



Natural beauties



boudreaux

124 BARONNE ST. NEW ORLEANS, LA. 70130 (504) 581-4441

Pieces of dreams



boudreaux

124 BARONNE ST. NEW ORLEANS, LA. 70130 (504) 581-4441

**DIXIE**

Copyright 1977, by The Times-Picayune Publishing Corp.

Terence P. Smith  
Editor

Alex P. Imphang  
Art Director

inside

## 40 THE COVER

### FROM YESTERDAY'S GROCERY SHELF

Labels representing more than 700 locally produced items that were on the grocery shelf during New Orleans' turn-of-the-century Gilded Age recently were discovered in an old printer's proof file at the Walle Corporation, a New Orleans firm that has been printing trade labels for almost a century. The one on the cover was made about 1896 for Fairview Store on Fairview Plantation in St. Mary Parish. As is the case with many of the labels, this one has its own story: Fairview Plantation was owned by John Pharr, and the store was managed by his brother-in-law, Milton Hamilton, father of Harold, the child on the label, about 3 years old at the time. Although Harold is wearing a U.S. Navy sweater in the



photo, he was destined for a land-lubber's life as a successful businessman in Cleveland, Ohio. He later ran a retreat for alcoholics in Virginia and died in 1950.

## 7 WIDOWED, WHAT WAS MAJOR PROBLEM?

Four recently widowed women answer this *View from the Top* question.

## 8 HORSE SOLDIER

Herself a victim of the disease, a 23-year-old Poplarville, Miss., woman runs a horseback-therapy center for those afflicted with cerebral palsy.

## 10 YEARNING FOR 'BACK HOME'?

What to do about homesickness, in case you recently moved.

## 14 DOLLS GALORE

Because her world-traveling father remembered a New Orleans girl when he was far away from home, the New Orleans Recreation Department now has a most unusual collection of dolls.

## 26 LONG DAYS IN POLYNESIA

Writer Jackson Webb and his daughter Hepzibah dream the time away on Manihiki in the Cook Islands.

## 50 THE CAMPMEETING

For 119 years, black people have been gathering and praying each fall at a secluded retreat near Lucedale, Miss.

## 54 EVERY DAY IS T DAY

Remember when the T-shirt was underwear? And now — who knows what its next message will be?

# From Yesterday's Grocery Shelf

by Larry Bartlett



THE weather was so blustery and raw on that December day in 1909 that Junior Mays wanted to spend the entire afternoon baking his backside by the big new stove in the parlor. It was a tall nickel-plated Perfection Smokeless Oil Heater that had cost his dad a whole two dollars! But Junior regretfully abandoned his warm station as his mom called to him impatiently from the kitchen. Reminding him to button his jacket, she handed him a shopping list and sent him to the Scraparu Market down by the Jackson Avenue Ferry.

As Junior pulled his rattling Red Flyer wagon along Chippewa Street, he scanned the list...a big one because his mom was starting to stock up for Christmas. She wanted him to buy some Alligator Molasses, St. Charles Hotel Coffee, Ames Complexion Soap, Cakewalk Oysters, Honesty Oranges, Talisman Flour, Tabasco Okra, Dickey Bird Celery Soft Drinks, Ole Mammy Shortening, Silver Moon Butler, a can of Sneed's Chicken Brunswick Stew, White Rabbit Starch, Tulane Pepper, King Komus Sugar, a package of La Corona Perfection of Alimentary Paste (spaghetti), a can of Pride of Gulf Shrimp, Papoose Orange Drink and, for his dad, some Jackson Square Cigars and a package of Khedizes Cigarettes. Junior's mom always specified the brand of each product, and she liked brands that were produced right in Louisiana.

Continued on page 42



Whimsies and fantasies of Frederick Von Ehren are seen in pre-Jazz Age labels. Wistaria label shows rare view of early French Market coffee stand. Printer Walle once worked as drayman for maker of Jackson Square cigars. Many Latin businessmen relied on Walle for trade label printing. McIlhenny Company once packed oysters, okra under Tabasco brand name.



Photos by Jerry Lodriguss

Of all the ways  
to play records,  
JVC is the most precise.



