

Who's Who?

And Why

\$25.00 In Cash Prizes Awarded as Follows:

The following are the prize winners in this contest—Checks will be mailed Saturday.

- 1st Prize of \$10.00, Frank Braai, 319 Newton.
- 2nd Prize of \$5.00, Ethel Posey, 721 Pacific.
- 3rd Prize of \$2.50, Irma Tufts, 449 Belleville.
- 4th Prize of \$1.50, Mrs. R. A. Allen, 614 Belleville.
- 5th Prize of \$1.50, Miss Nirma Keenan, 627 Elmira
- 6th Prize of \$1.50, F. R. Averill, 907 Thayre.
- 7th Prize of \$1.50, Mrs. Aug. Calderaro, Bermuda and Eliza.
- 8th Prize of \$1.50, Mrs. J. Barrois, 320 Seguin St.

1 What is the name and address of the jewelry store that has been the "Store of Confidence" since 1853. The showing of diamonds, watches, jewelry, silver and plated ware is very large and absolutely up to the moment. It is a store that enjoys a very liberal patronage from West Side people. Located on Decatur street, near the U. S. Mint, they are out of the high rent district, and this fact, together with modern and up-to-date merchantizing methods, means that purchases are made with the assurance of a positive saving. The repair department does expert work with a guarantee.

MEYER'S JEWELRY STORE
1233 Decatur St.

2 Who said the only good Indian was a dead one? Right on Canal street there is a store where they have a good Indian on exhibition every day in the week—and he is very much alive. It is an Indian brocade—the pioneer of the whole brood of motorcycles, the fastest in the world and the best of the heap. This is the age of motor vehicles—the motorcycle gets over the ground faster and with less Rock follow fluid than anything else. They sell Indian, Yale and Liberty Bicycles, and carry a big stock of motorcycle and bicycle supplies. Headquarters for repairs. What is the name and address?

G. N. GONZALES
1430 Canal St.

3 Three former Algerines, all of the same name, are in the grocery, vegetable and meat market business at the corner of Iberville and Franklin streets. These popular boys are genuine hustlers and will answer their phone at Main 7654. Who are they?

LALA'S GROCERY
Iberville & Franklin Sts.

4 What is the name of the company in New Orleans that puts the "bear" in Bearings? The parent head of this corporation is located in Chicago, but they have branches in all important centers of the country, and their New Orleans office and salesrooms are located in the 700 block on Girod street. They have in stock, or will procure on short notice new and reground Bearings for any make of motor, truck or tractor, and they have front wheel bearings for Fords and Chevrolests. Customers interests are paramount, and are so treated by this concern, which is one of service, a concern that gives satisfaction.

AHLBERG BEARING CO.
726 Girod St.

5 One of the largest grocery stores on Teche street has a separate department devoted exclusively to Delicatessen. "Good things ready to eat." This department is in charge of a special clerk. You may select here many things for a quick meal—Bacon, Ham, all kinds of cheese, sausage, tongue, pickles, condiments, pork products. You know us.

THEO. J. LALA
800 Teche St.

6 When you have plumbing troubles a ring at this phone will bring instant relief. It is composed of four figures, ending in three. It has been many years since he began treating plumbing troubles in this city and he has yet to find the first case he could not cure. He is a good man to award your contract to on a new building—both heating and plumbing. He has a store full of plumbing, heating and electrical supplies, and he does gas fitting. He gives quick service on all work and at most reasonable prices. Two Algerines are employed by this firm. Located on North Rampart street. What is the name and address?

H. A. CABIRAC, PLUMBER
1300 N. Rampart St.

7 What is the name and address of the Gift Shop on Frenchmen street that is universally known throughout the city as the "House of a Thousand Gifts"? It is a Shop that was established in 1870, ever keeping abreast of the times, and is the one place in the city where for any and all occasions, and buy them for a price that will leave more money in your purse than if you had gone the rounds. Cutlery, Silverware, Ivory, Chinaware, Stationery, Lamps, Aluminum is on display, and this Gift Shop is the most

interesting place in the city to browse around and carefully select the gifts desired.

CHAS. HIRSCH
501 Frenchmen St.

8 The largest wood yard operated in Algiers. Between Teche street and Brooklyn Avenue. Slogan is "Wood by the stack or car load." There is also a grocery store connected with this place of business. Phone Algiers 416. This may give you a line on the firm name.

Est. of D. GAYAUT
1234 Grooklyn

9 A lot of people overshoot the mark when they try to explain the high cost of living. In most instances a good part of the extra cost goes to the landlord for the use of his building. Such, however, is not true of this modern and sanitary grocery of which we speak in this number. It carries a full line of fancy and staple groceries and table delicacies, meats, etc., and their telephone is as central as anyone's, and deliveries are always prompt. Prices—well there is no need to talk of these, for customers know of the savings offered here. An order placed here generally gets everything needed in table supplies. On Belleville street and is called La (—?) Grocery. What's the full name?

