

THE HERALD

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

Address all communications to DR. C. V. KRAFT, No. 500 Verret Street, New Orleans, La. Phone, Algiers 603.

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WHY THEY ARE RICH.

The business man who rolls up bank accounts in bad times as well as in good times is the business man who advertises all the time, but harder and stronger than ever in bad times. That's because he THINKS.

His thinking tells him that when times are good everybody has money and it isn't hard for his ad to reach as many customers as he needs to buy his stock of goods—say 50 out of every hundred people, or 50 per cent.

But when times are bad, perhaps only 50 people out of every hundred spend easily. He knows that where his average advertisement reached 50 spenders out of the hundred in good times, in hard times the same advertisement, with the same reaching power, will still reach 50 per cent of the 50 spenders, or 25. But that's only half of what he is accustomed to and needs; now he must have all or nearly all the 50 spenders in order to equal his good times business. So he girls up his loins, fixes up a bigger ad, a wallpoppingly attractive ad, and if he doesn't reach all the 50 spenders, he comes pretty near to it.

That is the system of the biggest, shrewdest advertisers in America. You didn't see them cutting their ads this year. You just simply saw them making their advertisements bigger, stronger, more intelligently drawing.

That's why they are rich—John Wannamaker, for instance.

And mind this: The figuring and the principle involved takes no account of whether the advertising is done in New York or Smithville. The figuring is done on percentages of people. The principle is the same whether your business has been accustomed to deal with 1,000 people around you or whether you have been accustomed to deal with one million people around you.

If you did a satisfactory business in a community of 1,000 in good times, you can do a reasonably good business in poor times. When few people have money you must get a greater percentage of that few than you got before of the many. You do it by—

Advertising.

HOMEY PHILOSOPHY FOR 1921.

When many of us were young, we were shocked when we heard an occasional bum or rowdy remark that "the world owed him a living". Even as boys we realized that work was a blessing and that the world, plus our own efforts, equaled a living. But today the country is full of aspirators, making their living with their jaws, who are preaching that the world owes every man a living and that all a man has to do is to go and take it from somebody who has plenty. But what will happen when the few who have plenty are drained to the dregs? Cannibalism, we suppose.



Poem by Uncle John

NEW YEAR.

The new-year comes rejoicing—let every heart be glad. . . . With cheery anthems voicing, we greet the new born lad. . . . Let souls that once was sorry take up the lively strain, and every thought we hurry by mirth instead of pain. With many a blessed promise, the risin' sun doth beam; instead of takin' from us, it lends its blissful gleam. . . . I know its horn of plenty holds precious gifts for me. . . . I banish nineteen-twenty-one, with the things of used-to-be. . . .

All hail the Happy New-Year, that dawns around the earth! I'm mighty glad to celebrate its birth. The wintry breeze is stingin' but it can never last—I'll think of what it's bringin' to crown the doubtful past. . . . I love the hour that's due me, because I know it's mine; there's nothin' comin' to me, from the days of old lang sign! Then, here's to New Tomorrow, our cycle's youngest son,—May all replace their sorrow with gladness by the ton!

Your Own.

From Uncle John.



ALGERINES AT LAW.

140,043—Succession of Charles D. Smith, inventory—Rene C. Metoyer.

140,044—Succession of Kink Johnson, inventory—M. S. Mahoney.

140,045—Succession of Sidney L. Teal, inventory—M. S. Mahoney.

Gets Judgment.

In the matter of Christopher Rourpich against the South New Orleans Light and Traction Company for damages resulting from personal injuries received while Rourpich was a passenger on one of the electric cars of the company, Judge Edrington gave judgment Friday for \$300 to plaintiff.

Permits

Eagle Benevolent Association owner and builder, meeting hall, Nunez, Bringier, Magelland and Hermosa streets, \$3000.

Real Estate Transfers.

George P. Platt to Louise Farrar, lot, Belleville, Elmira, Newton and Homer, \$1050 terms—O'Connor.

