

New Orleans

by J. J. Ganuchcau

NO other city in America is like New Orleans. With almost mystic reverence, New Orleans has preserved unchanged the ancient charm of its old city—the Vieux Carre with its setting and shadows of the Pirate Lafitte, Andrew Jackson, Lafayette, the Casket Girls, Napoleon, and the heroes of Hearn, Cable, Grace King and O. Henry.

And yet just step across the glittering expanse of Canal Street, America's widest business thoroughfare, and you see skyscrapers of steel and stone standing on piling driven into ground that once gave life to cypress trees. You're in the hum of commerce and the roar of traffic fully fitting the South's Greatest City.

The story of New Orleans is the story of a city with two personalities. Here the visitor finds the scenes of two centuries ago contrasted with the modern skyscrapers and factories of the present day. He finds many vestiges of the city that Bienville built in 1718 lying in the shadows of the modern buildings that the new New Orleans has built. It is just this happy mingling of the old and the new that has won for New Orleans the title "America's Most Interesting City."

The Vieux Carre, which means "Old Square," touches Canal Street through a large part of its commercial section. In it can be found mingled beauty, history and romance—scenes and settings that cannot be found anywhere else in this country. It has the atmosphere of old France and old Spain. When you see the old buildings, the distinctive architecture, the curious courtyards, the narrow streets, the iron lacework, and the iron-trellised balconies, you feel that indeed you are in another world.

The heart of the Vieux Carre is the Place d'Armes, which later became known as Jackson Square. In this old square, in 1769, the flag of Spain displaced that of France; in 1803, the flag of France displaced that of Spain; and in the same years the Stars and Stripes went up to stay.

The hoary buildings that threw their shadows on the old square were associated with the great events in the history of New Orleans. Foremost among them is the Cabildo. The transfer of Louisiana from Spain to France and from France to the United States took place there. It now houses the interesting exhibits and library of the Louisiana State Museum.

Flanked by the Cabildo is the St. Louis Cathedral, which was built in 1794. In the crypt of the old church, still in use, are the tombs of many men of history.

The Pontalba buildings on two sides of Jackson Square once were sumptuous apartments. They were built by the Baroness Pontalba. They impress the visitor because of their spacious verandas and the elegance of the tendril-like iron work display which has frequent repetitions of the interlaced initials of the families of Almonester and Pontalba.

Just off the east corner of Jackson Square is the French Market, which enthralls because of the many nationalities found there, the quaint dress, the varied languages, the stalls with their picturesque array of fruits and vegetables, meats and seafoods, and coffee shops.

There are hundreds of other spots in the "Old Square" that are rich in tradition. There is the Archbishopric, erected in 1727, the oldest building in the Mississippi Valley; the Cafe des Refuges, the former rendezvous of the pirates and the buccaneers; the old Absinthe House, where many of the famous drinks were first made.

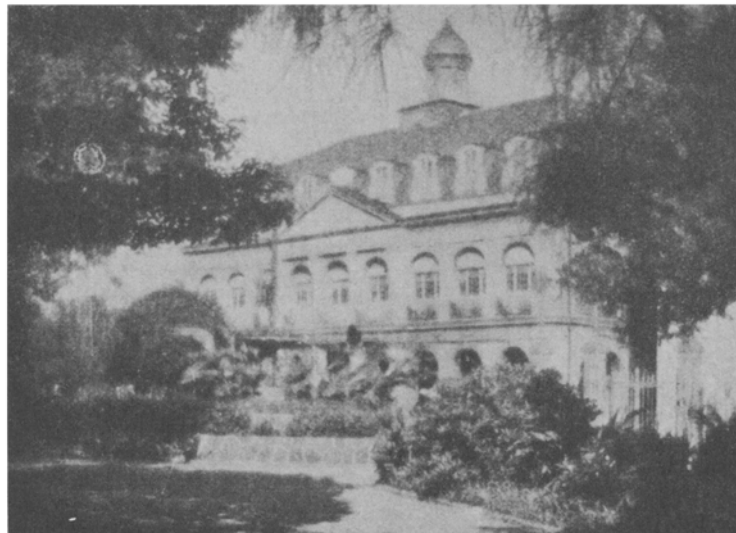
There is also the Napoleon House, said to have been built as a refuge for this great general after his expected escape from St. Helena; the old Orleans Theater, where the masked balls of the quadrooms were danced; and numerous other places that act today as living monuments of New Orleans of the days gone by.

Outside of the Vieux Carre, visitors find peculiar interest in the port, the industries, Lake Pontchartrain, the Sushan Airport, the water purification plant, the Bonnet Carre spillway, the Chalmette battlefield and the Pakenham Oaks, the Mississippi River bridge now under construction, the antebellum homes in the Garden District, the cemeteries, and numerous other places.

