



Mr. and Mrs. Acker left Saturday for Los Angeles, Calif.
Miss Evelyn Cross, who is attending school in Franklin, La., returned yesterday to spend the Easter holidays with her mother.
Misses Faye and Doris Aycock left yesterday for Bayou Lafourche to spend the Easter holidays.
Mrs. L. F. Gisch entertained the Thursday Afternoon Euchre Club. The successful players were Mrs. J. A. Garland, Mrs. F. Goebel, and Mrs. A. Graf.
Mrs. U. J. Lewis received the consolation. The next meeting will be at the home of Mrs. F. Goebel.
Mrs. U. J. Lewis and Miss Helen Heap are spending awhile with Mr. and Mrs. Jos. Heap at Tyertown, Miss.
Dr. A. C. King left last week to spend a few weeks at Tyertown, Miss., the guest of Mr. and Mrs. Julian B. King.
Mr. A. S. Daniels of Sea Shore Camp Grounds spent a few days here this week.
Mr. and Mrs. Jos. A. Lennox of Mobile Ala., have the sympathy of their many friends in the loss of their little daughter Grace, whose death occurred recently.

Mrs. Clem V. Rault of Haiti, arrived Saturday to spend awhile with her parents, Mr. and Mrs. R. Engler.
Mr. Wm. Erickson left last week for California to accept a position.
Messrs. Jas. O. Stewart, Frank Killian, C. E. Dickey, Carroll Brown and Dr. C. V. Kraft, spent the week-end at Bay Adam.
Miss Mary Clifford took part in the St. Patrick day exercises held last week at the Esplanade Ave. High School.
The Three Victory Boys will give a spring dance at the Avenue Academy on Tuesday evening. Music will be furnished by Brooks Jazz Buddies.
The many friends of little "Butzie" Bairnfather, of 230 Belleville St., will regret to learn of his serious illness at the Hospital.
Mr. and Mrs. A. C. Spier of Lafayette, were visitors here last week.
Mrs. A. C. King is the guest of her sister, Mrs. Hawley at Delhi, La.
Mr. Jno. Jaundot of Violet, La., spent the week-end here.
Mrs. Ed. Yalets and little son, Thomas, left yesterday for Galveston to spend the Easter holidays.

The marriage of Miss Tomasetta Harvey to Mr. August Calderaro, our well-known young druggist, will be celebrated Monday morning.
Mrs. J. P. Walter has returned from Crowley and Jennings.
Mrs. Sam J. Boylan entertained the Wednesday Night Euchre Club. The following were the successful players: Mrs. S. Boylan, and Miss S. Kappler. Mrs. J. E. Collins will entertain at the next meeting.
Mr. Frank Skelly came in from Tompico to spend awhile.
Miss E. Joret of Lafayette, has returned home after spending awhile with relatives here.
Mr. W. E. Schabel of Tampico, Mex., spent a few days here last week.
Miss Barbara Schabel, who is attending St. Joseph's Academy, Bay St. Louis, spent the week-end with her parents here.
The regular meeting of the Matron's Club, which was postponed from last Tuesday, will take place Tuesday, April 5th, at the home of Mrs. Lester Brooks.
Mr. and Mrs. J. L. Cunningham, Jr., and family spent Sunday in Algiers, the guest of the latter's parents, Mr. and Mrs. Wm. Giepert, Sr.
Mrs. Wm. Giepert, Jr., and Miss H. Giepert spent the week-end in Lafayette, La., the guest of Mrs. Bonvillian.
The many friends of little Miss Imelda Cunningham of 7533 Jeanette Place will be pleased to learn that she has fully recovered from her recent spell of sickness. She is spending the week in Algiers the guest of her grandparents, Mr. and Mrs. Wm. Giepert, Sr.
Miss Victoria Giepert entertained

NEW STORE FOR ALGIERS

922-924 TECHE STREET IS LOCATION OF MODERN DEPARTMENT STORE.

With a very modern and attractive store at 922-924 Teche street, the M. Blanck bakery building, The Mercantile Exchange, is now offering to the people of the West Side merchandise such as is being sold in many of the larger stores on the city side of the river. A complete line of ladies' ready-to-wear, men's clothing, ladies' and gents' shoes, and in fact any article of wearing apparel for any member of the family may be had at this new Algiers store, which is a branch of The Merchandise Exchange, located at 838-840 Poydras street.

The Merchandise Exchange stores announce that they are in the mercantile game to smash high prices, and state that as long as the large manufacturers of the East continue to offer quality merchandise at pre-war prices the people of New Orleans are going to receive the benefit just as quickly as means of transportation will convey the goods to this market. The Algiers store will share in these bargains, the same lines of merchandise being carried at this store as at the other stores. The management announces that the Morgan line is bringing a ship load of merchandise for The Mercantile Exchange, and some further startling price reductions are coming. The management states further that they recognize no competition in the lines of merchandise they handle, and that their stores are the home of low prices.

