An exhibit of architectural drawings, maps, trade catalogs, publications, and photographs, for and about bungalows in New Orleans and the gulf south.

Showcasing items from the Southeastern Architectural Archive (SEAA) the Louisiana Research Collection (LaRC), and the Hogan Jazz Archive.

This is the online version of the physical exhibit shown at the Southeastern Architectural Archive, Room 300, Joseph Merrick Jones Hall, 6801 Freret Street, on Tulane University’s Uptown campus.

Photograph of Martin Shepard’s scale model for a bungalow for an exhibit for the Southern Cypress Manufacturer’s Association. Ca. 1916.

Martin Shepard Office Records, Southeastern Architectural Archive, Special Collections Division, Tulane University Libraries.

Architectural Trade Catalogs, Southeastern Architectural Archive, Special Collections Division, Tulane University Libraries.

Architectural Trade Catalogs, Southeastern Architectural Archive, Special Collections Division, Tulane University Libraries.

Courtesy, Louisiana Research Collection (LaRC), Special Collections Division, Tulane University Libraries.
Modern Bungalows: Proven Practical Plans.
Oklahoma City: Aurelius-Swanson Company, Inc.
1920s.

Architectural Trade Catalogs,
Southeastern Architectural Archive, Special Collections Division, Tulane University Libraries.
Cypress Pocket Library: Cypress for Bungalows Of Course. New Orleans: Southern Cypress Manufacturer’s Association. 1920s.

Courtesy, Louisiana Research Collection (LaRC), Special Collections Division, Tulane University Libraries.

Courtesy, Hogan Jazz Archive, Special Collections Division, Tulane University Libraries.
Front cover.

Courtesy, Louisiana Research Collection (LaRC), Special Collections Division, Tulane University Libraries.
Inside front cover.

Courtesy, Louisiana Research Collection (LaRC), Special Collections Division, Tulane University Libraries.
To Home Builders

To the man or woman who wants a home either for the home's sake or as a means of saving in a definite, regular way, Gentilly Terrace offers a most unusual opportunity. This home section of New Orleans possesses many advantages which are partly set forth in this book. The many homes already finished and those in course of construction and under contract are a safe warrant for the character of the neighborhood. This is a most important feature. The property being the most elevated ground in or about New Orleans insures perfect natural drainage at all seasons.

The Terraces make for beauty, and the elevation of the property adds materially to the appearance. And so we could enumerate many more advantages in the beginning, but prefer to take them up one by one, discussing them in a truthful, straightforward manner, without a single ray of artificial coloring. The careful reading of every page in this book will, we hope, prove of material advantage to every homeseeker to whom it may come.
NEW ORLEANS has passed the stage of experiment and resolved itself into a question of where to invest.

To the investor of either limited or unlimited means, Gentilly Terrace is very alluring because of its promise as a home neighborhood. Within the first sixty days of the opening of this tract there were six hundred lots actually sold. Some of these lots have been since resold at an advance of as high as one hundred per cent over the purchase price. Some were purchased purely for investment, but the majority were acquired by intending home builders.

The terms are liberal. Ten per cent of purchase cash and $5.00 per lot per month with interest at six per cent per annum.

The prices of these lots with the above terms include the paving in front thereof, also the shillinger walks and concrete curbing, thus making the site ready for immediate building and solving forever the problem of additional cost to which the home builder is generally subject in other locations. We are making on our subdivision fourteen miles of paved streets and thirty-five miles of artificial stone sidewalks and concrete curbing.
WITH the exception of low ground, nearly all residential property in New Orleans is today too congested for a comfortable home-site.

In evidence of this even the main avenue of the city now shows a crowded condition and one can count on the fingers of one hand the desirable unimproved locations of this avenue. Prices of desirable property, for the above reason, are too high to warrant the home builder or the investor in making a purchase. For this same reason, Gentilly Terrace offers a solution of the problem by making possible to both home-seeker and investor the most desirable lots at a mere fraction of cost as compared to what one would have to pay in less desirable neighborhoods.

