYER at \$200 lower in price than any former Inner-Player.

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

The Chemistry of Foods

is a science that vitally concerns you, a study that has fortified us and has placed us in a position to know definitely exactly what we are selling you Solari's "go the limit" in securing foodstuffs of proven purity and quality—and guarantee every commodity sold.

In buying food the responsibility of the grocer should be your first consideration.

Solari's

52 Years Selling Pure Foods

Remember this, Madam, Solari's prices are no higher than are charged by concerns of questionable reliability. If you want the best on your table, take advantage of Solari's 52 years of experience.

Pianos, Player-Pianos, Talking Machines

All standard makes, each priced strictly to quality, in such wide range of selection that we can satisfy any demand and at the same time absolutely guarantee the fullest satisfaction.

JUST GLANCE OVER THE LIST

KNABE AND EMERSON ANGELUS PLAYER PIANOS HALLÉT & DAVIS AND CONWAY VIRTUOLA PLAYERS

EMERSON DE LUKE AND AMPLICO PLAYERS LEXINGTON, BOWEN AND SIMPLEX PLAYERS

PATHE-FRERES PATHOPHONE COLUMBIA GAFONOLAS SOLOPHONES, M-I-N-O ORAPHONES TALKING MACHINE RECORDS MUSIC ROLLS

J.P. Simmons Piano Co., Inc.

"The Progressive Piano Store"

933 Canal St.

Audubon Building

Diphtheria

Reduction in Prices of

ANTITOXIN

We desire to announce a reduction in Prices of Diphtheria Antitoxins as Follows:

3,000 Units, \$1.50

5,000 Units, \$2.00

MULFORD'S

10,000 Units, \$4.00

20,000 Units, \$7.50

"You get what you ask for" PETER RUPP, Druggist Bermuda, Eliza & Verret Sts.



WILL SURELY CONVINC you that our bread is way ahead, because it's a perfect duplicate of the best home baking. Fine flour and best ingredients procurable employed in the making. An essential to the table of abundance.

H. MARTINEZ, BAKERY

415 Elmira Ave.



We Will Put Your Teeth In Good Condition.

No matter what the requirements may be, the painless extraction of a tooth is a full set of teeth. Our Bridge work is perfect. Our "Never-Fall" Plates are guaranteed to fit and they last a lifetime. All work done by the best dental experts in the land—matured, experienced, successful dentists. Our prices are lower than any other dentist when you consider that we use only the very best material that money can buy.

OUR PRICES

Our Silver Plate, complete to fit, from	\$4
Our Gold Crowns, and our Gold Fillings	\$3
Our Silver Fillings, from	\$1
Our Gold Fillings, from	50c
Our Silver Plates, complete to fit, from	50c
Our Gold Plates, complete to fit, from	50c
Our Silver and Gold Fillings, from	\$1.00
Our Gold Plates, complete to fit, from	\$4.00

Orleans Dental Co. 78 CANAL STREET.

Algiers Auto Supply House. A. L. HARDING, Prop. 1000 AND SEQUIN STREETS Phone Algiers 445

Authorized Ford Agency. We carry a full line of FORD PARTS, all Auto Accessories, Tires, Oil and Gasoline. YOUR REPAIRS OUR SPECIALTY. \$300.00 F.O.B. Detroit \$345.00 F.O.B. Detroit \$345.00 F.O.B. Detroit

FRANK LECOURT, JR. THE YOUNGEST BUTCHER IN LOUISIANA

Dealer in CHOICE BEEF, VEAL, PORK, MUTTON, and SAUSAGE. Stalls 9-11 PORTS MARKET

HERE'S A FRIEND OF OURS YOU'LL MEET IN THIS STORE



FAIR AND SQUARE

LET us introduce you to Captain Courtesy. This cheerful chap is a member of this firm. He will be pleased to wait upon you with quality groceries that have been properly priced. You'll be glad to meet him.

Mrs. Daisy J. Kramme,

Groceries, Wines and Liquors.

All Sorts of Cordials.

549 Elmira Avenue

Miss S. Palmer

FASHIONABLE MILLINERY

Special Sale to the Ladies of Algiers

Pressed Beavers, \$5 value \$1.50

Velvet Hats, \$5 value \$1.50

ONE HAT TO A LADY

121 CAMP STREET,

Phone 4416, N. O. Second Floor

MONEY TO LOAN

Largest and most up-to-date PAWN BROKER in the South

Will Lend Money at the Lowest Rate of Interest in the City. Advances in

UNREDEEMED DIAMONDS

COHEN'S LOAN AND JEWELRY CO., Ltd. 507-513 S. RAMPART ST. Established 1893



IF YOU'RE LOOKING FOR A TREAT, HERE'S THE PLACE TO BUY YOUR MEAT

IF YOU HAVE

never purchased meats at this sanitary market you can treat your mealtime appreciation to the surprise of its life by purchasing meat-foods of us. We promptly attend to your telephone order and assure you the most complete sort of satisfaction.

JOHN COUGET, YOUR BUTCHER

St. John Market



THAT SOUNDS QUITE REASONABLE!

THE BEST CURE FOR CORNS ARE SHOES THAT FIT YOUR FEET!

RENECKY SAYS:

"A pair of well-fitting Shoes discourages a Corn quicker than any thing else in the world"

and what RENECKY SAYS IS SO

IF your feet are troubling you and you have been unable to find a pair of shoes that will give you relief bring your foot problem to us. We are experienced and courteous and will find the very shoes that your troubled feet have been looking for.

RENECKY Shoe Store

Boots, Shoes and Slippers

701 PATTERSON STREET