

NEW ORLEANS

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City of Old Romance and New Opportunity

Southern railway company



SOUTHERN RAILWAY SYSTEM

Introduction



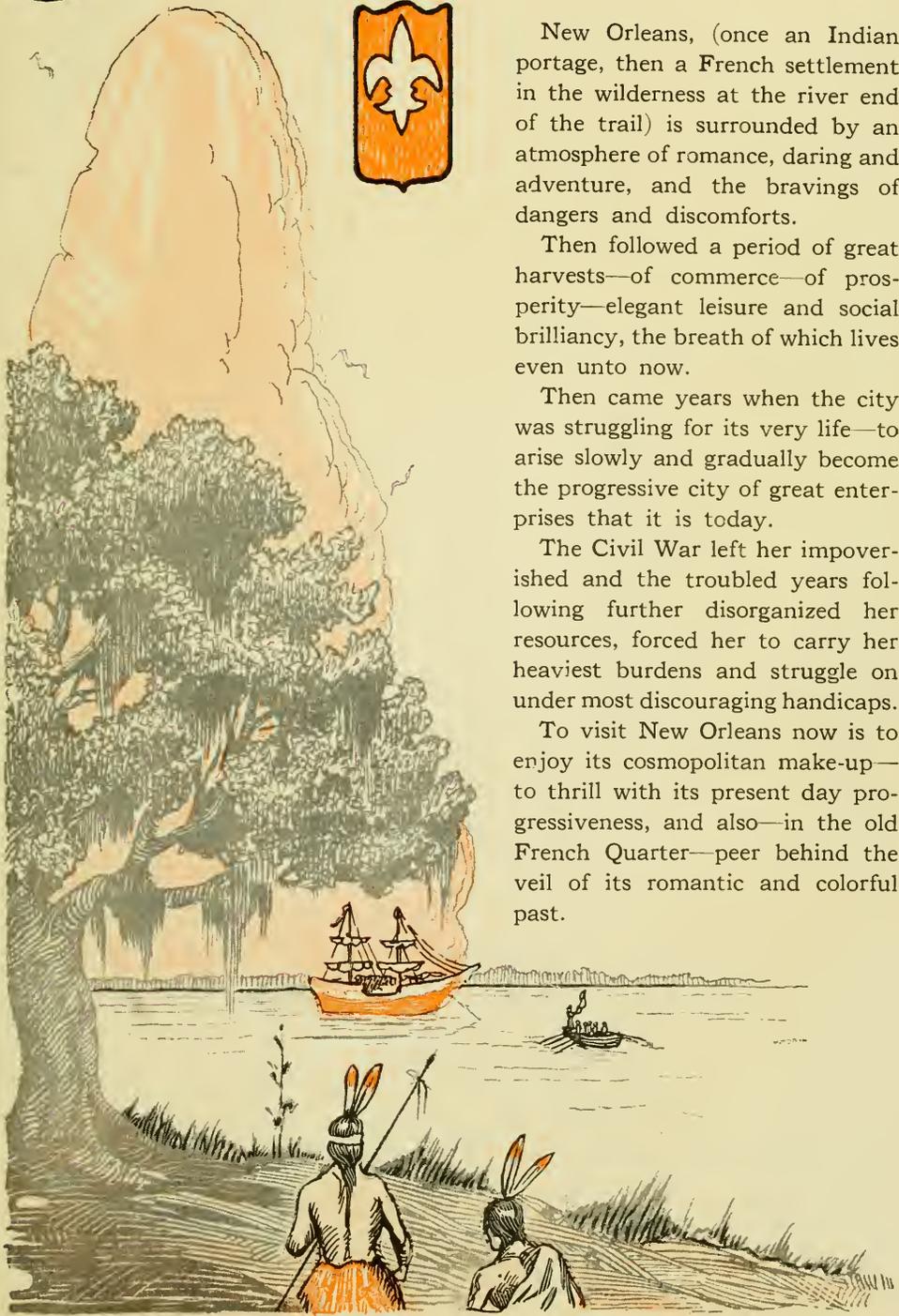
New Orleans, (once an Indian portage, then a French settlement in the wilderness at the river end of the trail) is surrounded by an atmosphere of romance, daring and adventure, and the bravings of dangers and discomforts.

Then followed a period of great harvests—of commerce—of prosperity—elegant leisure and social brilliancy, the breath of which lives even unto now.

Then came years when the city was struggling for its very life—to arise slowly and gradually become the progressive city of great enterprises that it is today.

The Civil War left her impoverished and the troubled years following further disorganized her resources, forced her to carry her heaviest burdens and struggle on under most discouraging handicaps.

To visit New Orleans now is to enjoy its cosmopolitan make-up—to thrill with its present day progressiveness, and also—in the old French Quarter—peer behind the veil of its romantic and colorful past.



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New Orleans



17. 30. 1917
TINY narrow streets overhung with iron-trellised balconies—a patch of sun on a white wall and stone steps a hundred years old—a palm-studded courtyard through an old doorway—the glint of an upturned banana blossom through the rain—

Second hand stores with old furniture piled out over the sidewalk and with dingy windows filled with pewter pots and soft-toned lustre-ware—crumbling and yellowed old Spanish and French houses jammed to their massive doors with the ghosts of talk and deeds of Bienville, the Marquis de Lafayette, and of all the revelry of Creole society—

Morning sun slanting across the angles of a hundred little roofs and through the half-open shutters of the long floor windows of the houses—the jutting arm of an old Spanish street lamp across the archway of a monastery—the shadow of magnolia leaves in the late afternoon across an ancient cannon in a grey cobblestoned alleyway—

Would you like it? Yes—?

Then come, and wander down through the old town, the Vieux Carre of New Orleans. They are all there, these details, with thousands of others that connect more than 200 years of history intimately with that of four great nations, and that make it a distinctive spot far different from all the stereotyped models of American cities of which it is a world apart.

The Vieux Carre centers about the peaceful old St. Louis Cathedral on the Place d'Arms, now Jackson Square, its tiny streets seething with activity of truck market traffic, choked with carts and garlic-necklaced vegetable venders, its high balconies festive with colored washings and with laughing dark-eyed children.

Now the sidewalks are thronged by aproned and foreign-tongued housewives, going to the big French market that for over a century has served New Orleans, returning with their laden baskets.

JACKSON SQUARE; LEFT TO RIGHT, PONTALBA BUILDINGS, CABILDO, ST. LOUIS CATHEDRAL, PRESBYTERE



New Orleans



COURTYARD IN THE REAR OF THE PAUL MORPHY HOUSE, NOW THE PATIO ROYAL

NCE 1849, in the time of the Baroness Anna Pontalba and the quarter of the century following, when the society of New Orleans centered around the Place d'Arms, and when the old French Opera House gathered the elite of the South at the feet of European prima donnas, little by little, as the old buildings have grown mellowed and shabby, the Vieux Carre has slipped into physical decline as far as modern New Orleans is concerned, but its charm remains, reminiscent and indefinitely wrapped up in the heart-roots of its people.

Today it is the playground of the society folk of the city and of the poetry loving, and in the last few years it has sheltered an art colony of writers and painters, whose rather picturesque living in the old buildings, adds a touch of modern color to the greys and subtleties of the old quarter.

Come, first of all to the Place d'Arms, the beautiful little park now bearing the military statue of General Andrew Jackson from which it gets its modern name.

There, if you know history, you may imagine you hear the faint booming of long-silenced cannon, the clank of swords of drilling troops. Across the well kept grass and smooth curved walks there will come the flash of sabres in the

sun and a glimpse of the colors of Spanish and French officials in full regalia—as they interchange places in authority over the city.

Colorful pirates in daring escapades—beautiful womanhood duelled for by young and full-blooded gallantry—the wildness of the voodoo spell cast from the mulatto high-priestess of the Congo—the hysterical and flaming fire of the quadroom balls—are all details in the brilliant history that is wound inextricably with the building of the square and with every part of the Vieux Carre.

