

THE THREE TOADS

"I do not mind if my throat is larger than my head," said Teddy Toad, "for I can make pleasant sounds which are like singing notes."

"It is so pleasant to be down by the pond and to see the yellow spring cowslips," said Timmle Toad. said Miss Tessie Tond, "will

wear a bright colored frock on the warm summer days when the sun is shining brightly and when I have been very busy. Some creatures wear old dull things when they are busy but when I am busy I like to look bright."

"And you do, you do," said Teddy.
"You do, you do," agreed Timmle. "I do, I do," said Miss Tessie Toad.

"I sometimes become so much in-terested in singing," said Teddy, "that I forget to be on the look-out for

"Yes, I remember my grandfather used to tell us," said Timmie, "of the time he had been singing and had not been paying attention to anything but his own voice when along came a snake and gobbled him down, swallowing him whole. Luckily he hadn't swallowed him down very far, and a kind person came along and took the snake and pressed upon the snake, not with kind words but with hands, and the snake let go of my grandfather. "He came out of the snake's mouth

and hopped off in safety. But he said all people wouldn't have done what this kind person did, and that ever after he was more careful to pay attention to what was going on about him, or what was coming toward him. "It was a narrow escape which my

grandfather had." "And we should all be careful too," said Teddy. "But it is hard to think of anything else but music when we are singing on a lovely spring day.'

"I am much larger than you are," said Miss Tessie Toad to Teddy Toad, "and I am also larger than you are," she said to Timmie Toad. "We lady



teads like to be larger. We also wear gayer colors than you do and we like to look brighter. "You have black throats. We all

wear yellow-brown suits with touches of color but as I've said we wear more colors than you do." "And right that is," said Teddy

Toad, "for a lady toad should dress up more than a gentleman toad. La es are supposed to dress up more than gentlemen, though in the bird world it is usually the other way around I've been told." "Of course," said Timmie Toad,

"you ladles do not sing as we do. We are the singers."

"That is all right," said Miss Tes sle Toad, "for we like to hear the music as we think of the bright colors we are wearing, and as we gaze at our handsome suits and dresses."

don't like to sing if it is cold.' said Teddy Toad, "for we care about the warm weather. We like to sing a song like this:

"Oh, when it's warm we're glad,
But when it's cold we're sad.
And when it's cold we don't care to sing,
Whereas, when it's warm we think it's
the thing
To sing and to sing from morning to
night,
And from picks

And from night to morning is also all right.'

"Baby toads which have grown out of tadpoles and toads several years old like the ponds," said Miss Tessie Toad, "but the others like the grasses and the paths. When we become older e do not wear such smooth suits t wear rougher ones which are itable for us because of our age.

"We all live a long time, a very, very long time and we sleep during the winter. We moult our skins and shed them and swallow them, for we're our own waste paper baskets in that way.

"Altogether it is nice to be a toad and we're very well meaning and pleasant and friendly to people. We will never do them any harm and we will destroy bugs and insects which hurt their gardens. We drink water differently from other creatures. We take it in through our skins instead of swallowing it.

"Yes, altogether, it is very nice to be a toad, very nice!"

Always Got the Neck. All members of small families won der how it would feel to be a cog in the larger family mechanism. Here is how it works for one thing. A friend, with seven sisters and one brother recently told me he was fifteen years old before he knew a chick en had anything but a neck.

Mispelled Words

The word "stylish" in the ad of Mrs. F. Popovich was misspelled in our last issue. Those to receive the Jacobs candles are Miss Mabel Broussard, 129 Slidell avenue; Mrs. E. F. Burmaster, 829 Atlantic avenue, and Miss Hilda Carroll, 727 Patterson street.



SHOPPERS' GUIDE

DDDDDDD AND DDDDDD

DIRECTORY NESS



A Review of Progressive and Representative Mercantile Stores and What They Have to Offer-In Patronizing These Firms You Get Real Value and Correct Service.

27,000 PEOPLE LIVE WEST

ARBIER JEWELRY STORE

308 Royal St.

Select Graduation and June Bride Presents

From Our Large Stock of Jewelry.

Silverware Makes an Appreciable Gift to the

Bride. Our Line is Complete.

Rings, Watches, Lavallieres, Pearl Necklaces, Mesh Bags, Vanity Cases, Brooches,

Bar Pins.

A. BAKER, (Himself) Prop.

French Nougat Rolls, Tutti Frutti Pecan

Sticks, Creole Pecan Pralines, Cocoanut Cream

Made in our sanitary factory by an expert

candy maker. 815 IBERVILLE :-: PHONE MAIN 9148

MERSON SHOE \$7-\$8-\$10

CANDY FACTORY

418 St, Charles St.

OSMOPOLITAN HOMEMADE

Bars, Pecan Brittle, Bonbons, Tuffy.

HONEST ALL

THROUGH

BLOCKS

EMERSON BOOT SHOP

THE HERALD IS THE

BEST ADVERTISING MEDIUM

TO REACH WEST SIDE PEOPLE

OF THE RIVER. DO YOU

WANT THEIR TRADE?



Recoring a Specialty. "We Know What Service Means"

UTO RADIATOR MFG. & REPAIR CO.

Main 5675. 1548 Canal St Come in and we will show you how to overcome your Radiator troubles. We repair, rebuild or manufacture any make Auto Radiator.

Ship or bring your leaky radiators to us. Service and workmanship guaranteed.



ENNETT Camera Supply Co. 212 Baronne Street Opposite Gas Office

Kodaks, Films, Stationery, Magazines, Souvenirs, City View Postals, Picture Frames Made to Order.

Kodak Films Developed and Printed Kodak Finishing Is OUR BUSINESS and Not a Side Line.