Benj. Charles, et als to Joseph Robinson, portion, Algiers, Bringier, Hermosa, Magellan and Nunez, \$450 cash—Jackson.

Mrs. Edw. L. King, to Frank C. Hymel, lot, Belleville, AIX, Vallette and Eliza, \$1050—Hennessy.

The Olivier Land & Impt. Co., Ltd., to Sidney A. Sordelet, 2 lots, Numa, DeArmas, Promenade and Lamarque, \$50 cash—Olivier.

Aaron Edgcombe to Henry V. Huff, lot, Pacific, Elmira, Newton and Ulaña, \$300 cash—Suthon.

Richard Johnson to Peoples Home-stead Association, lot, Whitney, Le-Bouef, Ptolmey and Lawrence, \$400 cash.

Purchaser to vendor, same property \$400 terms—Rouen.

THIS IS IT—1922

Calendar for January 1922

Calendar for February 1922

Calendar for March 1922

Calendar for April 1922

Calendar for May 1922

Calendar for June 1922

Calendar for July 1922

Calendar for August 1922

Calendar for September 1922

Calendar for October 1922

Calendar for November 1922

Calendar for December 1922

Are You Going To Make Each Day Count?



GILKY'S DIARY.

Friday—Men and women of all sexes are condemning and commenting on girls witch is rolling there stockings with issent enny boddys bissness so far as I can see. Father ignore I bet I thing viz; that they didn't roll them on the nite of december 24st witch was XMas Eve when Santa Claws called.

Saturday—I over herd pa ast a friend of hissen for alone of 10 \$ this evning & wile he was a studyng wether or not, to pa sed if you lone it to me I will be eternally indebted to you. The man sed to pa Thats just what I am afraid of & walked on off.

Sunday—As pa & ma includeing I went into church this morning we seen a man leave his umbrella in the entry just out side of the dore & pa remarked to ma That man sure has got a lots of faith to do that away.

Monday—Pa walked with m-down town as I was on my way to skool & we cot up with my Teacher & she & he got to talkwing about I & my skool wirk. Pa sed to her. Does he seem to be persueing his Studys as he shud ought to. She was up asent it for a reply but answered & sed. Yes I eess he per-

As the factory wheels begin to turn again, the pessimist is taking up dollar eggs.

A certain class of meat dealer probably doesn't have the heart to go to a dog show.

A parachute jump gives a meat dealer an opportunity to see something come down.

It must be difficult for a barber who is shaving himself to keep from talking to himself.

The best sign that a man is henpecked is when he goes on shopping tours with his wife.

Elevator conductors should be mind readers or else the mirrors should be taken out of the cars.

Smart chickens have proved that every aged gentleman you see is not necessarily a wise old bird.

The trouble about the foreign-born population is that their peculiarities have to be American born.

Uncle Johns Job

IF YOU VALUE YER SKIN DON'T RUN DOWN ANYBODY'S RELIGION.



Tuesday—Ma went to a Tea which was give for the honor of sum lady & pa and me went to the resturant to eat. After we was about Completed the Waitress sed Do you want sum Pie. Pa sed is it Palatable. She sed No it is Blackberry. So we each I tuk a peace.

Wednesday—Ma ast pa if he was a going to by a tirkey for New Year Diner & pa sed the only chance he has got to by I is to pawn the filver. So I xpect we will have a big beef stake & mebbly sum Cranbrys for dinner. Unless mebbly we get invited out to eat. Or have Co. cum in.

Thursday—Got kep in agen because when the teacher ast me if I new a Liquid witch wood not freeze at Zero I replied & answered Hot Water. Pa says I was rite. Tonite we went to see the Cradle of Currage by Wm. Hart in 6 parts.

Yours truly,

GILKY SWIPES.

NOT TRUE TO LIFE.

Mrs. Wickwire—What ridiculous, impossible things these fashion plates are.

Mr. Wickwire—I know they used to be, but most of them are engraved from photographs nowadays.