The Place d'Arms was laid out in 1720 by Captain Bienville, and was at first only a bare open space enclosed by cypress palings where the tarred bodies of pirates were left suspended from rude gallows. In the history of New Orleans it was the center, being the scene of dozens of dramatic events, the landing of the Cassette girls in 1727, the gathering of troops to repel the expected attack of Natchez Indians in 1728, the reception of the Acadians driven from Nova Scotia by the British in 1755, the arrival of the galleons that brought Captain-General O'Reilly and marked the transfer of the colony from France to Spain in 1769, and the return of General Jackson from the Battle of New Orleans when he gave thanks in St. Louis Cathedral that shadows its ground.

St. Louis Cathedral site was selected by Bienville in 1718 and when the little church was destroyed by fire in 1788 it was not replaced until the present structure was erected in 1795 by Don Almonaster y Roxas who is buried in a crypt under the altar.

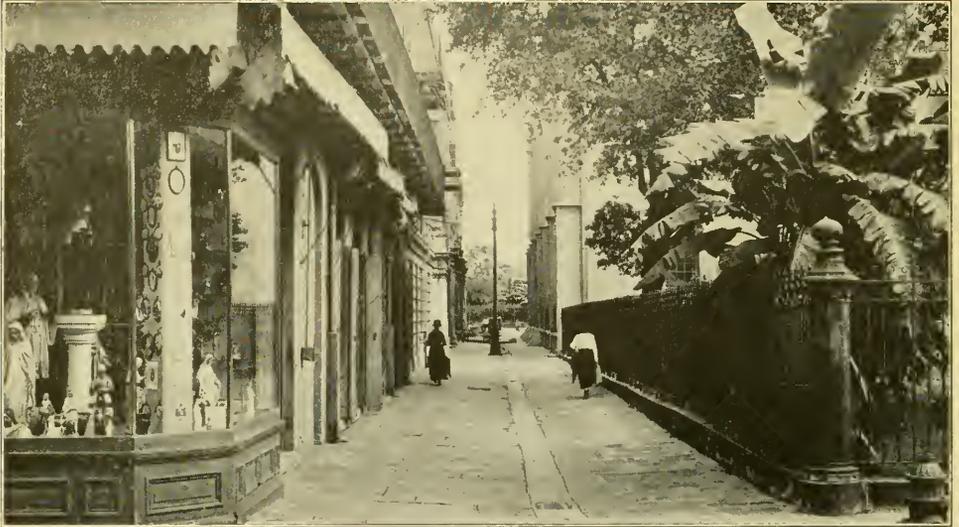
Separated from the Cathedral by Orleans alley was erected the Spanish court house, the Cabildo, in which



THE HAUNTED HOUSE



New Orleans



CLOISTER ALLEY

took place the transfer of the state of Louisiana from Spain to France and from France to the United States, and in which Lafayette, the guest of the city in 1825, was quartered.

On the other side of the Cathedral is another building similar to the Cabildo, the Presbytere, house of the Capuchin Priests, where later were housed the civil courts of the city.

And for another trip, begin at Canal, and elbow through the opening of Royal Street, the Rue Royal. Above the now blaringly crowded sidewalks, aged buildings, old jutting balconies, given over to garish fruit stands or restaurants, are the old homes wherein plots that swung the fate of New Orleans were hatched.

Upon the site of the Hotel Astor, on the first block, formerly stood the brick home of Dr. Antommarchi, Napoleon's physician, who practiced for a number of years in New Orleans after the Battle of Waterloo, and adjoining, at 127 Royal, is the spot where the insurgents of the Radical State Legislature were expelled by the governor's police.

Yellowing in the mellowed light that slips down through the lacy-shade of magnolia branches, is the old Merchants Exchange, once used as a court in the days when William Whitaker, filibuster, was tried and acquitted of violating the neutrality laws.

In the block, at 417, where now the bright awnings of a patio tea shop jut out across the sidewalk, is the famous old Spanish bank company, later the home of Paul Morphy, famed all over the world as a master chess player.

On the corner of St. Louis and Royal was the St. Louis Hotel, afterward the Hotel Royal, erected in the early thirties, in which Henry Clay was entertained in 1843 at the famed gold-plate supper reputed to have cost about \$20,000.

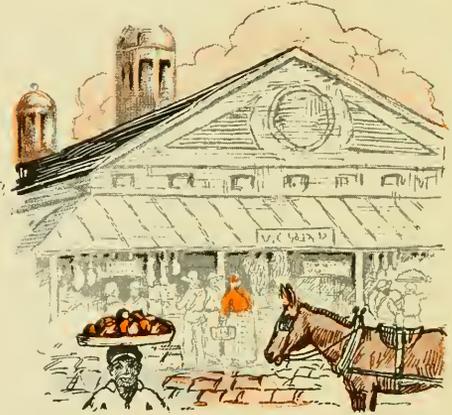
Sieur George's house, made famous by Cable's stories, stands at the corner of St. Peter and Royal, and at Orleans Street, where now the Sisters of Charity carry on their devoted work, is the old Orleans theatre, where Lola Montez and other notables appeared, and which was later made famous by the wild and flaming quadron balls.

French emigres and later fugitives from the insurrection in San Domingo, gathered at the Cafe des Exiles at St. Ann and Royal, now a second hand store, and at the corner of Dumaine and Royal there is the former residence of Mme. Poree, where the fashionable Creole ladies gathered in 1815 to wave farewell to General Jackson's troops as they marched out to fight the battle of New Orleans.

At Hospital and Royal Streets is the Haunted House, its name taken



AN OLD COURTYARD IN THE FRENCH QUARTER



VIEW OF THE MORPHY HOUSE, IN THE EARLY DAYS ONE OF LOUISIANA'S FIRST BANK BUILDINGS



New Orleans



from the tales of ghosts of tortured negroes, who, on windy nights, rattle their chains as they did a century ago, while its mistress, Mme. Lalaurie, noted for her splendid fete for the Marquis de Lafayette, reveled in their agonies in demoniacal midnight orgies.

These only touch the memories of old New Orleans. Every house of the quarter is associated with many events of a past more colorful than America can boast in any other section, every courtyard brings visions of stirring events of its early history.

The Vieux Carre of New Orleans is to all who love art and history and charm a lure that brings you back again and again, with always the feeling that there are thousands of secrets in every grey stone wall or trellised balcony, hundreds of tales untold.

Bienville, history tells us, came through Lake Borgne into Lake Pontchartrain, then turning up through Bayou St. John, landed on Esplanade Avenue, marching later to what is now Jackson Square.

Twenty-five years after Bienville had explored the lower Mississippi, he returned in 1718 to declare, in the name of the Duke of Orleans, regent of France, that spot, now the centre of the Place d'Arms, as the future post, Nouvelle Orleans.

On the back of the cover of this book the painting by McCaleb shows his welcome by the Tchoupitoulas Indians.

