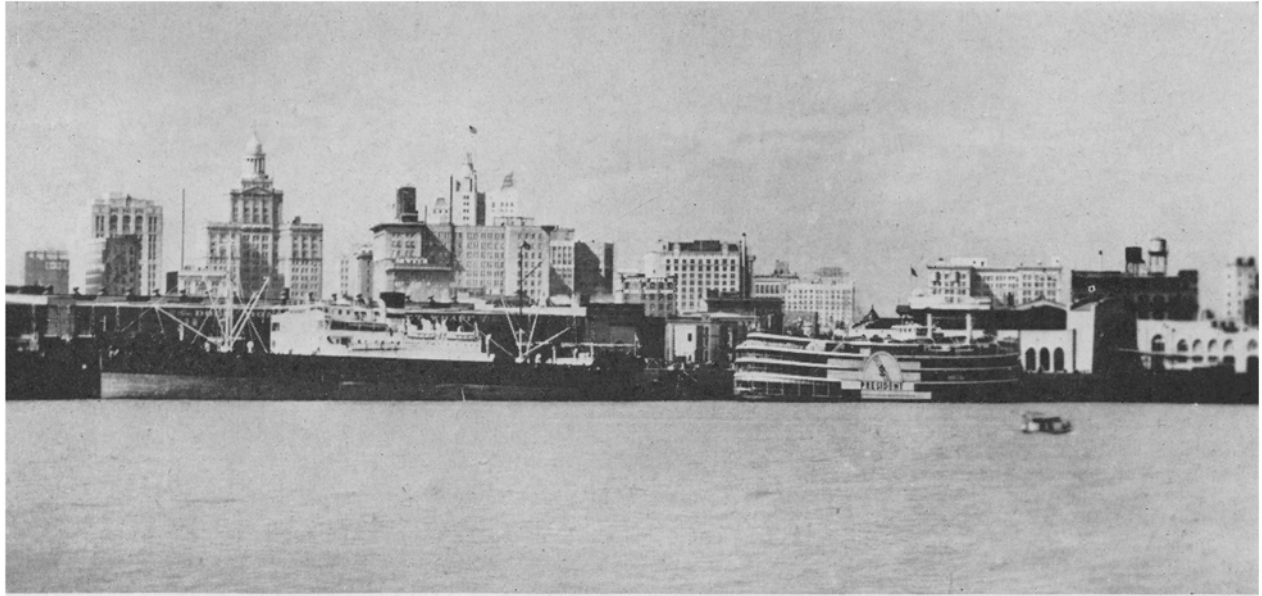


New Orleans, The Great City of the South

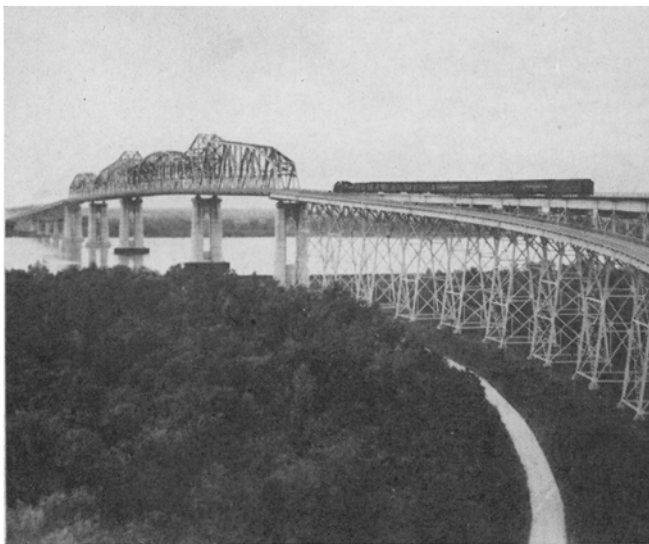


ONE does not have to be in New Orleans for long before realizing that the usual course of growth of the American city, a trend towards a definite standardization that results in a marked similarity among all of them from the smallest to the largest, has not taken place there in the same degree that it has elsewhere. The first impression of the visitor is that in New Orleans he has discovered something unique. It may be that he finds this something difficult to grasp in its entirety for it is not due altogether to the fact that the architecture of several sections of the city is quite unique, or the sharp contrast of these sections with the modern city, or even that the mode of living of the inhabitants, their philosophy of tolerance, a live-and-let-live outlook on life, is different.