LA BONITA GROCERY
501 Belleville St.

10 You don't want wheels within wheels; get a strong bicycle and avoid it. And that reminds us: Who is the oldest and largest bicycle dealer South? He is the man who brought bicycles back. Has been in the business for the past twenty-six years, and has the reputation of serving all customers well, and is known throughout the city as the friend of the boy and girl. He sells the Crown and Tulane Bicycles, has a most modern repair department in charge of expert workmen, and a ring at their telephone will bring their truck. In one location, on Claiborne Avenue for twenty-six years. Give name and address.

GUS BETAT & SON
616 N. Claiborne Ave.

11 A corporation was recently formed by three very popular young men. They all have the same name and are called by their friends as Frank, Douglas and Willie. They are located on Newton street, where they manufacture sheet metal for many different kinds of business. Gutters, ventilators, siphons roofing and sheet metal work for steam ships, etc. They also make any kind of article of sheet metal according to plans and specifications. They are experts in their line. Who are they?

BRAAI SHEET METAL WKS.
319 Newton St.

12 Give us the name and correct address of these "Exclusive Jewelers" whose modern jewelry store is located but a few steps off Canal street, on Baronne. Here one may see the finest and largest display of diamonds, watches, rings, pins and jewelry of every design, all of quality. This is a comparatively new store—in business now about a year, and everything shown is new and positive, by the latest creations of the jeweler's art. When you desire the finest and latest in jewelry, seek out this store. Of course they do repairing, and the manufacturing department will make any article of jewelry to individual order in the most artistic manner.

M. J. ROSENTHAL & CO., EXCLUSIVE JEWELERS
113 Baronne St.

13 To be sure it's warm, but here's the remedy. What is the name of the most delicious and refreshing drink manufactured in New Orleans? Theirs is perhaps the largest plant in the city, and, beyond a doubt, the most sanitary and modern. One sees the big Blue Trucks everywhere, and a dealer is not a real dealer who does not sell this popular drink. "In A Bottle Through A Straw," certainly "There's None So Good." Two words comprise its name, the first containing five letters, the second four, and the first letter of each beginning with the letter "C." Just call the name of the popular favorite and you can't go wrong on this one.

CHERO COLA BOTTLING CO.
514 N. Rampart St.

man and soldier. You know Sir Walter—
What is the name of this store?
SUBURBAN DRUG STORE
600 Elmira Ave.

22 Get next to the Barrain House located on Dauphine street where they sell the Majestic Bicycles, who are the largest manufacturers in the city of cement flower urns, boxes and benches, who sell bird cages and other articles that space does not permit of mentioning. His are the new improved cement flower urns and boxes with the embedded brass strainer over the water outlet, a new invention. It is "The place that treats you right," and "The place that every boy loves." In the bicycle repair department they mend everything but the "break of day" and the "crack of doom." Can't mend a broken heart—but give good advice. If you are looking for a bargain in any line this firm carries, you sure get it here. Has made good in business. Give correct name and address.

WEIDIG BARGAIN HOUSE
601 Dauphine St.

23 Where is the best dump for your old shoes to have them repaired? Here is a shoe store and repair shop that is just a whisper and a few steps off Opelousas avenue, on Teche street, an old store but now under new ownership. It is run by a man who has the skill, the good disposition and the good materials to turn out the very best work. He uses the best leather for the same price. It is a modern shop, provided with electric machinery, prepared to turn out work while you wait. The people who are posted are patrons of this shop. He sells shoes for the entire family—sells the nationally famous Selz shoes.

FRANK CHERRY
712 Teche St.

24 "You get what you ask for." This is the Slogan of one of our leading drug stores—They make it a point to carry out this Slogan to the very letter. The proprietor says "We are going to give our customers what they want and if we haven't got it we will get it." Who is the proprietor of this store located at the junction of several streets.

AUG. CALDERARO
Bermuda & Eliza.

25 A meat market where you may purchase according to the signs in front of his place. Boneless Brains. Boneless Liver. Boneless Kidney. Boneless Tripe. Boneless Heart and all first class meat. This meat market is operated by an Algiers man at the corner of Bienville and Royal streets.

BIENVILLE MEAT MARKET
G. D. GAYAUT, Proprietor
Bienville & Royal.