ST. ROCH'S CHAPEL AND CEMETERY





THE HOUSE INTENDED FOR NAPOLEON
AFTER HIS PROPOSED ESCAPE FROM ELBA



LEFT: ABSINTHE HOUSE RIGHT: BEAUREGARD HOME BELOW CABILDO AND ST. LOUIS CATHEDRAL



New Orleans

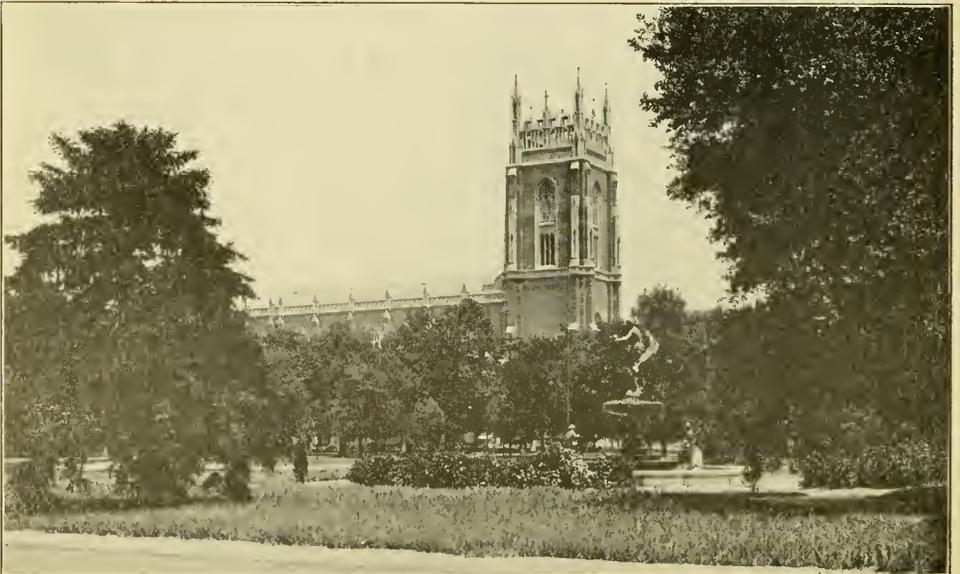


ABOVE: A SCENE ON ST. CHARLES AVENUE BELOW: A FOUNTAIN IN AUDUBON PARK



ARCHITECTURAL contrast is one of the most striking features of the New Orleans landscape. In the old quarter, there are the fortress-like structures of the French and Spanish times, with the red-tiled roofs, and the enclosed courtyards. In the more modern section, building runs the gamut from the colonial type to the last word in bungalow-construction.

This introduces a variety in the appearance of the city that in other places, if found at all, is confined to the very wealthy sections, where builders spend



large sums of money in order to achieve originality.

St. Charles Avenue is one of the famous thoroughfares of the country.

The homes on this avenue and on other streets and parkways of the well-to-do, are as handsome structures as will be found anywhere.

Flowers are their particular glory. For New Orleans is a city of gardens; in the rich soil of this semi-tropical climate, they grow all the year in profusion, they all but smother the houses. Roses are especially beautiful in winter.

Purple wistaria, pink crepe myrtle, oleanders, and flaming bogainvillea, besides hundreds of other varieties of the temperate zones as well as the tropics, spray their perfumed beauties to the world.

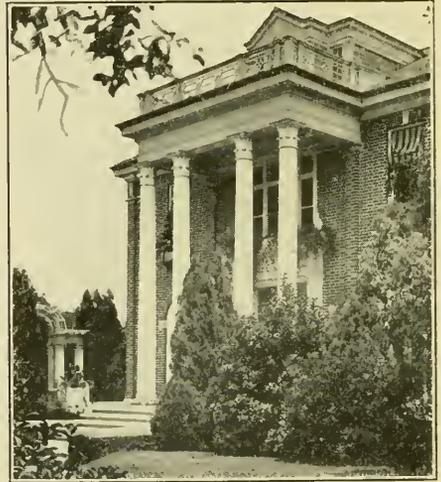
Palm-lined streets remind one of the avenues of some South American capital; and banana trees are a common sight.

These gardens are not confined to the wealthier sections. They are found as well around the more modest homes.

It is these flowers, filling the great open spaces between the houses, that give the city its hospitable appearance, and appearances are justified—by the people themselves.



ENTRANCE OF AN OLD NEW ORLEANS HOME



ABOVE, RIGHT AND BELOW: VIEWS OF NEW HOMES ON ST. CHARLES AVENUE



New Orleans



THE LAGOON IN CITY PARK

MOST of the streets of New Orleans are wide—and there are 520 miles of them; the houses are built upon ample grounds; there are many open squares and quite a few playgrounds.

At one end of the city, is Audubon Park, with miles of live oaks, palm drives, spreading palms, and canoe streams. At the other end, is City Park, 216 acres, breathing beauty and romance in every leaf and flower. It was here that the high spirited bloods of a former generation settled, under the duelling oaks, just a pistol shot apart, the differences of political opinion or the rivalry for some fair hand.

ENTRANCE TO CITY PARK DRIVE



The beauty of the foliage and flowers the year around, the lawns and gardens, the handsome homes, the charm of the people, the yachting on Lake Pontchartrain with its 800 square miles of surface; the races and Mardi Gras; the hunting, bathing, fishing, tennis and golf, all the year, add never ending delights to the city.

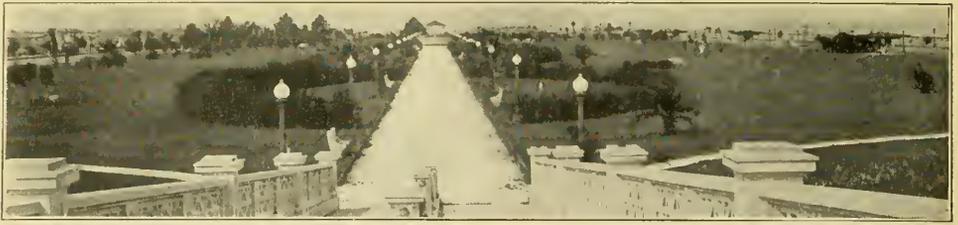
Side by side with the palm, flourishes the pine tree. This typifies the climate of the city. It is neither too hot, nor is it too cold. The temperature averages 54 in January and 82 in July. During the last half century, the thermometer has dropped below 32 an average of five times a year; and it has gone above 100 degrees only seven days during the entire period.

In health, the city ranks among the most favorable of the United States. The death rate for whites is only 13.7 per 1,000 inhabitants.



ABOVE: FAMOUS DUELLING OAKS IN CITY PARK
BELOW: AN OAK DRIVE IN AUDUBON PARK



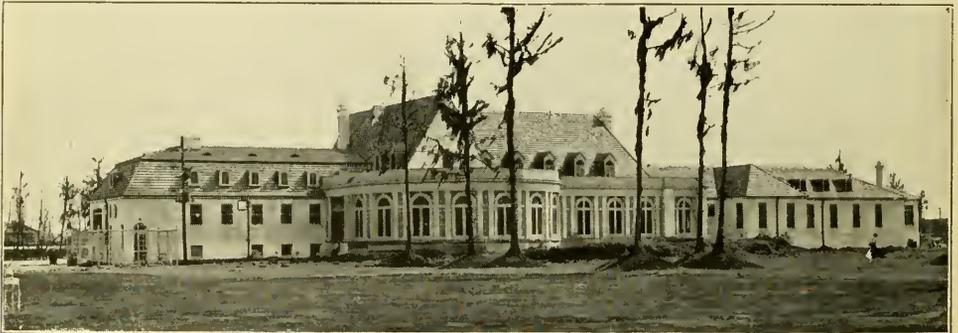


ABOVE: A VIEW OF WEST END PARK ON LAKE PONTCHARTRAIN
BELOW: ST. CHARLES AVENUE ENTRANCE OF AUDUBON PARK



ABOVE: A GOLF SCENE IN AUDUBON PARK

BELOW: THE NEW WEST END COUNTRY CLUB



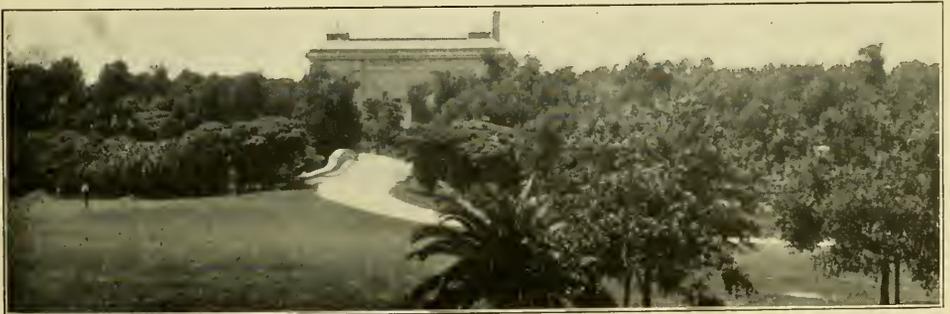


ONE OF THE BIG OAKS HUNG WITH MOSS IN CITY PARK



ABOVE: THE NEW ORLEANS COUNTRY CLUB

BELOW: VIEW OF DELGADO MUSEUM IN CITY PARK



New Orleans



THE REX PARADE, MARDI GRAS, CANAL STREET

THE Mardi Gras Carnival is the celebration that New Orleans originated in 1827 and is known the world over as the skyrocket-burst of glory of the year's social activities; a celebration that brings multiplied thousands to the Crescent City every winter.