Whatever the reason, or reasons, they go back to the very early days of the city, during the French and Spanish regimes, when those races implanted on the young city a personality altogether different than did the Puritans in New England, the Dutch in New York, the Quakers in Pennsylvania or the Hugue-

nots along the south Atlantic coast. Not only did they find and develop a city which from a physical standpoint was to be hardly matched in what is now the United States, but they also gave to it a collective temperament that was very much antithetic to that found in the rest of the country generally. New Orleans has been an American city for over a hundred and thirty-five years, but it was a Latin city for nearly a hundred years before that and it should be remembered that it is still one in a large measure in architecture, in government, in people and in spirit.

New Orleans has experienced a great building activity during the past few years and some of the engineering marvels of the decade have been accomplished in this period. Shushan airport, considered one of the finest in the world, is built on land pumped up from the lake bottom and juts into the blue waters of Lake Pontchartrain like a giant arrowhead. The Mississippi River Bridge, a \$13,500,000 toll-free outlet to the west, was built where it was for long considered impossible for a bridge to stand. Although



Huey P. Long Bridge Across The Mississippi River



Shushan Airport

the turbulent river has not run over the levees at New Orleans for well over a hundred years, an entirely new method of flood control was tested there in February, 1937 when the Bonnet Carre Spillway was thrown open and proved its efficiency by lowering the water level at New Orleans several feet. And along the lakefront a great land development has been going on for several years that is transforming a former marsh into one of the country's finest lake-shore park and residential districts.

There is no need for a dull moment in this city as one will readily find when he comes here. Within the 200 square miles that is New Orleans, from the beautiful lakefront to the great curving river, are innumerable points of interest, modern and ancient, that emphatically explain why New Orleans is so widely known as America's Most Interesting City.

Historic New Orleans

The French Quarter, the most famous single thing about New Orleans from the visitor's point of view, is very much the same now in appearance as it was towards the close of the French and Spanish dominations in the late eighteenth century and is, in fact, a veritable treasury of historic lore — romantic and picturesque. The straight, narrow streets, the quaint architecture, the exquisite wrought-iron railings and graceful fan windows and the charming little patios or courtyards are a never-ending fascination.

The main appeal of the French Quarter, of course, is in its architecture. This is not either wholly French or Spanish, but rather a combination of the two with modifications made necessary by local climatic and topographic conditions. One of its most striking characteristics is the extensive use of iron-work, either wrought or cast, on the balconies, practically the only decorative feature of the severely plain facades of the Vieux Carre homes. Fan windows, spiral staircases and large, high-ceilinged rooms add to the charm of these old houses. But most appealing of all are the cool, flagstoned courtyards which were used in the place of external gardens and which are planted with colorful semi-tropical shrubs and flowers. It is always



Orleans Street, New Orleans

cool and pleasant in these charming little spots which are without counterpart in a city where gardens are noted for their exceptional beauty.

With the coming of the Americans in 1803 the French Quarter began to lose some of its importance although it was to be many decades before it would become in the main a charming memento of the city's past. As was to be expected, the Creoles, a proud clannish race, did not greet the Americans with open arms, nor were the latter, it must be said, over anxious to fraternize with the Creoles, looking upon them as a race much too addicted to pleasure and the good things of life and not seriously enough inclined. As a result, a feud that would have done credit to Kentucky mountaineers reared its head in New Orleans and the Americans, ostracized in the Vieux Carre, decided to move their shops and homes across Canal Street, and founded what was almost an entirely different city.

