

A. O. C. S. SPRING MEETING

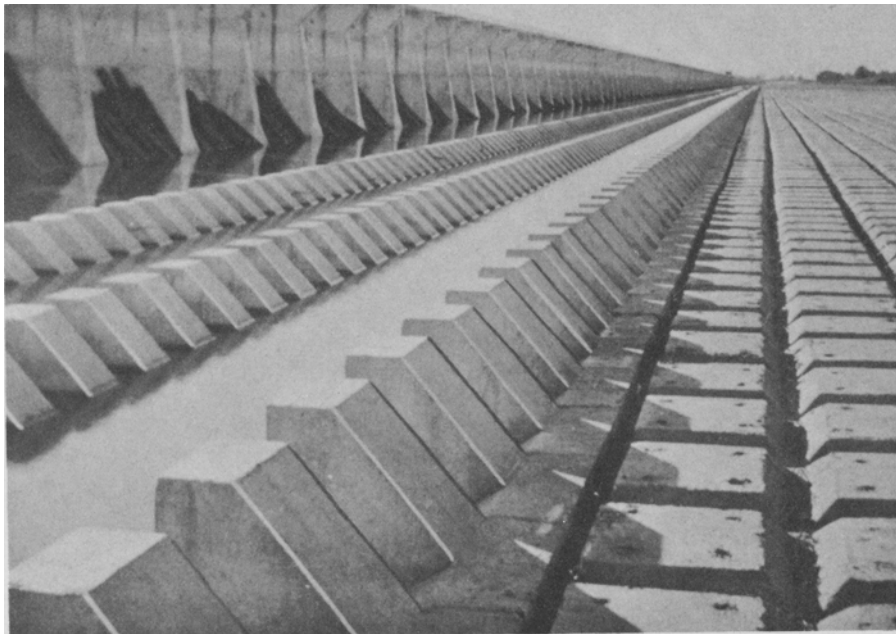


Photo courtesy New Orleans Association of Commerce

At
New Orleans
MAY, 12-13
1938

The Bonnet Carre spillway, located 32 miles above New Orleans, was built by U. S. Army Engineers to take water from the Mississippi River at flood stages and place it in Lake Pontchartrain. The spillway, together with other flood control projects planned, will make river floods at New Orleans impossible, although it is interesting to note that the levees at New Orleans have not been overtopped during the past 100 years. The spillway has a length of 7,700 feet at the river. It is 5.7 miles long and is 12,000 feet wide at the lake. It has a capacity of 250,000 cubic feet of water per second, greater than that of Niagara Falls. The cost of the structure and the bridges over it amounted to \$13,000,000. The spillway proper, shown in this picture, consists of a weir divided into separate needle-controlled openings by piers spaced 22 feet on centers, a rear concrete apron protected by riprap, a concrete fore apron with dentiled baffles and an articulated concrete slab talus six inches thick bearing on layers of riprap and gravel. Rumors circulated early in 1937 that New Orleans was in danger of floods were absolutely groundless, the crest of the river reaching a point some two feet under what it was in previous years.

Spring Convention

PLANS are going forward and arrangements being made for the Spring Convention of the Society at New Orleans. The meeting this year will be held on May 12th and 13th.

Mr. J. J. Ganuchau will again head the local committee on arrangements. His committee will consist of Messrs. L. J. Savannah, A. B. Geiger, A. F. Sanchez, Ed Williams, W. R. Stryker and H. N. Shilstone. Entertainment for ladies will be provided by a committee headed by Mrs. W. R. Stryker.

While it is still too early to regard any plans as final, the committee is considering the possibility of industrial trips, excursions on the river, and, of course, the usual golf tournament. A separate committee is being named to handle the golf tournament, and the usual large

turnout and attractive list of prizes is anticipated.

The most important feature, of course, is the technical program. President M. L. Sheely requests that all those who have papers to present notify him promptly at 1355 West 31st Street, Chicago, or send word to Mr. J. J. Ganuchau, Southern Cotton Oil Co., Gretna, La.

Remember the dates—May 12th and 13th—New Orleans.

New Orleans a City of Charm and Romantic History

Many charming characteristics, possessed by no other American city, are to be found in New Orleans which basks happily and securely in a mild semi-tropical sun behind the impenetrable levees of the mighty

Mississippi River 107 miles from the Gulf of Mexico.

In New Orleans you will be able to envision life as it was lived in the colorful days of two centuries ago . . . you will be in the atmosphere of old France and old Spain. And yet, you will also find modern monuments to progress that will challenge your admiration. By visiting New Orleans, you will get three trips in one: a historic city; a modern city, the great city of the South; and a healthful city, where you can relax or regale. A trip to New Orleans will rival a trip abroad.

From a small struggling French settlement founded by Bienville in 1718, New Orleans has grown to the metropolis of the South with half a million people. But with the same reverence which prompts its people to continue to bury its dead in costly above-ground tombs, New

Orleans has kept alive its old traditions; has preserved its historic treasures; and has perpetuated the distinctive customs of its early life.