Mr. P. Tankel, a former business man of Opelousas, La., is the manager of the Algiers store. He is a very pleasant gentleman, and it will be his pleasure to make the acquaintance of all the West Side people. He and his family will reside in Algiers, occupying the Blanck apartments.

The Merchandise Exchange has an interesting advertisement in this issue. Turn to it and note the many values offered.
at dinner Sunday in honor of Mr. Sexton of Galveston, Texas.
Mrs. J. L. Grandberry and daughter Nell, of Grand Bay, Ala., and Miss Annie Gilder of Pushmataha, Ala., spent last week with their brother, B. C. Gilder.
Mr. Leon Rice spent the week-end in Houston, Texas.
The White Swan Social Club will give a dance March 27, at the Avenue Academy, which is now electrically cooled. Moonlight waltzes with Battiste Jazz Band will be featured.

THE CORRECT THING
The style in Engraving changes like the winds, and one must keep an eye close to the ground to know just the correct thing in
WEDDING INVITATIONS OR ANNOUNCEMENTS, CALLING CARDS AND STATIONERY.
We're posted as to the changes and assure perfect execution of work, promptness and absolute correctness. Our representative will call and submit samples.

DAMERON-PIERSON CO.
EVERYTHING FOR YOUR OFFICE
MAIN 400 CAMP
NEW ORLEANS

ENJOYABLE EVENING.

On March 15th, a happy birthday party was held at Mr. and Mrs. Walter Anderson, in honor of their little daughter, Ethel. A glorious time was had by all fortunate to be present. Among those present were: Odette and Garnett Leblanc, Catherine and Mercedes Thompson, Madeline Spencer, Elvira Hunn, Beth Mansiaracina, Marjorie Wright, Cecelia, Pat and Harriet Muntz, Doris Ainsworth, May Rooney, Marguerite Souchon, Katherin Siren, Lou Mae Hodges, Laura Louise Ardrey, Helen and Charlotte Donner, Lillian M. Gorrets, Lelia Petrie, Helen Charleville, Isabel McPherson, Adele Guillott, Margaret Brown, Lolita Sierra, Anna Mae Goff, Viola Barrett, Floyd Lagarde, Irene McMahon, Ira Mae Gaffney, Beulah Guillott, Rosalind Crowley, Theresa Jones, Ora Chico, Grace Kessler, Grace Martinez, Vivian Brechtel, Eugene and Estelle Thates, Mildred Chestnut, Monica Brown, Margaret and Flossie May Heath, Velma and Dorothy Weber, Elizabeth and Lucella Flanders, Caroline and Claire Martin, Vera Casey, Eileen Brown, Rita Cummings, Helen Skelly, Anita Genious and Birdie Casler, Ha Morgan, Flavia McKernan, Cleo Wheatly, Ethel Hildebrand, Irma and Susie Roberts, Thelma and Julia Seeger, Floris Wright, Edith Gerrets, Marjory, Dorothy and Edna Dohsen, Elizabeth Gisch, Mildred Lahusen, Una Johnson, Mary Louise Foster Martha Adams, Gladys Legendre, Grace Wisebeck, Margaret Hymel, Agnes McCord, Vivian Clements, Zoe Gay, Francis Labit, Lula Mae Besson, Eileen Brown, Agnes O'Donnell, Carmilite Goff, Anna Seal, Eddie McMahon, Bill Casler, Silas Wright, George Kessler, Ernest Aucoin, Wilson Barrett, Emil Legendre, Louis Peterson, Milton Coyell, Willard Ryan, Warren Gisch, James Garrett, Buster and Noel Thompson, Simeon Shields, Joe Lennox, Bertwell Audry, John Mangiaracina, Robert Brown, Sari Ainsworth, Joe Hildebrand, Earle Shields, Malcolm Donner, Robert Flanders, Preston Gaffney, Charles Seeger, Elliott Clement Alton, Stanley and Lewis Morgan, Robert Collins, Bernard Eckhoff, Kendall McCloskey, Frank Lecourt, Jr., Melville Keenan, Jr., Abby Landry, Jr., Mrs. Thomas Goff, Mrs. Robert Collins, Mrs. C. O. Morgan, Mr. and Mrs. Charles McCloskey, Mrs. Willie Eckhoff, Mr. and Mrs. Abby Landry, Mr. and Mrs. Walter Anderson and Topsy.

DELEGATES RETURN.

