

THE HERALD

PUBLISHED EVERY THURSDAY.
Established May 17, 1893.

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

TERMS OF SUBSCRIPTION.
When Paid in Advance.

1 Year	\$2.00
6 Months	1.00
3 Months	.50
1 Month	.25
Single Copy	.05

DR. C. V. KRAFT, Editor and Proprietor
C. P. CRANE, Advertising Manager

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

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 We do not publish your name in connection with the communication unless you so state, but we must insist upon having your name as a guarantee of good faith.

THE HERALD may be found at the following places:
THE HERALD (Algiers Office), 500 Verret Street.
THE HERALD (City Office), 624-626 Carondelet Street.
Hill's Book Store, 108 St. Charles Street.

VOL XXVIII MARCH 10, 1921 No. 44

THE TELEPHONE SITUATION IN LOUISIANA.

At the present time, the Telephone Co., and the Railroad Commission are getting their share of criticism for the recent decision of the commission for allowing an increase of rates. The question so often asked why the Telephone Company could operate during the war without an increase of rates when everything was sky high in price, and ask for an increase now when prices are falling, is well answered in a frank statement in which they say that there is nothing concerning its operations in the State of Louisiana about which it will not give full information upon request. This really marks a new era in corporation management, and will meet with very hearty approval upon the part of the public, whose servant it is, in its efforts to account for the responsibilities resting upon it of furnishing a reasonably satisfactory and comprehensive telephone service.

After the telephone properties of the United States were taken over by the Government in 1918, under a guarantee to pay to the Companies their fixed charges and their annual dividends, it was soon discovered by the Government that the expense of operating the properties was increased so rapidly that a general revision of the telephone rates would be necessary in order for the Government to meet the guaranteed returns to the telephone companies.

Upon the Government's request, the engineers of the telephone companies throughout the United States prepared new schedules of rates which it was thought would be sufficient to bring the earnings of the Companies up to the guarantee of the Government, and these schedules of rates were approved by the Government and put into effect while under its jurisdiction in the early part of 1919.

These increases in rates were general throughout the United States with a very limited number of exceptions, and the increase in the State of Louisiana, as a whole, represented an approximate increase of only 12 per cent upon the gross receipts of the Company.

When the telephone properties were turned back to the companies by the Government in August, 1919, permission was secured from the Railroad Commissions of the various states to continue for a period of one year or thereafter until they should be revoked or amended by the Commissions.

This permission was secured in order that the rates established by the Government should have one whole year's trial to see just what revenue would be produced by them in a complete year's performance.

While it has been known by the Company's engineers for some months that the rates in effect were falling much short of the Company's dividend requirements, it was thought best to keep faith with the public, and not ask for a revision of these schedules pending this one year's trial.

In the Company's application for an increase in rates at this time, it is, therefore, in a position to submit its requirements for increased revenue, not upon a mere hypothesis, but upon actual facts.

The Telephone Company is greatly embarrassed at the present time on account of its lack of facilities to furnish service to new customers, and to provide these facilities at the present time will cost greatly in excess of that at which the present facilities were provided.

There is the greatest demand for telephone service throughout the South that has ever been in the history of the business, and it must be expected that this demand will continue for many years to come. The whole country has had its eyes upon the South on account of its cheap land and its undeveloped resources.

To keep up with this unusual demand will require the investment of many millions of dollars, and it is not often appreciated by the public that the telephone service must grow faster than any other business, because otherwise it could not serve the public with a reasonable degree of promptness upon application. It, therefore, must go in advance and anticipate the development from a social and business standpoint, in order to fully perform its function as a true servant of the public.

The servant is worthy of his hire. The matter of just compensation for services rendered is one of equal responsibility upon the part of servant and served. Without such compensation, service would soon be impaired and a check upon the advancement of the whole country would necessarily follow, which would be to the detriment and disadvantage of all concerned.

Other commodities have advanced by leaps and bounds. Telephone service is a product, and subject to the same conditions and dependent upon the same factors as any other commodity. It has had the least advance in price of any commodity in common use among the people, and the application for increased rental to enable it to command, in a competitive market, sufficient capital to provide facilities for its continued growth will meet with no opposition upon the part of reasonable thinking people.