26 "Not only good shoes for perfect feet, but perfect shoes for all feet," this spells the reason for the success and popularity of the St. Charles street shoe store that sells the Emerson line of shoes, the shoes that give more value per dollar in style, wear and comfort than any other shoe on the market. It is the store that cheerfully and confidently recommends their line because the trade-mark branded on the sole is a pledge of quality that has been maintained for 40 years. Quality, style and price are combined in this nationally famous shoe, popularly priced \$6.00, \$8.00, \$10.00. Sells men's shoes exclusively, and is called the (?) Boot Shop. Give name and location.

EMERSON BOOT SHOP
418 St. Charles St.

27 What is the name of the big Dry goods and Notion Store on Seguin street near the ferry landing. Its the first dry goods store you pass on Delaronde street on your way home from the city. They are just getting ready for a big 14 day bargain sale and their advertisement with prices will be found in this issue of the Herald.

EXCLUSIVE LADIES' SHOP
1522 Dryades St.

18 Which is the only Homestead Association in the State of Louisiana that lends money at less than 7 per cent. No bonus. No premiums.

DIXIE HOMESTEAD ASS'N
Machecca Building.

19 Who is the man who knows how in the cleaning and pressing line on the West Side? He cleans everything—except fish. Uses the most modern processes and guarantees satisfaction. He has been busy at the cleaning game for 16 years. He makes a specialty of ladies work. If he had a step-ladder long enough he could take the spots off the sun and never mar the luster a particle. He will send for the garment any time you say, not forgetting to return them promptly and properly done, and his prices are most reasonable. His shop is located on Teche street, near one of Algiers' largest general stores. What is the name and address?

SAM ALLEN
918 Teche St.

20 What is the name and address of the new Bootery on Carondelet street which sells Men's Shoes exclusively and guarantees 100 per cent leather in every pair. It is the Bootery that says "Wear Good Shoes—But Don't Pay Too Much For Them." It is a new store, modeled upon new lines of merchandising, where the popular styles predominate and popular prices prevail. It is a store that buys for cash and sells for cash—plainly speaking—"High Price Knockers." The proprietor for many years was manager and buyer for the shoe department of one of New Orleans' largest stores. Among men this Bootery is fast gaining in popularity.

ROBERT'S BOOTERY
304 Carondelet St.

21 Two young married men are the proprietors of a first class drug store on a popular paved street. The drug store is not in the suburbs of Algiers. One of the proprietor's name is like that of a great prize fighter, while the other proprietor's first name is like the last name of a famous navigator, writer, states-

man and soldier. You know Sir Walter—
What is the name of this store?
SUBURBAN DRUG STORE
600 Elmira Ave.

22 Get next to the Barrain House located on Dauphine street where they sell the Majestic Bicycles, who are the largest manufacturers in the city of cement flower urns, boxes and benches, who sell bird cages and other articles that space does not permit of mentioning. His are the new improved cement flower urns and boxes with the embedded brass strainer over the water outlet, a new invention. It is "The place that treats you right," and "The place that every boy loves." In the bicycle repair department they mend everything but the "break of day" and the "crack of doom." Can't mend a broken heart—but give good advice. If you are looking for a bargain in any line this firm carries, you sure get it here. Has made good in business. Give correct name and address.

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\$10,000,000 AID FOR VETERANS

Red Cross Provides Friendly Service of Many Kinds to Army of Disabled.

BULK OF WORK BY CHAPTERS

2,397 of These Are Helping Ex-Servicemen Obtain Benefits U. S. Provides.

One field of Red Cross service alone, that of assisting disabled veterans of the World War, entails expenditures \$4,000,000 greater than the aggregate receipts of the Annual Roll Call of 1923. The American Red Cross announces in a statement urging a widespread increase in membership at the Annual Roll Call, November 11 to 24. At the present time National Headquarters and the national chain of Chapters of the Red Cross is spending approximately \$10,000,000 annually for the relief of disabled ex-service men and their families, while the aggregate receipts from last year's Roll Call were approximately \$6,000,000.

It is in the 2,289 of the 3,000 Red Cross Chapters which still are helping solve the veteran's problem of adjusting himself to a normal civilian status that the greater part of the cost of this service is borne. Of the total sum spent for veterans' relief last year, National Headquarters expended a total of more than \$2,600,000, while the remaining disbursement of approximately \$7,000,000 represents the contribution of Chapters in this country-wide effort to assist the Government in providing the aid sorely needed by these men and their families.

An Ever Expanding Problem

That the problem of the disabled service man is ever-expanding and probably will not reach the peak before 1925, is the assertion of well-informed Government officials and that 2,397 Red Cross Chapters regard it as their most important work is evidence that the expansion is in nowise confined to a particular section but is, on the contrary, nation-wide. At the end of the fiscal year, June 30, 1921, there were 26,300 disabled service men in the 1,682 United States Public Health Service, Contract and Government Hospitals and Soldiers Homes, and that number is increasing at a rate of 1