The Algiers delegates to the Woodmen of the World and Woodmen's Circle convention, held at Lafayette, returned Thursday. Mrs. Shade G. Smith won the honor of being one of the representatives from Louisiana to the Supreme Grove convention. Besides Mrs. Smith the other delegates to the Woodmen's Circle convention, representing Orange Grove No. 9, of Algiers, were: Mrs. Anna Vanderlinden, Mrs. Lizzie Borden, Mrs. Mary Jacobs, Mrs. Rose Nolan, Mrs. Kate Cassidy and Mrs. Fredericks.
J. C. Root Camp No. 579 was represented at the head camp convention by A. C. Duplan and E. J. Folse, while Orange Camp No. 8 was represented by George G. Brunssann, James Owens, T. Thorning, Frank C. Hymel, Shade G. Smith and C. Berthaut. The next convention will be held at Lake Charles.

TAG DAY FOR IRELAND A SUCCESS.

Algiers workers for the relief of the suffering women and children of Ireland were out early Thursday and kept busy throughout the day selling small flags of orange white and green, the national emblem of the Irish Republic, and there appeared to be a generous response on the part of the public.

War Going On in New Orleans
Not A War of Hate---But A War Against Competition.

MILLINERY—Our Guns and Cannon.
QUALITY GOODS and LOW PRICES—Our Ammunition.
Our Prices Are Cut 1/2 for Easter—We Lead: Others Follow

Announcing the Opening of Another
NEW YORK MILLINERY



1011 CANAL (Upstairs)

1013 CANAL (Downstairs)

For seventeen years we have had siege to business competition in New Orleans. We have conducted an honorable war, always fighting a winning battle, and today our victory is complete with old "competition" lying helpless at our mercy.
With a crushing and complete victory to our credit we announce the opening of Store No. 2 of the New York Millinery, located at 1013 Canal Street.

THE LARGEST EXCLUSIVE MILLINERY STORES

In our two stores we have at present the very latest Spring and Summer styles in Ladies' and Children's Hats and Ready-to-Wears that New Yorkers are wearing. Styles which we have produced in our own New York factory, styles that are varied and approved by the latest designs and creations, and in perfect accord with extreme and conservative dressers.
These are direct from maker to wearer at same price of cost production and positively the greatest millinery value.
Come in and look over our stock and convince yourself. You will not be urged to buy, but you will realize you will get more real value here at all times, than elsewhere at any time. Our retail prices are standard, and we sell practically wholesale. The great advantage of buying at our stores is that you buy at the same price a merchant would have to pay, because we are manufacturers not dealers and make our own millinery, and sell direct to you.

This way you save the merchant's profit.
See the Displays in Both Our Windows
1011 CANAL (Upstairs)
1013 CANAL (Downstairs)
M. A. SCHWARTZ, Prop.
BRANCH ONLY STORES EVERYWHERE

The House with a Thousand Reminiscences of the Past Built 1752 Established 1816

Old Absinthe House Restaurant

Corner Bourbon and Bienville
Table D'Hote
Lunch 11 to 2—50c
Special Table for Ladies
Dinner 5 to 9—75c
Private Dining Rooms
Enjoy Your
Easter Dinner
In The FRENCH GARDEN
Sunday Dinner 75c—12 M. to 9 P. M.
Good Old French Cooking
LOUIS CHEVALIER, Prop. Phone Main 0308
Formerly Chef St. Charles Hotel and Elks Club

RICHARD'S
Specialty Shop
EASTER FROCKS
That Thrill Feminine Hearts
What woman wants to wear her winter clothes on Easter? None, and there is no reason why you should. Our showing of Easter apparel is so charming yet so reasonable that you cannot fail to be pleased.
Easter Dresses
Lovely frilly ones, long lines of over-skirts or straight lines of tailored ones, in taffeta, crepe de chine and canton crepe, in all the desired shades
9.90 14.90 19.90
Waists 2.98
Sport Skirts 7.98
No Charge for Alteration
512 South Rampart Next to Sam Bonart

GARVEY'S
XXX Vinegar
Purity, Strength, Quality
At All Grocers
Send for Free Copy of Recipes Describing Scores of Ways to Serve
The J. J. Garvey Co.
New Orleans, La.

HEILD'S CONFECTIONERY
Catering to those who desire a high grade of baking.
Bakers of FANCY CAKES and PASTRY BREAD, PIES, ETC.
Dealing in Fancy Iguits and High Grade Confections
Orders taken for wedding, birthday and other cakes for special occasions.
MISS HELEN HEILD
141 Delaronde St. Phone Alg. 511.

THE Merchandise Exchange
8-18-40 POYDRAS AND 922-24 TECHE ST. ALGIERS, LA.