It begins with the ball of the Twelfth Night Revellers, 12 nights after Christmas; this is followed by many others; and the celebration ends with a series of day and night processions, and a frenzy of masquerade balls, with promiscuous masking on Mardi Gras Day—which is the Tuesday before Ash Wednesday—to cap the climax.

Rex—king of the carnival—the outstanding Orleanian of the year—is received at the river gate of New Orleans with the shrieking of whistles, the booming of cannon, and the shouting of devoted subjects, who are massed so thickly in the streets that one could walk for blocks upon their heads.

The masking of Mardi Gras day brings out all the splendor that the vivid imaginations of this cosmopolitan city are able to conjure up, and well-filled purses execute. Even those who have seen the Mardi Gras since their boyhood get new thrills. For visitors, it is an experience full of delights and novelty.

Racing is another of the great attractions that New Orleans offers. The races begin each winter on Thanksgiving Day and last up to Lent and sometimes into Lent. Two tracks, with several thousand horses from the best stables in the country provide amusement for those who like the "Sport of Kings."

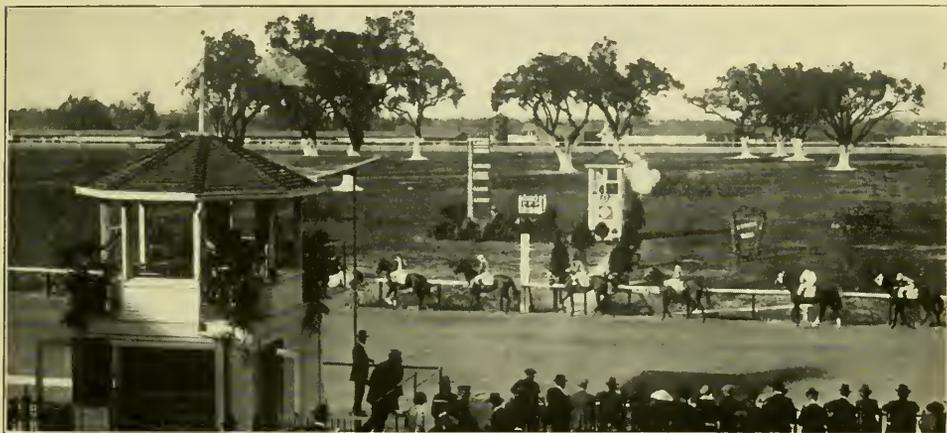
Many social activities center about the country clubs; the Southern Yacht Club; the famous Pickwick, Boston and Round Table Clubs, and the other clubs, which always extend courtesies to visitors with proper introductions.

In the French Quarter, surrounding Jackson Square, where was effected the formal transfer of the Louisiana territory to the United States—the greatest real estate transaction in history—is the artists' colony. Sculptors, painters, musicians, poets and writers—some of the nation's most brilliant figures come here to catch and immortalize the glories of the city, and enjoy the gaiety of Southern hospitality.

Among other attractions, are museums of art, history and Louisiana resources. There are 13 libraries, three colleges, a religious seminary, and 200 public and private schools.



ABOVE: REX RECEIVING THE KEYS TO THE CITY FROM THE MAYOR AT THE CITY HALL



ABOVE: GOING TO THE POST AT ONE OF NEW ORLEANS' FAMOUS RACE TRACKS
BELOW: A FINISH OF AN EXCITING RACE AT THE FAIR GROUNDS



New Orleans



A VIEW OF THE SOUTHERN YACHT CLUB ON LAKE PONTCHARTRAIN

FIFTEEN minutes' auto ride from the heart of the city, is West End, and a little beyond, Spanish Fort, both on Lake Pontchartrain. At West End is the Southern Yacht Club, one of the oldest organizations of the kind in the United States. It is the center of one of the largest motor boat activities in the country.

Water sports last throughout the year, though the regatta season is in the summer time. Lake Pontchartrain is land-locked, and therefore gives protection to the small pleasure craft.

The drive to West End is one of the famous thoroughfares. It was on this, formerly a shell road, that the men of fashion in the old steamboat days used to try out their blooded horses.

Spanish Fort is the amusement park of the city. The ruins of the old fort, which the Spaniards built to protect the approach to New Orleans by Bayou St.

A YACHT RACE ON LAKE PONTCHARTRAIN



John, are still preserved. Nearby, are the remains of the Holland submarine, built during the Civil War, and one of the pioneers of under-water craft.

One of the city's most famous restaurants is at Spanish Fort.

Another pleasant drive is to Little Woods, further down the coast of Pontchartrain. This is 20 miles from the city. It is a picnic, fishing and bathing center in summer.

Still further down the lakeshore, is Shell Beach, another fishing and hunting center.

There are many beautiful drives near New Orleans through the cypress swamps and the laughing cane fields.

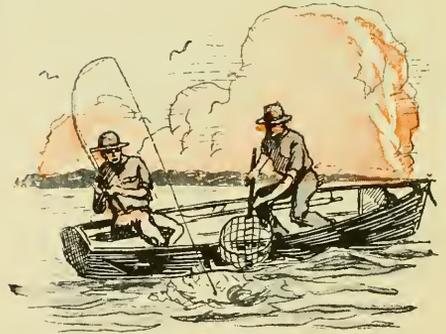
One of the prettiest is through the Evangeline country of the Teche.

Or, if one prefers a water trip, there are commodious steamboats plying the lower Mississippi.

On these trips you will see the banks of the Mississippi fringed with orange groves; and the bayou country, where great oak trees stretch their branches shaggy with moss, across the pellucid streams; and where the people still retain the characteristics that make Louisiana different.



A QUICK TURN IN A BIG RACE



DUCK HUNTING NEAR NEW ORLEANS



New Orleans



AIRPLANE VIEW OF NEW ORLEANS BUSINESS DISTRICT, SHOWING FINANCIAL CENTER

NEW ORLEANS is 110 miles from the Gulf of Mexico, has a land area of 196 square miles. Its population is 400,000, of which 125,000 is negro. The population of the industrial zone of New Orleans is 525,000.

Eleven railroad lines, 90 odd steamship lines, the government barge line and various steamboat lines make this city the great distributing point of the South, and America's Second Port.

More than \$40,000,000 has been spent on developing the public wharves on the river front, and the Industrial Canal. Railroad and private wharves, elevators and warehouses bring the total improved frontage to nearly nine miles,

SKYLINE FROM THE MISSISSIPPI. THE RIVER HERE IS OVER 125 FEET DEEP AND ABOUT 3000 FEET WIDE



with berthing space for 90 vessels 500 feet long. The Public Belt Railroad provides cheap and efficient interchange of freight. The Chalmette Terminals are the extensive docks and warehouses of the Southern Railway System.