**JVC**

THE PRECISION  
CHOICE IN MANUAL  
AND AUTOMATIC TURNTABLES.

**JVC SL-7 Quartz-Locked Turntable.** Direct-drive motor with quartz-locked servo for constant, accurate speed at 33 1/3 & 45 rpm. Exclusive JVC global suspension tracing float tonearm, illuminated strobe. Resonant-free base & dust cover.

**JVC SL-750 Fully Automatic Direct-Drive Turntable.** Six track controls for operation with dust cover closed. Automatic lead-in, return and shut-off. One thru six replay, or continuous. Speed control. Anti-skate. 2 speeds. Base & dust cover.

**JVC SL-640 Semi-Automatic Direct-Drive Turntable.** Automatic tonearm return and shut-off. Tracing float arm with global suspension. 2-way viscous coupling. Anti-skate. Illuminated strobe. 2 speeds. Base & dust cover.

**JVC SL-730 Fully Automatic Turntable.** Automatic tonearm lead-in, return and shut-off. Repeat play from one to six times, or continuously. Belt-drive motor. Oil damped casing. Anti-skate. 2 speeds. Base & dust cover.

COMBINE ANY OF THESE  
OUTSTANDING JVC COMPONENTS  
WITH A JVC TURNTABLE  
FOR A TOP PERFORMANCE SYSTEM.



**JVC 5500 II AM/FM Stereo Receiver.** JVC's best. 120 watts/ch. min. RMS. 8 stms. 20-20,000 Hz, with no more than 0.02% total harmonic distortion. Exclusive S.E.A. graphic equalizer 5-zone tone control.



**JVC 5200 II AM/FM Stereo Receiver.** A great performer. 35 watts/ch. min. RMS. 8 stms. 20-20,000 Hz, with no more than 0.5% total harmonic distortion. Twin power and tuning meters. FM muting.



**JVC KD-75 Cassette Deck.** Features exclusive Super ANRS noise reduction, 5 peak-reading LEDs, 50-4000 Hz and unique Recording/EG switch, MIC/LINE mixing. Front-loading.



**JVC KD-15 Cassette Deck with Subly.** JVC's lowest priced front-loading model. Highlights auto-stop, Bias/EQ switches and 5 LED peak level indicators. Connect a timer for absentee recording.

**JVC SK-1000 3-Way Speaker System.** New Phase Matrix Technology. Solid bass horns with smooth midrange and crisp highs. Mid & high frequency control. 170 watts (peak), 85 watts RMS.



Available at these JVC  
"Spotlight" Dealers

**AUDIO CLIMAX**  
300 Severn,  
Metairie

**BUSBY'S STEREO**  
912 Front St.,  
Bogaloussa



Sharon Dinkins and Walle vice-president Dudley Simpson examine modern trade label. In foreground is antique printers' "stone book" catalogue.

## From Yesterday's...

Continued from page 40

MOST of those old local brands have long since disappeared... and so has the Sorapar Market, Junior's old Irish Channel neighborhood and Junior himself. But the bright product labels that Junior sought out on the grocery shelves 68 years ago have reappeared, as ornate and colorful as New Orleans' turn-of-the-century Gilded Age. Several thousand antique labels, representing more than 700 locally-produced grocery items, were recently found in an old printers' proof file at Walle Corporation, a New Orleans firm that's been printing trade labels for almost a century.

The Walle company has assigned the entire collection of antique labels to Mrs. Sharon Dinkins, operator of Framesmith Gallery on Terpsichore Street, in order to have them catalogued, researched and prepared for acquisition by museums and private collectors. Mrs. Dinkins explains that the Walle labels represent almost every brand and product manufactured in the New Orleans area at the turn of the century, and also preserve the memory of Frederick Von Ehren who was one of the finest illustrators and commercial artists ever to work in the city.

"The company was founded in 1886 by German immigrants Gustave Koeckert, a skilled map maker, and by John Walle, who had previously worked as a wagon driver for a New Orleans tobacco company," she says. "Frederick Von Ehren was hired as an illustrator and was with the company from the day it opened its doors in 1886 until he was forced to retire in 1952 at the age of 91. During most of his career

with Walle, he commuted to New Orleans each day by train from his home in Waveland, Miss. As the company's chief artist, he produced delicately detailed product labels that often featured romantic, fanciful illustrations of elves, exotic ladies and

Continued on page 44



Tichenor's Refrigerant label portrayed a moment of Civil War heroism by Johnny Rebs.