The Heart of old New Orleans is the Vieux Carre where will be found mingled with beauty, history and romance. The narrow streets and "banquettes" as sidewalks are still called; the hoary buildings with their myriad shaped roofs and chimneys; the iron trellised balconies; the sweeping fan windows; the conglomerate "Creole" architecture with lovely traces of French and Spanish influences make this section rich in appeal.

The Vieux Carre still echoes the names and the deeds of such immortals is Bienville, the explorer; Almonester, the philanthropist; Lafayette and Jackson, the soldiers; Lafitte, the pirate; Patti, Lind and Bernhardt, the singers; Edeson and Sothern, the actors; Cable and Twain, the writers; Morphy, the chess champion; Clay, the statesman, and others.

The Place d'Armes, now known as Jackson Square, was two centuries ago and is today the hub of the Vieux Carre. The old Spanish Cabildo, where the transfer of Louisiana from Spain to France to the United States took place, is now a museum. The same old St. Louis Cathedral of 1794 is still in use. America's first apartments built by the Baroness Pontalba have been preserved. Scores and scores of other historic treasures remain, such as Madame John's legacy, built about 1727, the oldest building in the Mississippi Valley; the old Ursuline Convent, a memento of 1734; Pirate's Alley; the Napoleon House; French Market; and so many others.

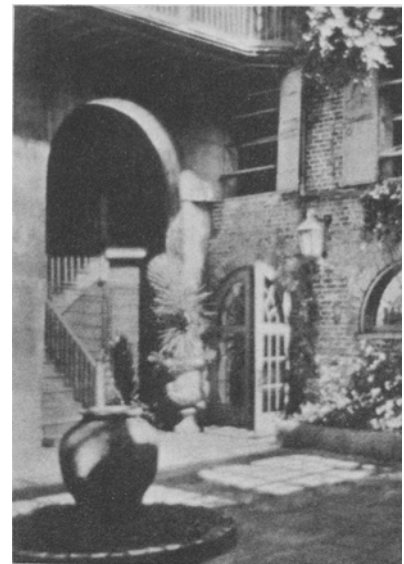
In uptown New Orleans is the

Garden District with its lovely antebellum homes. Along Bayou St. John are plantation homes. Below the city is Chalmette where during the War of 1812 the greatest American battle since Yorktown was fought and won by Andrew Jackson.

Modern New Orleans is equally fascinating with 171-foot wide Canal Street as the dividing line. As an industrial center of the first magnitude, the leading wholesale and retail market of the South, its greatest financial center and port city, New Orleans sets the pace for Southern progress. New Orleans has the South's greatest auditorium, the world's finest airport, the greatest Mississippi River bridge. Although the levees at New Orleans have not been overtopped in over 100 years, the Bonnet Carre Spillway now offers still further security from floods.

Port and harbor improvements at New Orleans are valued today at over \$200,000,000. Noteworthy are the eight miles of wharves; the world's largest shipside cotton warehouse; the country's largest coffee and banana terminals. Three thousand ocean-going vessels clear from New Orleans each year. Barge lines plying up and down the Mississippi river and its tributaries and the Intracoastal Canal use New Orleans as their terminus. Coastwise service is offered to ports on the Gulf, the Atlantic and the Pacific. Railroads operate fanlike from New Orleans and these combined transportation advantages give the city distribution facilities unmatched elsewhere in this country.

But New Orleans has laid even more ambitious plans for the future to be told in such achievements as the construction of a new \$12,-



Photograph courtesy of
New Orleans Association of Commerce

One of the finest structures in the French Quarters is the Maison Seignouret, erected in 1816 by Francois Seignouret. New Orleans may well be called the "Mother of Courtyards." Beloved of the French colonists, the embroidered iron work, fan-shaped windows, massive arched doors, flagstones, water fountains, and huge earthen jars were no less dear to the Spanish colonists. This Courtyard, unquestionably one of the best known in the Vieux Carre, is a popular subject for artists of the camera and brush.

500,000 Charity Hospital; a new \$2,500,000 Federal Building; a new City Hall; and a new residential section and waterfront playground on the man-made land along the shores of beautiful Lake Pontchartrain.

New Orleans abounds with an infinite variety of scenic attractions and opportunities for rest and recreation.

Flowers, trees and shrubs, found only in temperate climes, grow in profusion in this garden spot of the South. Giant old live oaks with long beards of Spanish moss, dozens of varieties of palms, magnolias, oleanders, myrtles, annuals, perennials and wild flowers make New Orleans a bower of floral loveliness.

Shortly after January, when other sections of the country are covered with snow, more than fifty miles of New Orleans streets and boulevards are multi-colored with fresh azalea blooms. In City, Audubon and other parks, along the lake front and in other parts of the city is scenic beauty unmatched elsewhere in this country.



A view of Canal Street, New Orleans.