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NEW ORLEANS STATES-ITEM

# Labiche Marks 50th Year on Orleans Scene

Labiche's is celebrating its 50th anniversary in conjunction with the 250th anniversary of the City of New Orleans.

The company's year-long celebrations will be highlighted by special event sales and all of the 65,000 registered accounts will receive specially - minted commemorative doubloons.

The five Labiche stores are located at 714 Canal, 301 Baronne, Westside Shopping Center in Gretna, Carrollton Shopping Center and Gentilly Woods Shopping Center. The warehouse is at 600 O'Keefe.

The store has been in the same family since its founding in 1918.

The late Albert V. Labiche Sr., founded the first small outlet at 809 Poydras.

An anniversary insignia which combines the traditional French Quarter carriage lamp and the International Trade Mart will decorate the merchandise boxes.

Family members and officers of the stores are Albert V. Labiche, president; Marcus C. Labiche, executive vice-president; Mrs. Ruth Labiche Legendre, vice-president; Charles F. Labiche Jr., vice-president.



ANNOUNCING PLANS FOR THE 50th anniversary of LaBiche's this year is ALBERT V. LABICHE, left, president. Other officers are, from left, MARCUS C. LABICHE, executive vice-president; MRS. RUTH LABICHE LEGENDRE, and CHARLES F. LABICHE JR., vice-presidents. —States-Item photo.