Mrs. Wickwire—This one can't be. Here are two women going in opposite directions, both with brand new dresses on, and neither looking back at the other.—Stray Stories.

Brief Trip.

"Tell me about your houseboat cruise."

"When we'd gone about ten miles down the river we tied up at the bank and one member of the party located a 'stir'."

"Well, go on."

"That's the end of my travelogue."

With Climax Spoken by Hubby. Mrs. Longwell—Cooking is such dull work.

Mrs. Youngbride—Duh? Why, I find it perfectly exciting. The suspense is continuous from the moment I put things into the oven until they are dished up on the table. How can you say it's dull?

Philosophically Considered. "Don't you resent the manner in which interviews are often garbled?"

"Not seriously," replied Senator Sorghum. "If interviews were not more or less liable to garbling there would often be no way in the world of explaining them satisfactorily to a critical constituency."

The new styles call for tight sleeves, but will still require a loose pocket-book.

Still, a young man seldom makes a hit until he learns to strike out for himself.

It's not yet settled whether Mars talked to Marconi or Marconi talked to the gallery.

CAPTAIN SUBDUES MUTINEERS

Hooch-Crazed Crew of Steamer Chester Kiwanis Finds His Fist Worse Than Hurricane.

Latest reports from the mutiny on the shipping board tramp steamer Chester Kiwanis while she was anchored off Staten Island early the other morning, indicate that it was not for assistance Capt. Job Cunningham called the harbor squad of the police department. The captain and his chief engineer, although they were only two against thirty-four drunken and quarrelsome seamen, finished the job of quelling the mutiny in such a workmanlike manner that they thought it a shame there were no witnesses to the results of their efficiency, the New York World states.

The mixup started when some of the white sailors, having smuggled aboard a quantity of bootleg hooch, renewed a quarrel with the eight negro members of the crew, who appealed to the captain for protection. There had been friction all the way over from Boulogne, from which port the Chester Kiwanis cleared and Capt. Cunningham was pretty well fed up with argument.

Therefore he went to the fo'c'sle, where he found the crew had barricaded itself in. With one blow of his huge fist the captain shattered a panel of the door, driving his forearm clear through. At this point a sailor made a tactical error of biting the captain's wrist. After that the captain laid out every sailor within reach, and he managed to reach about all of them. Chief Engineer Michelson joined the fray and although he got a couple of black eyes, he gave better than he received, and it was not long before all was quiet along the Staten Island shore.

That was the time that the captain and the chief decided it was too bad no one could see their handiwork. Therefore, when one of the crew below started to yell they summoned the police boat, explaining that they "feared a second outbreak."

Current opinion among the crew is that those two officers are not in fear of anything.

POINTERS ON HEALTH

Never sleep in your overshoes.

Never ride a thin horse bareback.

Never walk 15 miles before breakfast.

Never carry a barrel of potatoes on your head.

Never jump out of the window for a short cut.

Never give a tramp your summer's clothes in the winter.

Never jump more than ten feet to catch a boat.

Never sit on a red-hot stove with a sealskin cap or ulster on.

Never kick an infuriated bulldog when you have slippers on.—Sisseton (S. D.) Courier.

CREOLE TOOTHACHE PASTE RELIEVES PAIN

15c ALL DRUGGISTS 15c



Battery Service Station in Algiers is Located at OPELOUSAS AND PACIFIC AVES.

Adjustments made on all U. S. L. Batteries.

Open Every Day, Night and Every Sunday

Phone Alg. 598-W.

WORKING HARD To Serve You Well With Electricity SO Convenient & Cheap NOW! WIRING AND APPLIANCES ON MONTHLY TERMS South New Orleans Light & Traction Co. 222 Elmira Avenue ALGIERS, LA. Phone Algiers 100

THE KITCHEN CABINET PRESERVING HER BEAUTY

Substitute is as necessary to the production of a perfect result as the character of the character.—Lorenz.

VEGETABLES PREPARED THE FRENCH WAY.