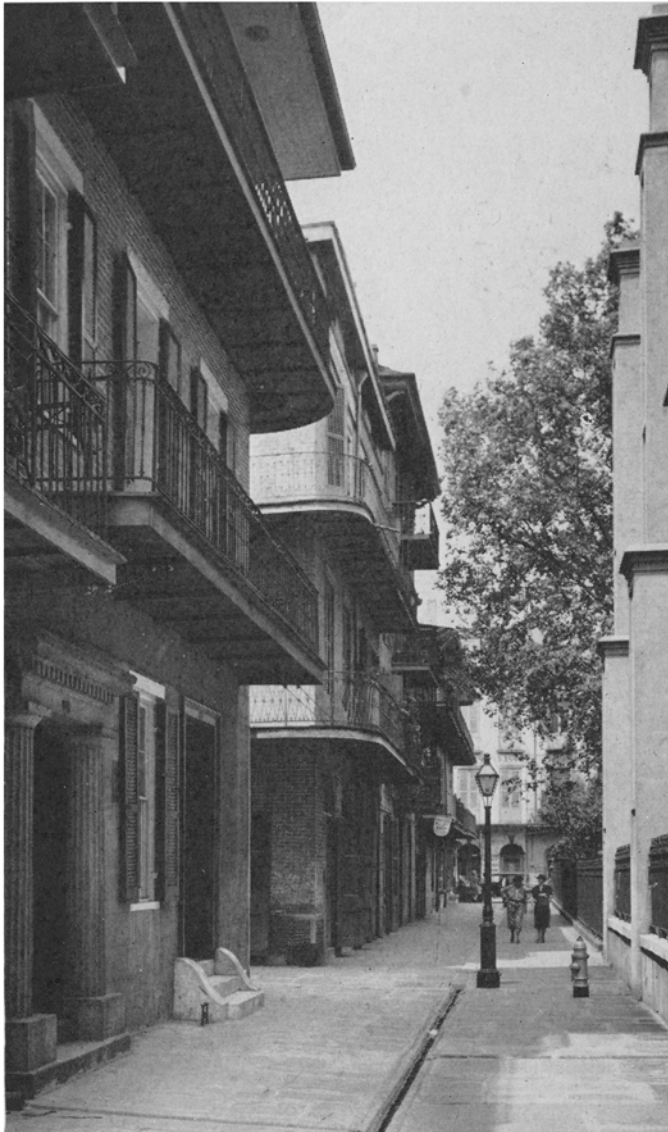
In the course of its long life New Orleans has had an unusually colorful history. Romance and adventure has stalked every page of its history and have left their imprints on the modern city. It is in being able to recall these signs of the past in the landmarks of the present that one finds so much to fascinate him in New Orleans. For while New Orleans has grown it has also preserved, comparatively little which has occurred here in the years of its history not having been in some way carried on to the present day. No other city, it can safely be said, has as many evidences of its past still in existence as has New Orleans to intrigue all who come into contact with them.



St. Peter Street in New Orleans — French Quarter

The Courtyards of New Orleans

One could stroll along the quaint, narrow streets of the French Quarter in New Orleans and never realize that hidden behind the plain facades of the picturesque old buildings, as if behind masks, are the most charming spots in the city — the courtyards. These delightful places, an heritage of the French and Spanish regimes as distinctly New Orleans as iron lace-work or the Mardi Gras, are nothing more or



Pirates Alley in New Orleans' French Quarter

less than backyards brought to their highest development.

These exquisite "backyards," whose charm has been intensified with the passage of the years, were made part of every residence, no matter how grand or humble. At first simply walled-in courts at the rear of the homes, in time variations crept in, such as fountains, archways and verandas, until they became the perfected affairs that are seen throughout the Quarter today.

The Port of New Orleans



New Orleans Lakefront Highway

In good years it is not unusual for New Orleans today to handle as much as 17,000,000 tons of water-borne commerce with a value of nearly a billion dollars. The river and harbor improvements are valued in the neighborhood of \$200,000,000 of which \$55,000,000 applies to the forty-five public docks and wharves and their equipment. Nearly 4000 steamboats and barges, mostly the latter, work between New Orleans and other cities in the Mississippi Valley. Well over 3000 ocean-going vessels clear the port for all parts of the world every year, in value of foreign commerce New Orleans today being second only to New York.

Although the port of New Orleans has a water-frontage of 133.5 miles, of which fifty are along both banks of the river and eleven along those of the Industrial Canal, a link between the river and Lake Pontchartrain, approximately ten of these are extensively developed. The longitudinal wharf system, in which the docks and wharves run along the tops of the levees, makes possible the docking of ships without the aid of tugboats and extends on the New Orleans side of the river for 8 miles.



Anseman Drive in City Park, New Orleans