# We Are Counterfeiters!

If we didn't tell you, you wouldn't know. We are specialists in diamond-like gems. Cut, clarity, color and carat set in 14K gold mountings, many hand crafted, by us. We are in the French Quarter.

Look for the sign . . .



**Orleans** COUNTERFEIT  
DIAMONDS  
632 Toulouse St.  
523-1816

## SAVES SPLIT & BREAKING NAILS



*Sally Hansen*  
**KWIK-AID**  
KIT

An easy do-it-yourself method that instantly bonds together a split or breaking nail. Protects until it grows out. Can be used with nail color.

ONLY  
**\$2.00**



Help stop dry, cracked, hurting hands



Not a "cosmetic" cream but a soothing heavy-duty cream for extreme cases of dryness or chapping. When nothing else has worked, it's time for Neutrogena Hand Cream.

2 OZ. **\$3.00**



Now available:  
**TiaZolin Placenta.**  
The professional treatment for damaged hair.



It is the secret to "miraculous" growth of the hair shaft. Proven by the scientific method of x-ray electron microscopy. It is the only product available.

These studies show the TiaZolin Placenta product is the most powerful hair growth stimulant available. It is the only product available that is proven to be effective in the treatment of damaged hair.

SPECIAL! **\$1.99**



THERE'S  
A K & B NEAR YOU

JUDGES  
CHAIR  
**\$149<sup>50</sup>**

High Back  
Swivel Chair,  
w/seat  
flask,  
swivel with fabric  
seat, hooded  
ball bearing  
casters. Easy fill  
and height controls.



**MORTON'S**  
OFFICE FURNITURE CENTER  
215 N. RAMPART • 561-1196  
OPEN MON. THRU SAT.  
FREE PARKING NEXT DOOR

8'x16'—THIS WEEK **\$710**



INSTALLED COMPLETE  
ON YOUR SITE

Aluminum exterior, windows, door, door, 2x4 stud frame, concrete blocks.

**WESTBANK**  
MOBILE BUILDINGS  
1410 WESTBANK EDWY., HAVREY  
366-5331

## From Yesterday's...

Continued from page 40

mystical scenes from the wonderland of his mind.

"He completely identified with his job: after he was retired by the company, he would frequently enter the building through a window in order to sit at his old desk. He died in 1956, and his pioneer work in illustration and color printing has yet to be adequately recognized."

However, the thousands of labels being catalogued by Mrs. Dinkins represent an almost complete portfolio of Von Ehren's work. "Quite a few people in town knew that these labels existed in Walle's archives, but they had been largely ignored by historians because of a greater interest in Walle's retrospective collection of Mardi Gras printing. From 1887-1901, the Krewe of Rex had all of its Mardi Gras printing done in France, but the Walle company began doing their invitations and other art printing in 1902, and still has Rex's patronage today.

"It was Von Ehren who designed the Rex invitations, posters and souvenirs, but I don't believe you'll find him credited in any books on the history of Mardi Gras," says Mrs. Dinkins. "However, the full range of Von Ehren's skill and creativity is best seen in these labels which have come down to us in mint condition, almost by accident."

THE antique labels are printers' proofs that were casually filed in large wooden cabinets when the Walle company was located at 220 Camp St. In 1920, the company outgrew those quarters and moved to its present location on Tchoupitouis St., and the cabinet of printers'

proofs were placed in an obscure location in the new print shop. "The cabinet was pretty well sealed up, because the handles were missing from the drawers," she recalls. "For this reason, people hadn't been able to open the drawers casually and rummage through the labels...they were as fresh as they had been on the day they were printed half a century ago."

In cataloguing the thousands of labels, Mrs. Dinkins has found that the largest portion of them were printed for the coffee and sugar industries. "During the first decade of the 20th century, there was a tremendous boom in coffee imports," she says. "In 1900, New Orleans' port received only five percent of the nation's coffee imports, but its coffee import tonnage had increased 763 per cent by 1920. At that point, there were 2,900 coffee importers in New Orleans, compared with the few hundred that are active in the trade today.