A RAT CATCHING SQUAD OF NEW ORLEANS

THIS QUESTION OF SUNDAY.

"Shall the United States abolish Sunday?" asks Henry Ford's paper. Of course not. But there is a lot in the viewpoint.

Of late we have been having much talk concerning "blue laws" and many papers of New York, Chicago and other large cities have worked themselves into a fine frenzy about it. Most of the talk is bunk. Very few of the people who are campaigning for a "purer" Sunday want to go half as far as these organs of opinion say they do.

Sunday observance is largely a matter of viewpoint. What one man considers Sunday work is not so considered by another man. What one person holds as desecration of the day another man holds as no desecration at all.

Nevertheless, let the man—especially the workingman—who decries all Sunday observance, beware. On what foundation does the day of rest—Sunday—lay? What is the sole influence that upholds it?

The Christian religion. Nothing else. What would happen if the Christian religion were made negligible in the United States, and if, thereupon, Sunday became as any other day? Results would be the same as in pagan China, where the workingman has no day of rest at all. And as in Japan where no Christian religion is present to see that people get their one day in seven; where the law allows the worker one day off in 30, which, however, he doesn't get if the employer can help it.

Don't belittle your American Sunday too much, folks, or some day the mass of the people may be like the degraded Chinese and the no less degraded people of Japan in the mass.

SKY FIGHTERS VS. SEA FIGHTERS.

They are having a terrible time down in Washington over the question as to whether the giant battleship or the airplane is the better man.

A certain number of sky ship men insist that the day of the battleship is over; that the military airplanes with their high explosive bombs will be able to sink the best of them. Therefore, no more battleships should be built.

The navy experts all deny this. They say it will be many years before the airships will be able to destroy a swift, armored, skillfully maneuvered battleship, if ever.

The other day there was a test of the skill of the military airplanes. The old battleship Indiana was towed out to sea, anchored and abandoned. The air captains began to drop their smartest bombs on her. When they were all through, the Indiana still floated triumphant. Of course, her deckworks were ripped up a bit and she was a good deal of a wreck above board. It must be remembered also that there was nobody on board her to oppose the air bombardment with anti-aircraft guns.

However, the test didn't satisfy the sky fighters and now they have gotten a bill into the Senate to turn over all obsolete naval ships to their "tender" mercies.

SOB STUFF AND STONE HEART THRIFT.

Yesterday a man walked down our principal street.

"With the fringe around his trousers,
Worn-out shoes upon his feet,
And a collar that had ceased to give
Appearance clean and neat."

He strolled along giving one the impression of a dog expecting a kick. He looked at one out of the corner of his eye. He was down and out.

That fellow did not, in early life, believe in thrift. In all probability, in the Springtime of his youth, he boasted to himself and to his friends, that he was a "good fellow."

But now that the Winter of life has come upon him, the friends of early days, either have risen to greater heights and forgotten him, or they are in the same pitiable condition and cannot help him.

On February 3rd, we as a nation celebrated Thrift Day. Did we mark it by feasting and drinking, or by resolving to save.

Americans have learned a wonderful lesson in the last great war. We saved and we won. Today, clerks, tradespeople, men and women, and even boys and girls, own Liberty Bonds—and War Savings certificates.

As a team-working nation we have accomplished titanic tasks, declared impossible of execution two years ago. And it was the self-denial and the thrift of our people that made the tasks possible. Of course there was waste—enormous waste—but our saving won despite all that.

Every day, every man and every woman should take a close inventory of all his or her resources and resolve to exploit them during the coming year.

Thrift is nothing more nor less than efficiency. It does not mean being a miser.

The thrifty man does not deny himself of all the comforts, much less the necessities of life, but he cuts down on the luxuries—the knick-knacks. He lives on less than his income.

WHAT DO YOU KNOW?

How many times have you been asked that identical question by the editor of this paper? Too many times to remember, perhaps.