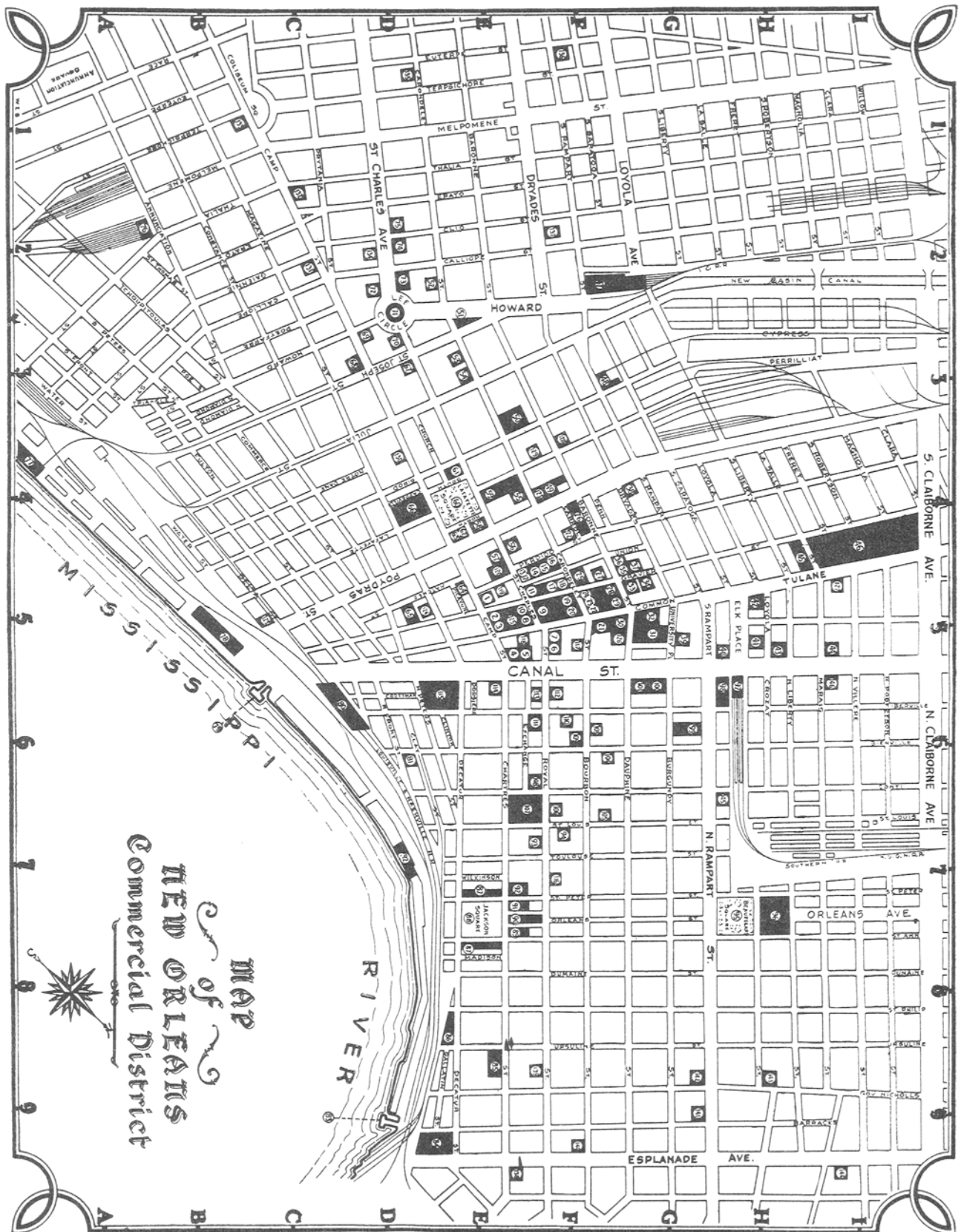
The people of New Orleans love life and show it in their enthusiastic way of living. They are patriotic but not hypocritical. For fifteen long and weary years the city's restaurants served Creole meals without wine, but all along they felt that something was wrong when Rex, Mardi Gras Monarch, had to toast his queen with mineral water.

But old New Orleans is herself again. The glory of the romantic city where delicious foods with an accompaniment of proper drinks has returned.

No wonder, then, that Arthur Brisbane said that there are two most interesting cities in America—New Orleans and your own home town!



The Cabildo



ALPHABETICAL KEY

AUTOMOBILE CLUBS

American Automobile Association..... 51—D-2
 Automobile Club of Louisiana..... 58—E-4
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BANKS

American Bank & Trust Co..... 20—F-5
 Canal Bank & Trust Co..... 29—F-5
 Continental Commercial Bank..... 117—F-5
 Federal Land Bank..... 67—D-3
 Federal Reserve Bank..... 21—F-5
 Hibernia Bank & Trust Co..... 25—F-5
 Interstate Trust & Banking Co..... 4—E-5
 Morris Plan Bank..... 13—E-5
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 New Orleans Insurance Exchange..... 118—E-5
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 Morrison's Cafeteria..... 37—F-5
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 Shreva Trilim Congregation, 822 Lafayette St..... 129—E-4

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