Ten lots can be purchased in Gentilly Terrace for the price of what one lot would cost the same distance from the business center either on Canal St. or St. Charles Ave. This means pure air, beautiful lawns, health and the real joy of living as compared with “stuffy” rooms. It means that the worker has room to “breathe better” and consequently work better. It means “living” in the true sense.
Character of Soil

Soil has much to do in the problem of home-building. Geologically, the soil of Gentilly Terrace is of sandy loam formation. About two hundred years ago Bayou Sauvage drained a Crevasse of the Mississippi River which occurred above the present town of Kenner. It is to the credit of this Bayou that we now have the beautiful Gentilly Terrace, for this high land was caused by the overflows, year after year, of Bayou Sauvage, until perhaps sixty years ago when it was dammed, drained and filled. The deposit formed the richest soil in this section. Later on, on account of the high ground left from the river sediment, this ridge was used as a government road to Fort McComb and was also used by the Indians as a camping ground on account of its elevation above the surrounding country. The soil is naturally dry, having natural drainage, and yet so fertile that it will grow all manner of grass, flowers, fruit and ornamental trees and vegetables.

This means much to the housewife, since a beautiful home can be made doubly attractive by lawns and flowers. It also means pure healthful occupation that is unobtainable in congested residential districts. The soil being naturally dry also permits the building of satisfactory basements in homes. This is impossible in any other section of New Orleans.
Comparatively speaking as to soil, location and distance, Gentilly Terrace has many advantages and yet these fade in importance as compared to the great advantage of the Terrace which is only possible in this particular part of New Orleans. If there is one community in the world where the terrace will be welcome, it is right here in New Orleans, because of the monotonous levels which prevail.

As a matter of fact, the very lowest lots in Gentilly Terrace are fifteen inches above the street grade. Thus every home will be built on a hill above the street, where some are as high as sixty inches above the street grade.

The advantages are too evident to even enumerate, although for the benefit of the unaccustomed to the terrace idea we suggest the following few:

By means of Terraces—
- The home builder is saved at least $150.00 per lot for filling each lot to the city grade.
- It makes possible the use of basements.
- It saves a large portion of foundation cost.
- It enhances the beauty of the lots.
- It saves the cost of hedges or fences.
- It minimizes noises from the street.

The map following shows contours and treatment of all streets and avenues in Gentilly Terrace.

Page 6.

Courtesy, Louisiana Research Collection (LaRC), Special Collections Division, Tulane University Libraries.
It has often been noted by strangers visiting New Orleans that while the climate and soil of our city is practically the same as that of Southern California, there is a lack of beautiful residential districts here which are so common to the Golden West. With this one object in view the streets and avenues of Gentilly Terrace have been laid out on plans very similar to those which have proven so successful in Los Angeles. The map on page following shows those arrangements. Cement sidewalks, paved parked streets, cement curbing, lawns, flowers, palms and trees form the foundation for this great work. The bungalow style of architecture which has proven of such universal success has been practically adopted as a standard among Gentilly Terrace home builders.

(While we do not insist on this style of building we feel that it will prove the most desirable.)

To carry out the idea, a large central park has been set aside in this tract. This park will be laid out by an expert park builder and by the summer of 1910, will be a marvel of flowers, fountains, trees and driveways.

Page 8.

Courtesy, Louisiana Research Collection (LaRC), Special Collections Division, Tulane University Libraries.
The average elevation of Gentilly Terrace lots is twenty-seven feet above the Cairo Datum Line, which means, that it is the most elevated residential section in the City of New Orleans. This fact is best brought out by the Engineer’s Rod shown on this page. To those seriously contemplating the building of a home in Gentilly Terrace there can be no greater point of interest than that of elevation.

When one considers the immense advantage of high ground in a low ground community, the advantages will be more evident. If we could move one hundred lots of average grade from their present location in Gentilly Terrace to St. Charles Avenue, the same distance as they now are from Canal Street, they would be worth a fabulous sum because of their elevation. But the map tells the story plainer than anything we can say in cold type.
Considered from a strictly business point of view, real estate is generally valued by its actual distance from business center of a community. In the case of Gentilly Terrace, however, this is not true since an investigation will show that the present price of lots is far lower than the price of lots equi-distant in any other district from the business center of New Orleans.