"The sugar and coffee industries overlapped... enjoyed the same great explosion of activity in the first two decades of this century, and this prominence is reflected in the number of trade labels that were designed for local processors. The seafood packing industry — made possible by the invention of a New Orleans man was also thriving during this period. The petroleum, citrus, soft drink and strawberry industries are prominently represented among these antique labels as well. During this early period of the 20th century, New Orleans was an industrial giant...this was our Gilded Age."

As a pioneer in color printing, Walle graphically depicted the Gilded Age on its labels. "Many have

Continued on page 46



Use of local landmarks was once common practice in creating brand names. Hotel Bentley is still Alexandria landmark, but no longer trade mark.

Malcolm Hereford Ltd. A Blend Of Natural Flavors, Grains, Natural Sweeteners,  
Non-Dairy Base & Certified Color Added. 32 Proof © 1977 Hereford, Conn. 06101

HEREFORD'S NEWEST COW  
MAKES A NICER NOG.



Malcolm Hereford teaches old nogs new tricks. By introducing Cinnamon & Spice.

Like all the tastes in Hereford's herd, terrific on-the-rocks.

Sensational, chilled. And, as the holidays draw near, the nice and easy way to make a very zesty nog.

Simply chill. Pour. And garnish with a sprinkling of nutmeg.

It's smoother, lighter than complicated old-fashioned egg nog recipes.

Enjoy. But please, don't overdo it. For while delightfully domesticated, Cinnamon & Spice is far from tame.

Make your holiday toasts with Malcolm Hereford's latest contribution to good taste:

Cinnamon & Spice. It's the spice that's nice on ice. And it makes a nicer nog.

## From Yesterday's...

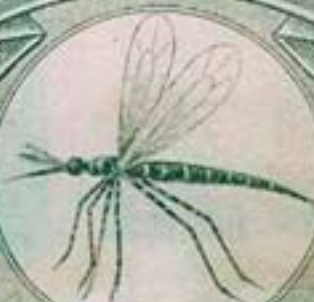
Continued from page 44

been printed with a 'bronzing' technique, making it appear that gold leaf has been used on the labels," she points out. "Walle was one of the first printing companies in the nation to master the four-color printing process, and may have been the first to print a label using a half-tone photograph. Aggressive and innovative, it became one of the major printers in the South at the turn of

CONTENTS

1 GALLON

GOOD BYE



SKEETER CHASER

INSECTICIDE

A preparation made of Pine and Essential Oils. Perfectly harmless to Human but very effective against Mosquitoes, Ants, Bed Bugs, Red Bugs, Fleas, Lice and other Pests. It drives them away and kills the bite.

It has a pleasant Pine odor.

Use according to directions. Keep Can closed when not in use.

MANUFACTURED BY

*Merido*  
DRUG & MFG. CO., INC.

MOBILE, ALA.

Early bug bane was manufactured by Merido Company which seems to have been based originally in Meridian, Miss.

the century. Among these 700 trade labels are brands produced in Florida, Mississippi, Missouri, California, New York, Arkansas, Alabama, Guatemala, Honduras and Mexico."

**T**HE Walle works offer intriguing insights into the social, political and artistic values in the U. S. four generations ago. Mrs. Dinkins notes that, with the women's suffrage movement underway, the labels of that period were ambivalent concerning the way to depict modern woman. "The labels variously portrayed the pre-Jazz Age woman as a Southern belle, a country maiden, a mother-homemaker and as a suffragette," she observes. "The women's suffrage movement was a hot issue in those days, with women not receiving the right to vote until 1920, but Louisiana's Cuban Coffee Company began producing a brand called Suffragette Coffee in 1916. 'Women's Rights' was emblazoned across the label.

"That shows a different sort of marketing philosophy than one finds today...at the turn of the century, manufacturers were often anxious to identify their brand with a current fad or political movement. The Cuban Coffee Company wasn't afraid of controversy surrounding its Suffragette Brand...but can you imagine someone manufacturing an Equal Rights Amendment Coffee or a Gay Rights Coffee today?"