Our first week's business was beyond expectations and inspired us. We know we have the confidence of everyone who purchased an article at our store. Our quality merchandise and low prices will always mean a saving to our customers. Only the best for less is our policy, and we invite your inspection of our bargains.

<p>Ladies' Ready-to-Wear</p> <p>DRESSES Taffeta and Messaline, in the latest styles of spring; in all the wanted colors, handsomely trimmed and tailored. Regular 18.00 values ... 9.95</p> <p>SKIRTS Charmeuse silk and satin, side pockets, belt attached; beautiful embroidery bottoms; regular 15.00 values ... 7.95</p> <p>SKIRTS Skirts of blue serge and Scotch plaids; latest styles of the season. A rare bargain at ... 3.24</p> <p>MIDDIES Large sailor collars of blue or red trimmed with white braid with insignia on sleeve; 2.00 value ... 1.39</p> <p>APRONS Bungalow Aprons; all sizes and styles; percale and ging-hams ... 95c.</p> <p>HOUSE DRESSES House Dresses, of Amoskeag ginghams; trimmed with braid. This is a real value ... 1.29</p> <p>With low neck short and long sleeves; trimmed with lace and braid ... 1.98</p> <p>PURE THREAD SILK HOSE Extra good quality; full fashion 1.50 value ... 98c</p>	<p>Gents' Furnishings</p> <p>SUITS Wool Mixed, in a dark brown mixture; latest style, light weight; regular 15.00 values ... 9.95</p> <p>SUITS Palm Beach in blue, gray and green, light brown, correctly tailored and half lined; strictly the style this summer ... 10.95</p> <p>SUITS Wool Crash Cool Cloth, in waist line models; very stylish mixed and solid colors; 17.00 values ... 12.95</p> <p>Serge in blue and gray, for service and appearance you can't beat them. Very good quality; guaranteed to give satisfaction. This is your opportunity to save 75% on your new Easter suit. Our price ... 16.95</p> <p>OVERALLS One piece work suit for mechanics and autoists; union made; 5.00 values at ... 2.49</p> <p>Cowhide ... 1.29</p> <p>Overalls ... 79c</p> <p>HATS Men's Felt Hats, in brown, gray-black; regular 3.50 values ... 1.95</p> <p>Fine straw Alpine and flat crown; 1.50 values ... 95c.</p> <p>STRAW HATS Fancy stiff straw, wide and narrow brims; bands of gray, black. The regular \$4.00 kind. Coarse and fine weave. Our price ... 2.35</p>	<p>Ladies'-Gents' Shoes</p> <p>LADIES' SHOES 500 pairs ladies' oxfords and pumps in black, brown, gray and patent leather; high and low heels. These shoes were made to sell no less than 5.00 a pair. You will be surprised when you see them at such a low price as ... 2.75</p> <p>WHITE SHOES Oxfords and pumps; all sizes and styles; some with fancy buckles; while they last; pair ... 1.00</p> <p>WORK SHOES All kinds and sizes; Goodyear welt soles, sewed and nailed. This shoe will outwear 2 pair of ordinary work shoes. Our price ... 3:25</p> <p>SAMPLE SHOES 500 pairs manufacturers' sample shoes; sizes from 6 to 9; would ordinarily sell from 5.00 to 10.00; all Goodyear welt soles; wide and narrow toes. A real bargain at ... 2.65</p> <p>CHILDREN'S SHOES Dr. Anderson's Shoes approved by the leading physicians as the most correct shoe manufactured for children; comfortable and serviceable; some with corset ribs to support weak ankles; sizes 4 to 8; 2.50 values. Our price ... 1.65</p>	<p>U. S. Army Merchandise</p> <p>SHOES U. S. Regulation Army Shoes on Munson last. These are the real U. S. Government Army Shoe. The best shoe for comfort and service in America. Pair ... 4.75</p> <p>SHIRTS Regulation all-wool army shirts. You can't beat this quality of shirt at any price. Our price ... 3.75</p> <p>SPECIAL Boys' Suits Kool Cloth in gray; waist line models with belts. Regular 8.00 values ... 3.75</p> <p>SPECIAL SHIRTS 1.50 Value98c 2.00 Value ... 1.19 6.00 Silk ... 3.45</p>
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WE SOLICIT AND FILL MAIL ORDERS SAME DAY RECEIVED

Easter Sale

We Guarantee Complete Satisfaction

A Great Display of Spring Suits \$30

Others in light Materials Suitable for Summer Wear at . \$13.50 \$16.50 and \$22.50
Straw Hats Galore All Styles . . \$2 to \$6
Shirts Silk and Cotton . . .98c to \$7.95

Hosiery Neckwear Underwear and Everything A Man Wears

We Will Alter and Deliver for Easter

Bowsky's Store 429-435 St. Charles Street