Among the larger port facilities are: grain elevators with a total storage capacity of 7,572,000 bushels; public cotton warehouses, with storage space for 320,000 bales; Army Supply Base, consisting of three warehouse units, covering 48 acres, part of which is leased to general commerce; eight dry docks, with lifting capacity up to 10,000 tons; coal tipple, with 1,000 tons per hour loading capacity; besides banana, sugar, and coffee unloading facilities.

About 1,200 factories, employing nearly 35,000 men, turn out a manufactured wealth totalling \$300,000,000 a year.

New Orleans is the largest market in the United States for cotton, bananas, rice and burlap, and one of the largest for sugar, naval stores and coffee. It is also a large fur market.

The banks have 50-odd offices and branches, with resources of \$246,000,000 and deposits of \$165,000,000.



A MODERN BANK BUILDING



AIRPLANE VIEW, SHOWING ALGIERS, A SUBURB ACROSS THE RIVER





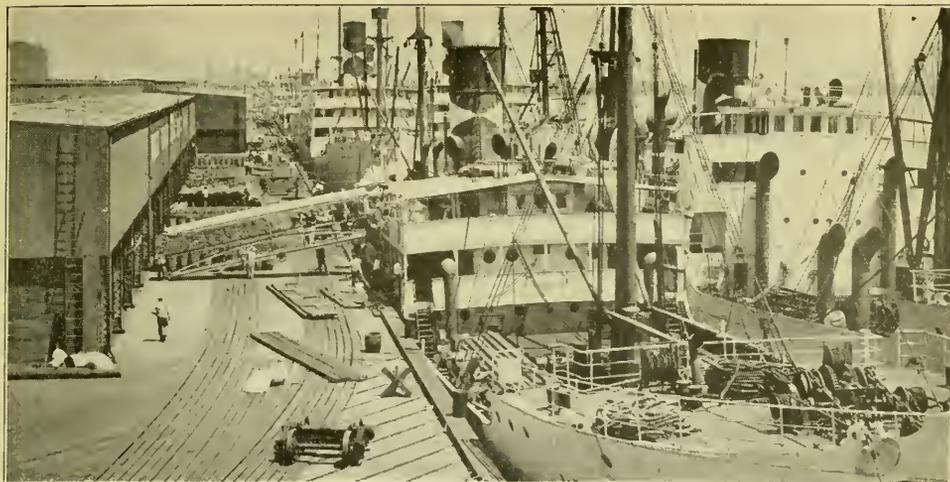
ABOVE: A GIGANTIC FLOATING DRYDOCK

BELOW: THE COMMODITY WAREHOUSES



BELOW: A VIEW OF THE BUSINESS DISTRICT SHOWING THE FAMOUS CRESCENT IN THE RIVER





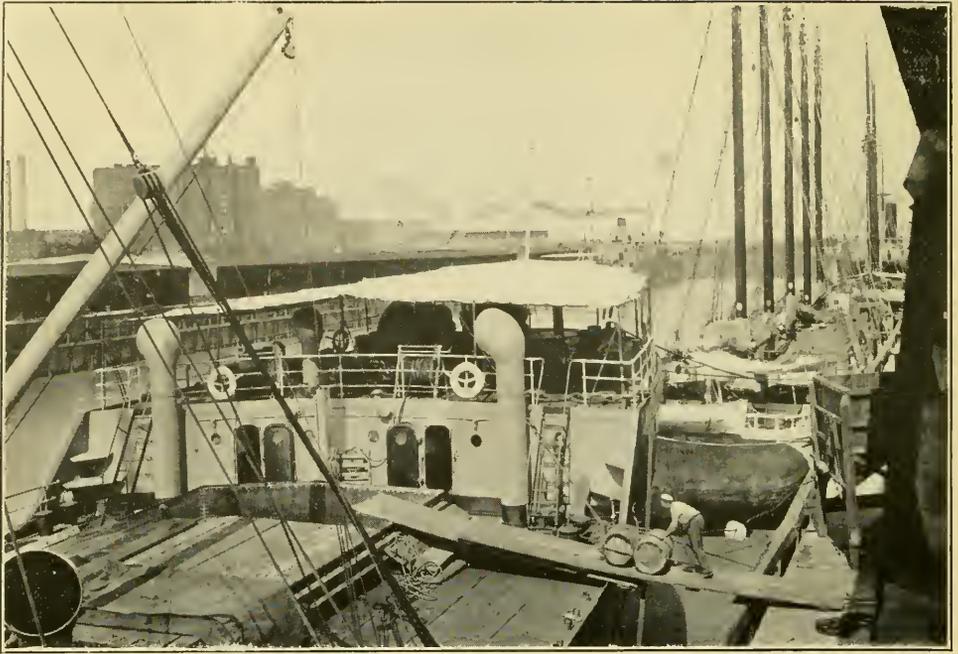
ABOVE: A BUSY SCENE ON THE HARBOR FRONT



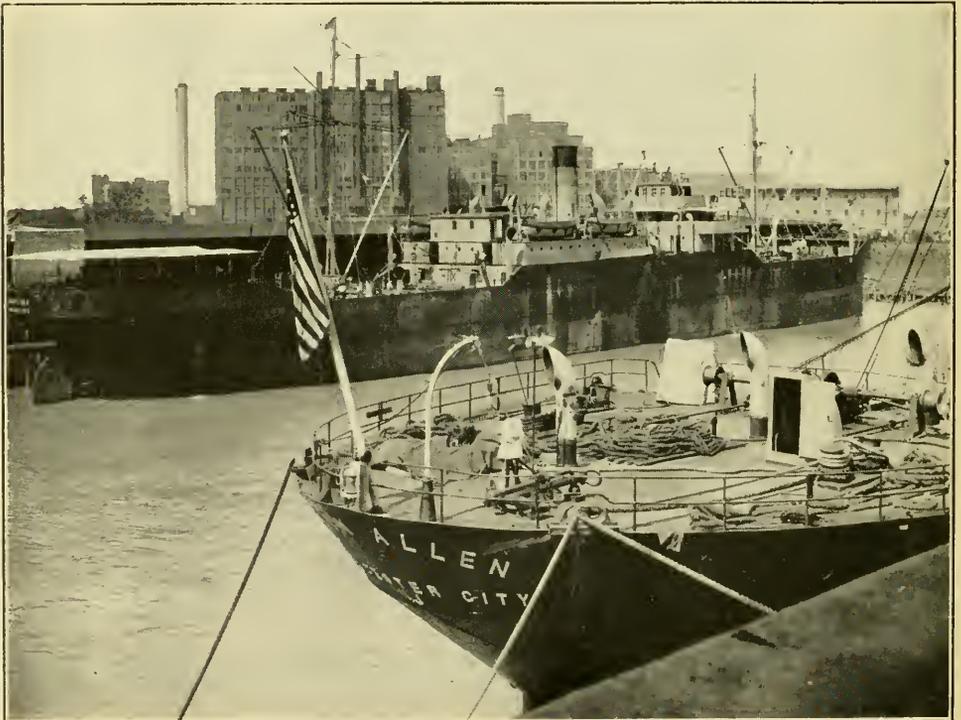
ABOVE: UNLOADING A LARGE SHIPMENT OF HIDES FROM SOUTH AMERICA

BELOW: UNLOADING COTTON FROM ONE OF THE RIVER STEAMERS



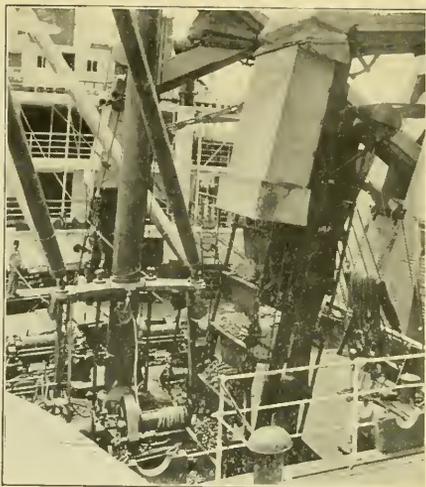


SCENES AT THE SOUTHERN RAILWAY'S CHALMETTE TERMINALS
SUGAR REFINERY IN BACKGROUND

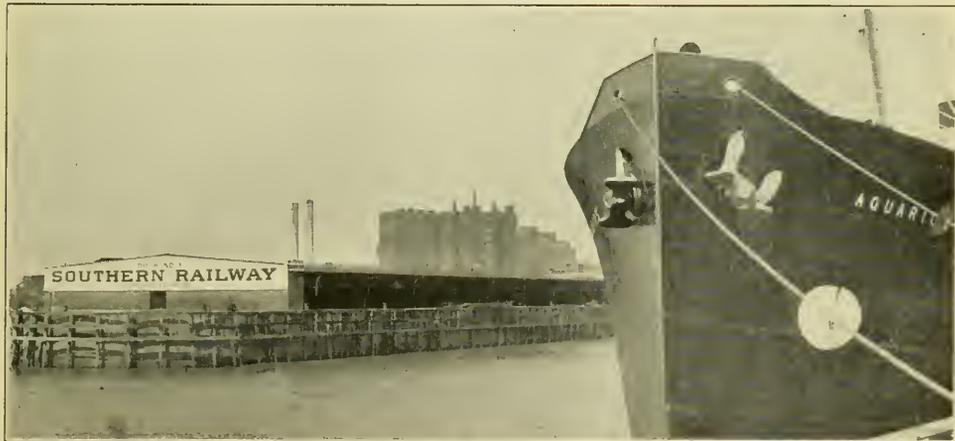


The Chalmette Terminals of the Southern Railway System, at New Orleans are the only steamship docks on the Mississippi River of the "slip" type. The slip is 1,800 feet long, 300 feet wide and 30 feet in depth. It is capable of handling six large vessels comfortably at one time. Two reinforced concrete docks line the sides of this slip. Dock No. 1 is a single-story structure, 1,300 feet long and 120 feet wide. It has an area of 156,000 square feet. Dock No. 2 is a two-story structure, 1,680 feet in length with a ground floor width of 130 feet and a second story width of 119 feet. Its area is 418,320 square feet. Tracks also serve the second floor of this shed.