She says that many of the labels show a sentimental and patronizing attitude toward black people. "The labels variously depict them in the roles of Uncle Tom, of the flashily

dressed urban black, as the naive and fun-loving country black and as the loveable black mammy," she says.

**T**HE labels also reflect Louisiana's preoccupation with its French heritage through the use of such trade names as French Opera, French Market, French Maid, Maid of Orleans, Bourbon King and others. Labels appealed to the customers' patriotism, as seen in the Civil War scene that decorated the bottles of Dr. Tichenor's Antiseptic Refrigerant, in the illustration of a World War I battlefield on the Patriot Coffee label and the depiction of Teddy Roosevelt and fellow equestrians on the labels of Rough Rider Oysters. A number of brands acknowledged the growing trade union movement by announcing on the label that the enclosed product was the result of cooperation between capital and labor.

Von Ehren's keen eye and his fondness for romantic landscapes have helped to preserve on these labels the scenes of long-forgotten plantations, river jetties, country stores, steamboats, and small local factories. These old local labels show that manufacturing at one time had a homey, small-town quality. Von Ehren frequently limned the face of a businessman, his child or even a favorite local character on a trade label. This folksy touch led to a major innovation in 1896 when the Walle company printed a label for

Continued on page 48

**TRADE MARK**  
REGISTERED

**ABITA SPRING WATER**

RECOMMENDED BY PHYSICIANS AS A DIURETIC AND FOR KIDNEY TROUBLES.

**ABITA SPRING WATER CO., INC.**  
501 BOURBON STREET,  
SOLE OWNERS AND BOTTLERS,  
NEW ORLEANS, LA.

Bourbon Street bottler held Abita Spring water to have curative powers. Indian on label resembles figure on Abita Springs' official town seal.

It takes more than love to make a happy marriage.



Strange how the last thing many couples think about in planning their marriage is the matter of religion. Only after the caterer, the photographer, the printer have been provided for, only then is church mentioned. And church often is more a matter of social custom than real religious conviction. No wonder so many marriages get into trouble. God barely makes the guest list.

If you are about to be married and religion is not important to you, do you know what your chances for a happy life are? The odds are not good, if you are already married and religion has been packed away with the bridal gown, do you wonder that life has become a bore or a battle? Maybe you are one of those unhappy people who has decided that life is meant to be boring and absurd. If so, we invite you to look into our pamphlet "The Real Secret of Successful Marriage." Write today. No one will call on you.

**FREE—Mail Coupon Today!**

Please send Free Pamphlet entitled "The Real Secret of Successful Marriage." MC-18

This offer is limited to one free pamphlet.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

CATHOLIC INFORMATION SERVICE

**KNIGHTS OF COLUMBUS**

P.O. Box 1971, New Haven, Conn. 06521

**ZALES**  
Layaway for Christmas



**10 KT. GOLD DROP LETTERS**

Three beautiful initials cut in 10 Kt. Gold.

**29<sup>95</sup>**

Chain Extra 14 Kt. Gold Slightly Higher



**WISHBONE BIRTHSTONE\* RING**

Wishbone ring with birthstone\* of your choice set in 10 Kt. yellow gold\* with flawless finish.

**39<sup>95</sup>**

**ZALES**  
The Diamond Store

**CHARGE IT!**  
Use a Zales account or one of 3 national credit cards...  
• East Branching Charge • Zales Charge • VISA • MasterCard • American Express • Diners Club • Discover • Novus • Lend Lease  
\*Fidelity Bond

## From Yesterday's...

Continued from page 47

Fairview Store in Fairview, La. The label featured a photograph of the store owner's three-year old son, and represents one of the earliest uses of a half-tone photograph in commercial printing.

MRS. Dinkins hopes that older Orleansians will help her in accumulating relevant historical information and anecdotes about the Walle labels. "When I first began working with the collection, my impulse was to call people whose families might have been connected with these out-of-business companies," she says. "If I saw a name in the phone book that was even similar to the company name on a trade label, I'd call even if it were a private residence. But that approach proved to be too unwieldy...now, I'm working with old city directories and with the archives of local coffee importing organizations like J. Erin & Co. and the Green Coffee Association of New Orleans."