Now let us suggest that you change the accepted order of procedure for one that would be a vast improvement.

Instead of waiting for us to ask you, suppose you just take the initiative and tell us, or write us, or phone us what you know in the nature of news.

That little piece of information you have been revolving around in your cranium may not be of great importance to you, but to others it may be of vital interest—may even be of considerable value.

Every piece of news you read in this paper we have received from some source or another. The efforts of these people make the paper of greater interest and value to you.

Now, suppose you reciprocate and do as much for them. Tell us what you know.

No, we are not passing the buck, but have a heart—we don't know everything.

FIFTH DISTRICT CIVIC LEAGUE.

The Fifth District Civic League met Monday, March 7, at 8 o'clock at the home of its Secretary, Mrs. Chas. Abbott. A communication was read from Mrs. Wermuth, asking the League to help in the drive for the Eye, Ear and Nose Hospital.

It was decided to appoint captains and lieutenants, who will canvass the district. The muddy condition of the water from the Algiers Sewerage and Water plant was discussed and a letter will be written to the Superintendent of the Sewerage and Water Board asking if something cannot be done to alleviate conditions.

The members of the League will attend in a body the luncheon at the Elks Home on Thursday, given by the City Federation of Women's Clubs, and afterwards attend the meeting of the Civic Department of the City Federation of Clubs. Several new members were enrolled.

STUFF BY GILKY SWIPES

GILKY'S DIARY.

Friday—I seen Ted slipping a not to Jane today & I seen her grin back at him. I like Ted but believe me if he keeps that up I am afraid I will forget my self & do his nose up in a not sum day, ma let me set up late & read a ghost story after all the rest was in bed & I got kinda restless when I had to go & put out the lites & the cat. all alone.

Saturday—Pa has got a cuzzen witch was carrying a bottle of whisky to a sick friend witch is ill & he was caught by a officer. The judge didden believe him & he was arrested & lived happily forever and afterwards. Pa tried to help him and got pinched & find for disturbing the police.

Sunday—pa & ma, including me went over in the country in the otto this afternoon & pa hit a big Chip-pindale dog & nocked him for a couple bases & he was follering the machene & just then a tire blowed out. pa was afraid to get out to fix it acct. of the dog & he was afraid not to fix it acct. of ma. But he can be brave if he wants to so he sed We will run in on the flat tire. & we Did.

Monday—sum new kids cum to skool today & they was sent home & now ma is worried about me because the teacher found lice in 1 of their hair & she herd the boy had cuteys on him like the frenchmen had in the Trenches.

Tuesday—Went to a party tonite. It was a very swelled affare the House was all lit up with green lites & it made you look funny in the face & they had Chinamar nonsense burners all around to make it smell nice like a turkish pavlor & etc. Jane was all rite & we had a dance & she Just smiler when I danced on her toes. never got home till 1/2 past 10.

Wednesday—When ma seen my report card today she was sent contented with my grade. She tore a round & sed she had begin to believe that the only thing in my bed was dander.

Thursday—Ole man Leggit beat up his wife & got pulled. ma sed ft He was my Husband I wood be a Widow.

Yurs truly,
GILKY SWIPES.



ALGERINES AT LAW.

Civil District Court.

Michael J. Rooney v. Salvador Ragusa, confession of judgment \$1000.—Feitel & Feitel. Emancipation Philip Gayaut.—D. J. Murphy.

Mr. and Mrs. John Schroder v. N. O. Ry. & L. Co., et al.; bond for costs, \$25.

F. W. Matthews v. Johnson Iron Works, exception maintained, plaintiff to amend.

Mrs. Louisa Oertling v. F. W. Oertling, rule for contempt.

Mortgages.

Salvador Ragusa to Michael J. Rooney, \$1000, interest and costs.

Permits.

Edw. Pierre, owder and builder, garage, 823 Brooklyn, \$80.

H. A. Schulz, owder and builder, shop, Newton, Hendee, Sumner and Diana, \$500.

E. Martin, owder and builder, box house, 1600 Nunez, \$200.

J. V. Porfer, owder and builder; double cottage, LeBoeuf, Socrates, Ptolemy and Whitney, \$1800.

Real Estate Transfers.