The facilities of the Southern Railway System furnish berthing space of 624,320 feet, on which general cargo can be handled direct from ships to cars and vice versa. Space is also available for storage and handling of both export and import freights.

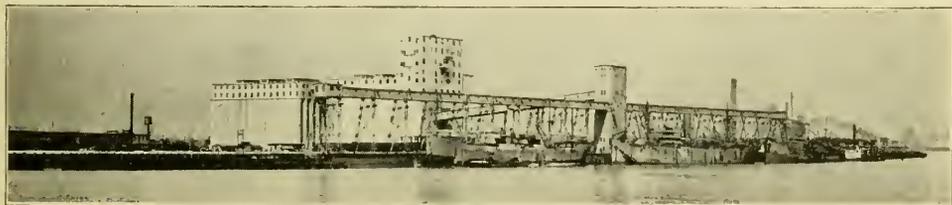


ABOVE: A BANANA CONVEYOR

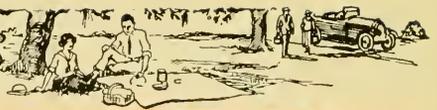


ABOVE: THE SOUTHERN RAILWAY'S CHALMETTE SLIP

BELOW: PUBLIC GRAIN ELEVATOR



New Orleans



A VIEW OF THE FAMOUS PAKENHAM OAKS NEAR CHALMETTE



AMONG the environs of New Orleans, there are none richer in historical romance than the field of Chalmette, on which the Battle of New Orleans was fought. It is a place frequented by visitors and residents, and the monument here is a reminder of one of the great days of our national life.

The story of the redoubtable Andy Jackson and the few cotton bales that have been magnified into an apocryphal line of breastworks; and of the charge in which the stout old Dominique You threw himself at the head of Lafitte's company of pirates and repelled the attack of Pakenham, is one of the epics of American history.

It was a battle that was unnecessary in the sense that it was fought after peace had been signed; but had Jackson lost the day, perhaps the peace would have been undone. The victory was of tremendous importance.

Near the field of Chalmette, there is a huddle of brick erroneously called

A TURN NEAR PAKENHAM OAKS

OLD RUINS IN THE FOREGROUND

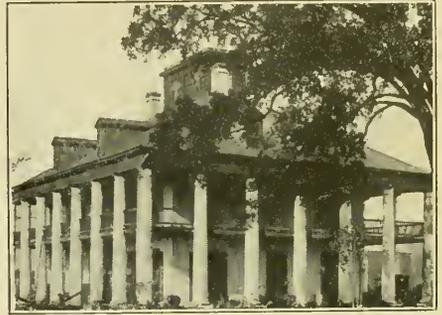


the "Pakenham ruins." As a matter of fact, the British General had his headquarters at the old Villere place.

The ruins in question are the remnants of a house that was built after the battle. The building, occupying the same site, at the time of the battle, was occupied by Denis de Laronde, father-in-law of Major Gabriel Villere, who escaped from the British, carrying to General Jackson the news of the contemplated attack.

It was in the gardens of this, the "palace" as it was called, of the Versailles plantation, that the night battle of December 23, 1814 was fought.

After he was mortally wounded, on January 8, 1815, Pakenham was taken to the pecan grove behind this house. There, surrounded by members of his staff, he died.