"But in contacting older people who might remember these antique labels, I've found many interesting stories. For instance, I have labels printed for a yam packer in Scott, La., who sold his product under the brand name of 'Aunt Lody.' The label featured the picture of a forceful looking black woman wearing a tignon. I talked with an older resident of Scott, who remembered that there was actually an Aunt Lody who lived there years ago. He vividly recalled that most of the town turned out for a chivaree when she married



Fin de siecle photo shows Avery Island worker putting Walle label on cans of Tabasco Brand oysters. Jackson Square shrimp cans bore quaint map.

Packed Expressly  
For  
**Harvey R. Benham**  
New Orleans

**JACKSON  
SQUARE  
BRAND**

**SHRIMP**

Sufficiently  
cooked for Salad  
and Mayonnaisse.  
  
Splendid for  
chafing dish.  
  
Best quality for  
Shrimp Cocktail.

**SHRIMP**

Map of old New Orleans as it appeared in the year 1802 showing location of Jackson Square. This was called Place D'Armes by the early French Colonists.

*A French Colony 1763*

NET PACK 5 1/2 OZ.

DRY PACK 5 OZ.

NET PACK 5 1/2 OZ.



her husband Boulon. Her son was a boxer who fought Luis 'Bull' of the Pampas' Firpo in California...he lost but brought temporary fame to the town of Scott."

WITH the help of a New York editor, Mrs. Dinkins is currently working on an illustrated book, "New Orleans History Revealed in Trade Labels, 1888-1930." In gathering information for the book, she hopes to contact persons who may recall anecdotes about the old local companies and personalities who created the early local brands. Orleanians are invited to examine the Walle collection at her Framsmith Gallery and to share their recollections.

The Walle Corporation itself continues to be a leader in the field of trade printing, with its labels decorating many of the cans and bottles you see on today's grocery shelves. Among its national and regional customers are such brand-name manufacturers as Pine-Sol, Dixie Beer, Fresca, Sure Klean, Phillips' Milk of Magnesia, Tab, Blue Plate, Community Coffee and Joan of Arc. In all, more than 300 companies have labels for over 5,000 different products printed by New Orleans' Walle Corporation...among them is the Dr. Tichenor's company which has done business with Walle for al-

most 100 years.

Perhaps later generations will view these contemporary labels with the same sort of nostalgia we can feel upon seeing labels from Georgia Cracker Syrup, Jockey Club Cocos

("It has the smack the others lack"), Goodbye Skeeter Chaser, Wirthbrü Weigelstyle Beer, LSU Tobacos Elegantes, Indian Magic Plant Food and other once-popular items from yesterday's grocery shelf. ❁



Walle collection shows many Central American customers at century's start.

A corroded battery terminal can cost you a \$25 towing charge.



### How to protect your battery with Vaseline® Petroleum Jelly:



1. With an adjustable wrench, loosen bolts holding connector cables to battery terminals, and remove. (Positive Terminal First.)



2. Use a wire brush or steel wool, to clean terminal and cable ring. Avoid contact of corrosive material with skin or clothing.



3. Replace connector cables, tighten, and coat terminals liberally with Vaseline® Petroleum Jelly.

NOTE: Vaseline® Petroleum Jelly is also effective for removing grease from hands. Use it as a clean up when the job is finished.

SAVE \$1.00 on Vaseline® Petroleum Jelly and prevent corrosion.



#### How to get your \$1.00 Cash Refund by mail:

Remove front labels from two 3 1/2 oz., 7 1/2 oz. or 15 oz. size jars of Vaseline® Petroleum Jelly (Soak off in warm water to remove).  
Mail To: P.O. Box 2003 M., Jefferson City, Missouri 65101.



This certificate must accompany request for refund. One refund \$1.00 only per name or address. Offer good only in U.S.A. Void where prohibited or restricted by law. Cash refund size value 1/20 of 1. This certificate may not be mechanically reproduced. Offer good only as available in participating stores. Allow 6 to 8 wks. delivery OFFER EXPIRES APRIL 30, 1978.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_ (must be included)

Do it with Vaseline® Petroleum Jelly.