Frank P. McDonald to Mutual Bldg. & Homestead Association, portion, Patterson, Verret, Delaronde and Olivier's property, \$500 cash.

Purchaser to Mrs. Chas. DeBlois, same property, also another lot, same square, \$1200, terms.—Magne.

Mrs. Chas. DeBlois to Mutual Bldg. & Homestead Assn., lot, Verret, Patterson, Olivier and Delaronde, \$700 cash.—Magne.

HILARY SCHROEDERS 2 HOMERS AID IN WINNING GAME FOR ALGIERS TIGERS.

Sunday, March the 6, the Algiers Tigers continued their winning streak by defeating the Brechtel Stars by a score of 14 to 10. "Lefty" Morris was again on the mound for the Tigers, and hurled excellent ball. His hitting was also a feature. "Boots" Chestnut hurled for the Stars, and pitched fair ball, but had poor support. Morris fanned six batters and gave 5 bases on balls. Chestnut fanned 5 batters and gave 3 bases on balls.

Hilary Schroder, the first man to the bat, and with the first ball pitched, sent it on a long voyage across the field for a home run. This was not enough for Schroder, so on his third trip to the plate, he put one in the same place for another home run. During the latter part of the game three more homers were made; one by "Lefty" Morris, the pitcher, for the Tigers, one by Chestnut the pitcher for the Stars, and one by Arthur Brechtel.

Wop O'Brien made two running catches for the Tigers. Talbot did some fine fielding around first base for the Tigers. Gaines Gilder's catching was a feature.

Next Sunday the Tigers go over to the city to play the Hibernia Bank Juniors. John Leonard will pitch for the Tigers and Gaines Gilder will do the receiving.

MISCELLANEOUS 'SHOWER.

Miss Alma Luft was tendered a miscellaneous shower on Friday evening by Miss Leona Feeney.

The bride-elect received many pretty gifts from her friends. Refreshments were served and dancing was indulged in until a late hour. Those present were Misses Norma Webert, Myrtle, Alita and Emma Sutherland, Stella and Leona Feeney, Viola Luft, Stella Zatarain, May Hauer, Anna Hoffana, Alita Norman, Gladys Munsterman, Myrtle and Thelma Clasen, Evelyn Ellis, Katherine Hornoskey, Mr. and Mrs. Chas. Adams, Mr. and Mrs. Frank Miller, Mrs. Hansen, Mr. and Mrs. Edward Luft, Mr. Robt. Luft, Mr. Fred Luft, Marguerite Miller, Elsie Adams and Elgin Miller.

Algiers Review No. 22 of the Woman's Benefit Association of the Maccabees will hold a meeting Saturday at 2:30 o'clock. All are requested to be present.

Mrs. Jack Watkins of Port Gibson, Miss., was called here last week by the death of her father, the

Mrs. John Vallette to Eug. T. Calogne, lot, Hagan, Ave., Dumaine, St. Ann and Moss, \$1200 cash.—Legler.

John A. Barrett to Gilbert Deranburg, 3 lots, Atlantic, Pacific, Homer and Newton, \$100 cash.—O'Connor.

N. A. Danese to Mrs. Richard M. Ware, lease of property No. 5912 Prytanica, term ending Sept. 30, 1921, at \$60 month.

Theo. J. Lala to John J. Cabibi, et al., lease property 712-14 Teche, term ending Sept. 30, 1923, \$15 month.

Julius Bodenger to Armstead Holmes, lot, Nunez, Columbus, Magellan and Hancock, \$350 cash.—O'Connor.

Mrs. George Peterson to Crescent Electric Co., 2 lots, Feliciana, Clouet, Claiborne and Robertson, \$1500 cash.—Hennessey.

Toulme V. Cassanova to Third District Bldg. Association, lot, Pacific, Atlantic, Eliza and Alix, \$5500 cash.—Wegener.