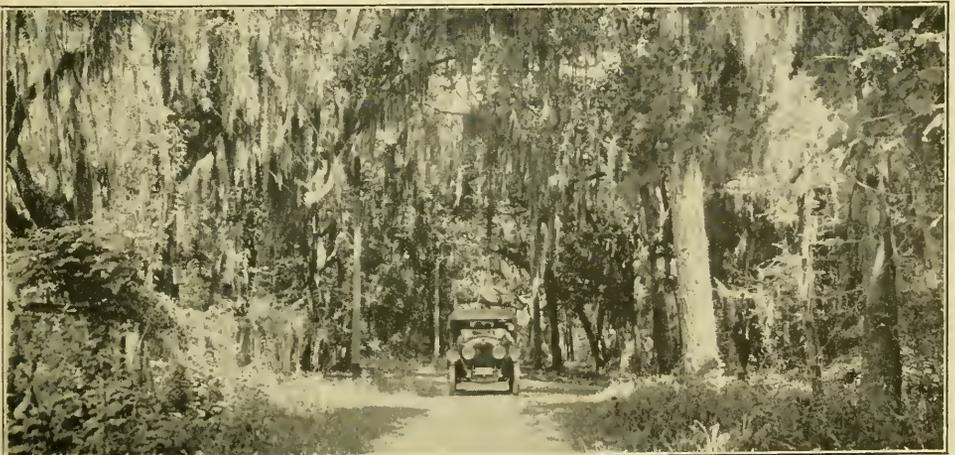


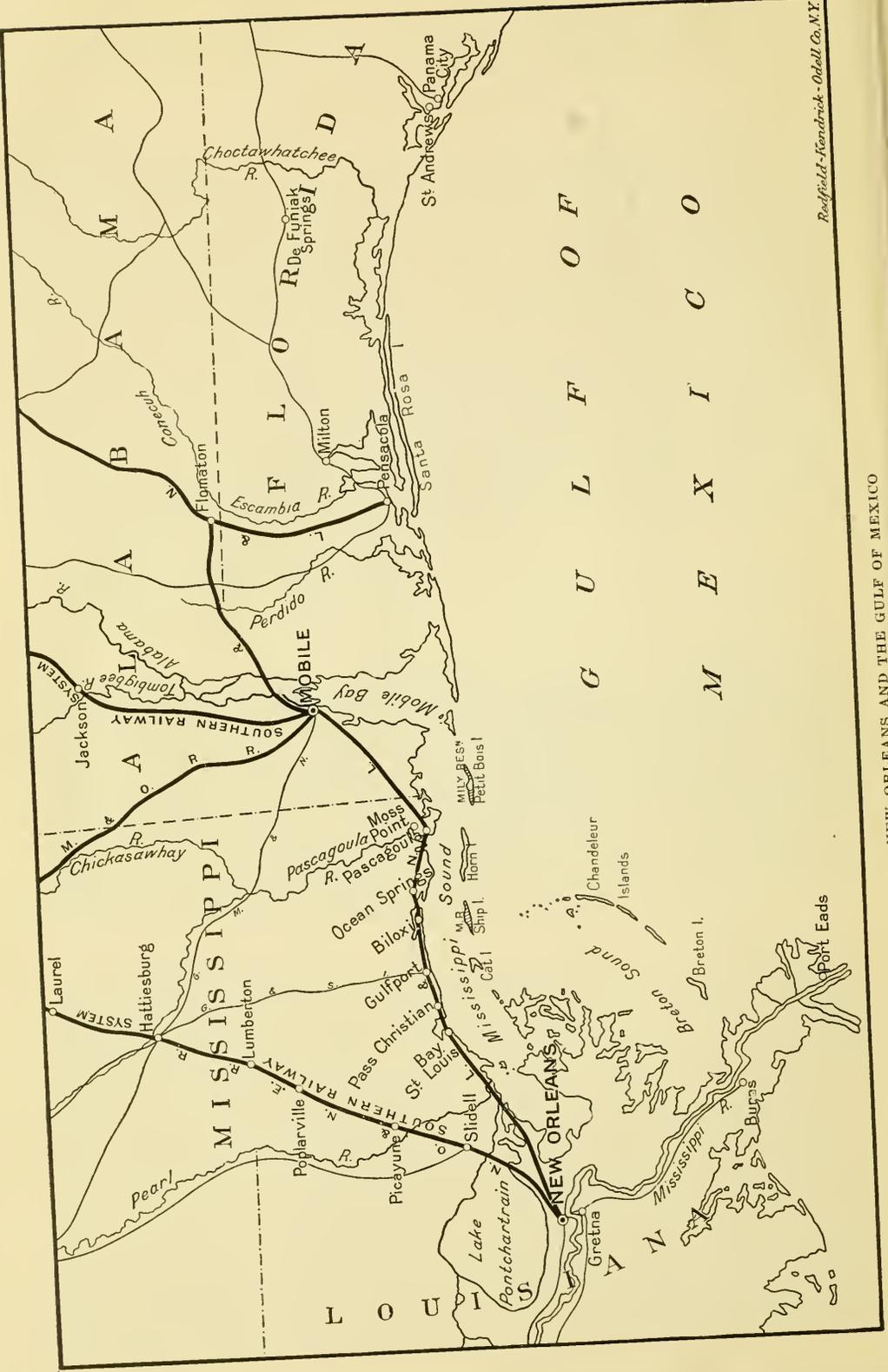
ABOVE: A VIEW OF LEE CIRCLE
BELOW: AN OLD PLANTATION HOME

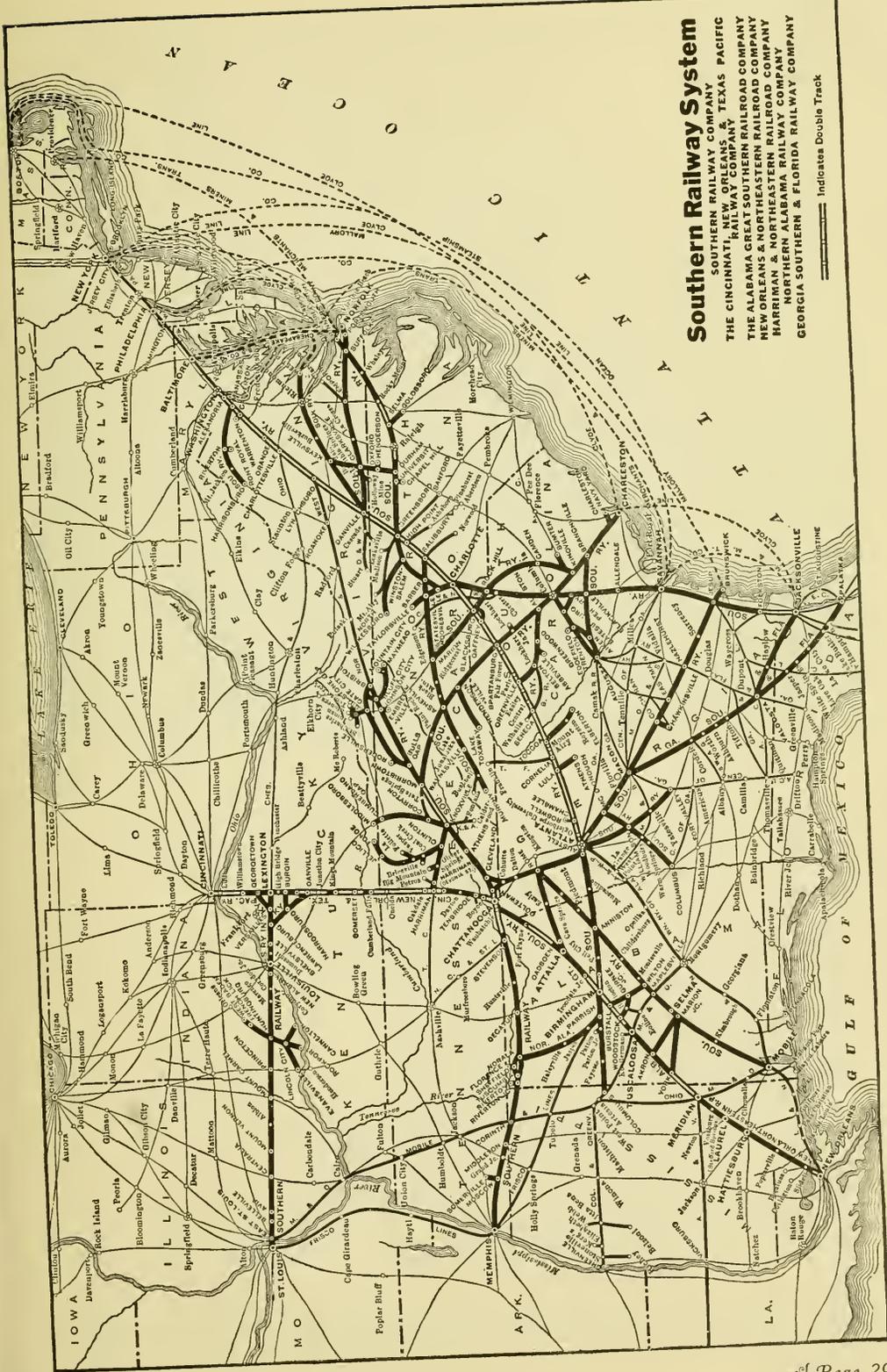


ABOVE: A SUGAR PLANTATION

BELOW: A ROAD ON THE GULF COAST

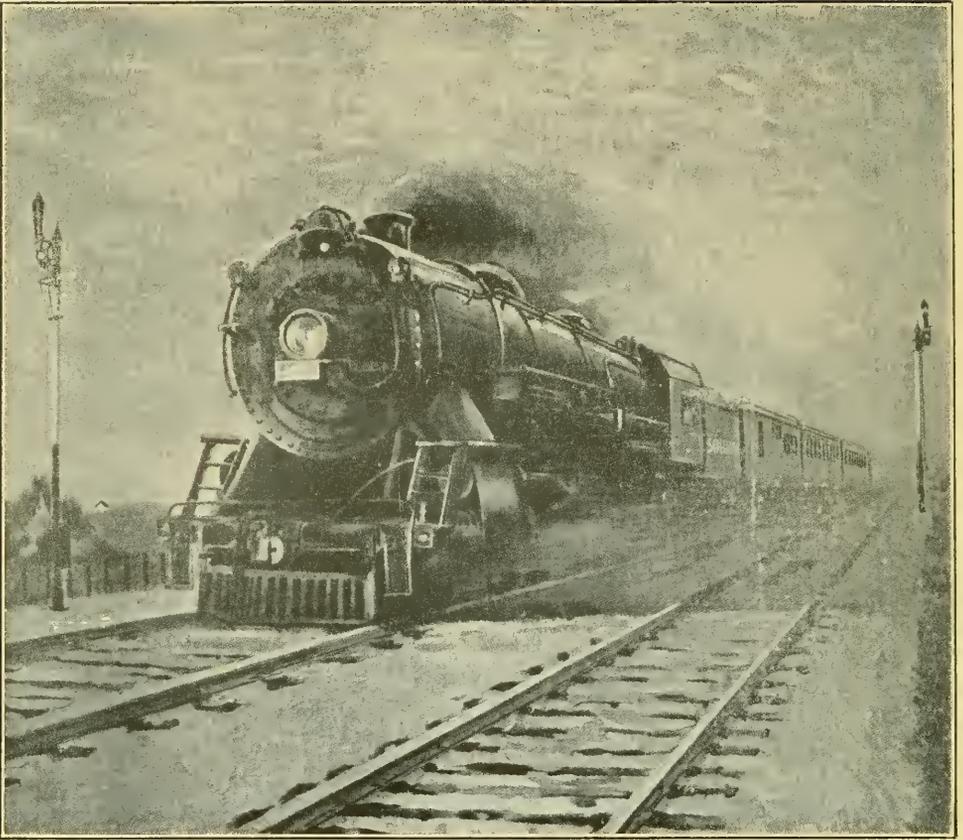






Southern Railway System
 SOUTHERN RAILWAY COMPANY PACIFIC
 THE CINCINNATI B. & W. COMPANY
 THE ALABAMA GREAT SOUTHERN RAILROAD COMPANY
 NEW ORLEANS & NORTHEASTERN RAILROAD COMPANY
 HARRISMAN & NORTHEASTERN RAILROAD COMPANY
 NORTHERN ALABAMA RAILWAY COMPANY
 GEORGIA SOUTHERN & FLORIDA RAILWAY COMPANY

————— Indicates Double Track



A MODERN SOUTHERN RAILWAY SYSTEM PASSENGER TRAIN

THE SOUTHERN RAILWAY SYSTEM

SHORT LINE

Between

New York---Boston---Philadelphia

Baltimore---Washington

and

New Orleans

Between

Cincinnati---Detroit---Cleveland

Pittsburgh---Chattanooga

Birmingham

and

New Orleans

 *The* SOUTHERN SERVES THE SOUTH



SOUTHERN RAILWAY SYSTEM PASSENGER STATION ON CANAL STREET IN THE CENTER OF THE BUSINESS SECTION OF NEW ORLEANS