The French, being masters in the art of cooking and seasoning, observe a few rules which explain the durability of their dishes.



All vegetables are cleaned and covered with cold water, except shell vegetables as tomatoes, egg plant, corn or peas, which depend much on their flavor for palatability.

Then all vegetables, with few exceptions, are cooked in boiling water, and the water is boiling when the vegetable is dropped in. At the end of the cooking period the vegetable is carefully drained (except in cases where the vegetable is cooked in a very small amount of water and the water is used with seasonings as a sauce to serve with it, for example, green peas, and all steam removed before the seasonings are added.)

Stuffed Cabbage.—Select a small, hard head of cabbage and steam it or tie in a cloth and cook until tender, using salt in the water. When nearly tender enough, drain upside down and put into it between the leaves or in a hollow made in the center the following filling: One cupful of chopped cooked meat, one cupful of soaked bread crumbs, one chopped onion, two tablespoonfuls of chopped parsley, one teaspoonful of thyme and a clove of garlic, finely minced, one-half teaspoonful of salt and a few dashes of pepper. Place in a steamer and cook until thoroughly tender. Serve a thin white sauce in which a half cupful of cheese has been grated.

Tomato Canape.—Cut thick slices of ripe round tomatoes and on each put a spoonful of the following: chopped hard-cooked egg yolk, mixed smooth with one or two anchovies for flavor, adding seasoning, onion juice, and serve with a sprinkling of finely minced chives.

Spinach With Gravy.—Steam or cook the spinach in the water which clings to the leaves. Drain and chop fine. Return the spinach to the heat, add two tablespoonfuls of butter and one teaspoonful of flour. When well mixed add one and one-half cupfuls of any meat gravy or a sauce made from bouillon cubes. Serve hot.

Nellie Maxwell

Historic Warship Doomed.

The old United States warship Granite State, one of the first battleships built by the United States, is about to be dismantled. She left the ways in Maine in 1818, and for years after her completion was used as a training ship at the port of New York, where she is now lying. In her hold are more than one hundred tons of hand-made copper spikes containing a large percentage of pure gold and silver. The machinery company which purchased her has had numerous requests for souvenirs before the boat is destroyed.

A Bacteria Census.

Not long ago there was made known the result of an examination made by one of the government scientists of the colonies of bacteria residing on the surface of unwashed fruit taken from the market. This scientist computed the number of bacteria found on half a pound of each of the fruits named, as follows: Huckleberries, 400,000; damsons, 470,000; yellow plums, 700,000; pears, 800,000; gooseberries, 1,000,000; garden strawberries, 2,000,000; raspberries, 4,000,000; grapes, 8,000,000; currants, 11,000,000; cherries, 12,000,000.

Animal Sagacity.

Instances of "animal sagacity," which have been claimed to show reasoning power, are explained by an expert to be due to extreme sensitiveness to such, to accidental acts, or what is called "associative."

A SALE OF Stunningly Trimmed Hats AT REDUCED PRICES

A large number was purchased for sale—each one of them a beautiful model. Hats for dress wear, for wear and for general wear. There are duplicates among them—and every one ordinarily sell for more.

The finest and smartest of hats used in them, the most fashionable trimmings—and all the colors of the season.

A full line of children's hats. Elzee Hats.

MRS. E. JOHNSON. Phone Algiers 100. 400 Belleville St.

GOOD OLD FASHION FRUIT CAKE 75c

Made from the choicest of nuts, flour, spices, etc., obtainable. You can serve the cake to your guests without fear of being criticized. Made in 3 sizes, 1, 2 and 3 lbs; per pound.

HIELD'S CONFECTIONERY. 141 DELARONDE ST. Phone Alg. 598-W.

LET US GIVE YOU TOOTH COMFORT. Good teeth to life on is the fundamental desire. Beautiful teeth also improve your personal appearance. My ten years experience and modern and efficient methods of equipment assure you a ten-year guarantee. MARTINEZ DENTISTS, Cor. Opelousas and Olivier Sts.