Purchaser to Leon A. Garatie, same property, \$4500 terms.—Wegener.

Ione Peterson to Alvin Berthaut, lease of vacant lot No. 822 Pelican Ave., for two years ending Feb. 25, 1923, at \$60 year.

Mrs. Leonie LeBoeuf, et al., to Edward Campbell, lot, LeBoeuf, Thayer, Pelican and Alix, \$300 cash.—Puig.

Mrs. Jos. Guitterez, et al., to Frank J. Benlate, portion, Opelousas, Olivier, Verret and Evelina, \$3700 terms.—Loomis.

late R. Chapman. She returned home Friday, accompanied by her aunt, Mrs. Maggie Quinjan, of 407 Vallette St.



He Was a Smooth Peddler and a Pleasant Talker

He sold Mrs. So-and-So a bottle of magic fluid—but there was a sad ending to the story.

A DAINTY, PRETTY GARMENT WAS RUINED!

There is nothing mysterious about our methods. Every fabric requires different treatment—WE KNOW FABRICS—Send your garments to

THE CHICAGO

Cleaning, Pressing, Dyeing and Repairing

639 Bonny St., corner Opelousas. Phone Algiers 630

Men's Suits cleaned and pressed 50c. 75c. \$1.00. Ladies suits cleaned and pressed \$1.50. Ladies fancy dresses cleaned.

DIAMONDS WATCHES AND JEWELRY

Zaeringer Bros.

505 Royal St.

No man ever became strong through fasting.

No store ever increased its sales by suspending advertising.

Advertising is like food. It makes a business grow. And—NEWSPAPER advertising is the roast beef of advertising mediums.

'What about your store's advertising menu? More advertising 'food' will make your business healthier and more prosperous.

DRESS for Spring



High Grade Easter Values in Women's SUITS \$29.98 Up COATS \$24.98 Up DRESSES \$19.98 Up

FOUR MONTHS TO PAY

Open an Account Be one of our happy patrons this year, to enjoy this novel CREDIT plan. Small WEEKLY payments.

Special Dept. for Men Fancy "Rochester made" Clothes, the best in the world, on EASY TERMS.

SUIT \$29.98 up

DAILY'S SHOP 1020 Canal St. New Orleans La. Open Saturday Evenings

BARRAS'

Trap nested, bred for high egg production.

DIXIE LAND LEGHORNS Won at 1919 Jefferson Fair 1st & 2nd prizes; 1st pullet; 1st pen. Gold special for champion cock of entire show; also Jefferson Fair challenge cup.

EGGS \$5.00 for 15 CHICKS for 25 from this pen. \$12.00 Fresh table eggs at all times. Visitors Welcome

VAL. J. BARRAS 1405 Behrman Ave. Algiers, La.

HEADQUARTERS

for Easter Eggs of all kinds. Also Easter baskets, rabbits, chicks, etc. Fresh stock and reasonable prices.

J. LAMANA Verret St., cor Sildell Avenue.

WE DO UP SHIRT WAISTS

so daintily that in many cases they look even better than when new. Don't injure them in the least, either. No matter how delicate or filmy the fabric, our laundry work sends them back to you as good as or better than ever.

American Laundry, Julia and Magazine

SAVE AND HAVE

The successful man is not the man who spends all he makes, but the man who saves and invests a part of his income. You can not SPEND and HAVE.

But you can HAVE by SAVING!

Hibernia Bank and Trust Co.

ALGIERS BRANCH

340 Verret St.

Create Toothache Paste

Relieves Pain

15c At All Druggists 15c



Lenten Pre-Easter Sale

20% DISCOUNT

DIAMONDS, WATCHES, JEWELRY and SILVERWARE

Now is the logical time to purchase the presents you intend giving Easter. You will have the advantage of lower prices and attractive new stock. We have the newest conceptions in jewelry and novelties.

SALE ENDS MARCH 12th, POSITIVELY

M. J. Rosenthal & Co. EXCLUSIVE JEWELERS

113 Baronne St. Main 8319 We specialize in Jewelry and Watch Repairing