THE SOUTHERN serves the South from the Northern gateways at Washington, Cincinnati and Louisville, and the Western gateways at St. Louis, Memphis and New Orleans, to the Ocean Ports of Norfolk, Baltimore, Charleston, Savannah, Brunswick and Jacksonville, and the Gulf Ports of Mobile and New Orleans.

Affording convenient schedules and travel accommodations between the principal cities and resorts in the Southern states, and excellent through service between the large cities of the North and East and the principal cities of the South.

Southern Railway dining car service on all through trains.

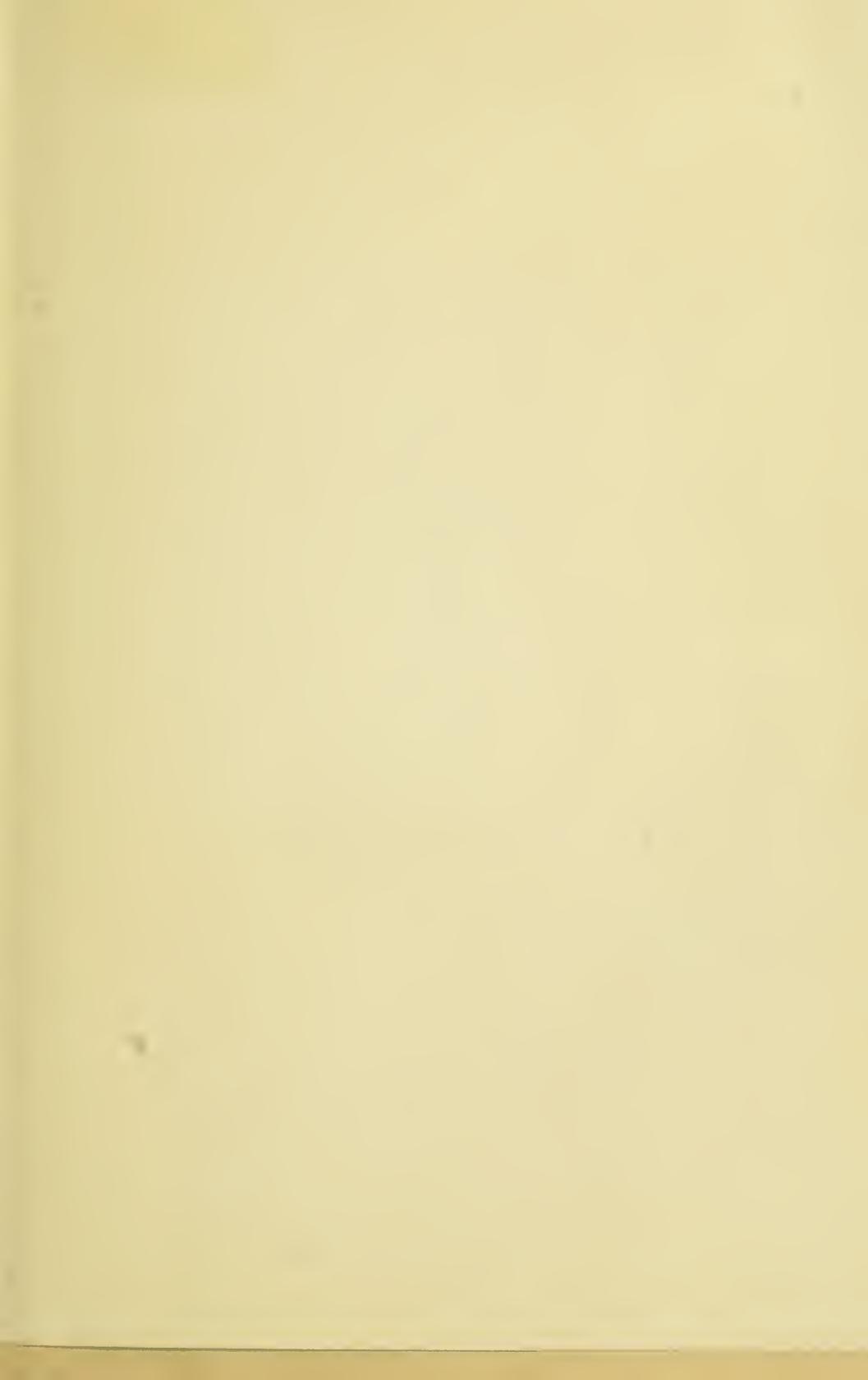
Southern Railway System agents everywhere will be glad to furnish you, or mail to any address free upon request, copy of this booklet, and otherwise assist you in making your transportation arrangements. Please consult them.

W. A. BECKLER
Passenger Traffic Manager
Cincinnati, Ohio

W. H. TAYLOR
Passenger Traffic Manager
Washington, D. C.

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