ETROIT AUTO PAINT SHOP

TOPS AND TRIMMINGS

that needs a first class paint job. 1818 CARONDELET

We Do Baking and Enameling



ISCHER STUDIO PORTRAITS-COPIES-ENLARGEMENTS

Hours 9 A. M., to 5 P. M. -Commercial Work-ALBERTA AVERILL FISCHER, Photographer

'Nothing is More Cherished in After Years Than a Good Photograph.'



UB AUTO CO., Inc. DARMOND E. WEIL, President.

ALBERT D. GERSHNER, Vice-Pres. & Treas. A. J. LeBOEUF, Secretary. WE NEVER CLOSE

SUPPLIES, TIRES, ACCESSORIES AUTOMOBILE REPAIRING All Work Guaranteed Road Service 1415 Canal Street.

A Charming Display of DRESSES, SKIRTS, SHIRT WAISTS AND

Newest styles, materials and colors.

THE FASHION SHOP

1107 CANAL STREET

Drop us a card. Our manager will call.

833-35 Decatur St.

OYAL PLAITER CO., LTD.

ALL KINDS OF PLAITING

Hemstitching and Picot Edging

Buttons Covered

Mail Orders Promptly Attended to

For all Storage, Moving, Pack-

ing and Shipping of Household

Goods, call

O-K Storage & Transfer Co.

"WE KNOW HOW" Office and Warehouse: 331 Decatur. Phone M. 1521.

Umbrelias for the whole family. Largest assort-ment. Priced right.

RECOVERINGS and REPAIRING

Rainshines in all colors, and latest creations in

IN OUR NEW HOME

KLINGER UMBRELLA MFG., CO. 124 Chartres Street near Canal PHONE MAIN 2569

MBRELLAS

MAIN 3973

House Painting and Paper-Hanging

Rooms Papered from \$5.50 Up

House Painting, Low Prices

Ford cars Painted \$20.00 up

829 CANAL ST.



Brass Beds, Automobile Trimmings and Silverware Refinished Like New

914 Union Street. Main 3192.



PTOMETRIST AND OPTICIAN

Anthony Russo 511-512 Macheca Bldg.

EYES EXAMINED

Hours Daily, 8-5-Sunday, 9 to 12:30

Phone Main 5698



OOFERS, Slate Dealers and Repairers LWAYS ON TOP BRANDIN SLATE CO., INC.
H. F. KOTHMAN
President and Manager • Vice-President

F. J. VILLARS, Sec.-Treas.

MAKE NO MISTAKE
Only One Telephone Only One Address
Main 1767 227 Dauphine Street





5:45 to 7:45 P. M.

We Have Our Own Sankary Pastry



OUNG'S CONFECTIONERY

FANCY CAKES\$1.50 per hundred BEST CAKES\$1.75 per hundred ICE CREAM\$2.00 per gallon

We Cater to Wedding and Birthday Parties VIC SEHRT, Prop.



LBRIGHT Sewing Machine Shop

1032-1034 N. CLAIRORNE AVENUE Phone Hemlock 9383 Near Ursuline The Most Reliable Place to Buy a Machin The Most Rename Lowest Prices to Cash Buyers Easiest Terms to Time Buyen

We Repair all Makes of Sewing Machines Old Machines taken as first payment on s of New Machines.



AGENTS. ETAT'S Tulane and Crown

GUS BETAT & SON

610-616 N. Claiborne Phone Hem. 870



ROYAL CEDAR CHEST WORKS V. ASARO, Prop



RATH'S Celebrated Mustard

Red Hot Pepper Sauce, Vinegar, Red Sn Sauce, Creole Catsup, Worcester or Table Sauce, and Dixie Liquid Bluing,

1410 Kerlerec Street Phone Hemlock 9413 Sold by all Jobbers of New Orleans, and

First-Class Retail Grocers



IMPORTED

Unequalled for COMFORT and relief of SENSITIVE FEET. Economical and Durable. PRICES—For Children, \$1.25 to \$1.50. Ladies, \$1.30 to \$2.00. Men, \$2.00 to \$2.25. FOR SALE AT RENECKY'S SHOE STORE

700 Patterson St., Algiers. Jules L. Brana & Bro., Importers, 611 Bourben S., New Orleans.



RSCH'S GIFT SHOP

'GIFTS FOR ALL OCCASIONS"

501 Frenchmen St. Phone Hem. 775



ILLINERY OF STYLE MRS. R. BURVANT

New Address: 612 Fren Complete showing of Fashionable Mill in the wanted modes of the mement Hats made to order. Very stylish trimmed hats, of shapes and styles, our special price, \$5.00. These are real values.



OPOVICH MILLINERY SHOP 504 Frenchmen St.

unces a complete showing of FASHIONABLE AND STYLISH SPRING AND SUMMER MILLINERY PRICES TO MEET ALL PURSES

For 20 Years Frenchmen Street's Leading Milliner

See Us First



Starting-Lighting-Ignition

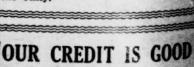
Factory Rep Genuine Parts OFFICIAL SERVICE STATION—We house, Auto-Lite, Dyneto, Bijur, We Connecticut, Eisemann, Simms, K-W. T son, Briggs & Stratton. 1050 Carondelet St.



NITY DENTAL COMPANI

Near Rampart Over Alamo Thesise
Modernly Equipped in all Departments,
With Guarantee Behind All Work

Our Prices are Right-Our Work is Right Prompt Attention and Prompt Delivery-Will Pay You to Have Your Work Dose of the Unity.





LADIES WEAR EXCLUSIVE 1218 Canal St.