A study of the map, and statistics on this page will show that by actual measurement Gentilly Terrace is closer to "town" than many locations which could not be purchased at many times the price per front foot in this delightful location.

(This map and figures have been taken from official records and can be easily verified by any one so desiring.)

And here's another distance feature:

The streets leading to Gentilly Terrace are straight lines, while the streets leading to uptown residence section are crescent shaped, this lengthening the actual distance to be traveled by twelve per cent.

Distance Statistics

Corner Canal and Baronne Streets to Gentilly Terrace, three miles.
Corner Canal and Baronne Streets to St. Charles and Peters Avenue, three miles.
Corner Canal and Baronne Streets to Audubon Park, four miles.
Corner Canal and Baronne Streets to West End, six miles.
Corner Canal and Baronne Streets to Carrollton Avenue and St. Charles, five miles.
As the crow flies, it is just three miles from the corner of Canal and Baronne Sts. to Gentilly Terrace. The same distance to the corner of St. Charles and Peters Ave., as a horse travels, it is four miles. And this road to Gentilly is one of the most beautiful in the whole South. There are a hundred points of interest, and a constantly changing panorama of semi-tropical views that speak volumes. The road to Gentilly passes through both the quaint Cercle Quarter, where may be seen the French and Spanish architecture of ante Bellum days, and through streets lined with modern homes.

It touches on several beautiful parks, and leaps over historical
Bayou St. John where the sluggish oyster lugger, and the modern steam launch vie for supremacy of beauty in the sunset. This hard, white, shelled roadway passes several wayside inns, where a quiet dinner, such as only New Orleans’ chefs can produce, is always obtainable. Churches, convents and monasteries cast their shadow of silent mystery across the path.

Hundreds of automobiles travel this road every day and after sunset it closely resembles the Paseo of Mexico. It is lined on both sides with beautiful vistas.

The picture at the top of the preceding page was taken from Gentilly Terrace and shows clearly the city in the distance and the road does not terminate at Gentilly Terrace.

(See next page.)
CLOSELY adjacent to Gentilly Terrace is Chef Menteur, perhaps the most celebrated fishing and hunting ground in the South. In Spring and Summer one could leave home at five A.M., fish the Green Trout, Pompano, Spanish Mackerel, Sheep Head, and many others and have them fresh broiled on his breakfast table. In Fall and Winter the low land surrounding “The Chef” simply teems with game birds, Canvasback, Mallard and Teal Ducks, Snipes, Pappabots, Plover and other luscious morsels. The road from Gentilly to “The Chef” is in many ways as interesting as is the “Road to Gentilly” and includes some of the wildest natural views possible to imagine. This road is constantly being improved and promises to be the great Auto Boulevard of New Orleans within the next two years.

Dairies and Poultry Farms

Many farms border the road to Gentilly Terrace on both sides for several miles, thus bringing the supply of Milk, Chickens, Eggs, Vegetables and Berries to the very doors of Gentilly Terrace residents before they reach the city markets.

While on this point, we wish to state that the extreme eastern tier of lots in Gentilly Terrace, have been reserved for business houses and that no business will be conducted on the residence lots.

(See Page 20, Building Restrictions.)
THE Automobile and Driving Clubs of New Orleans have practically made the road to and past Gentilly Terrace to “The Chef” their own. They are expending thousands of dollars in the improvements of these roads and the City Government is also assisting to this end.

The parkways and road houses which dot the way make this the most beautiful drive adjacent to the city, and a constant stream of vehicles pass the property. This roadway is to be continually oiled which will eliminate all dust and make it one of the most celebrated drives in the country.

The tendency of all large cities is to provide good driveways and in so doing the City of New Orleans not only does a great service to the public but enhances the value of property in Gentilly Terrace.
THE problem of transportation from home to business is one which weighs very heavily in the balance of decision in selecting a home site.

The street car line through Gentilly Terrace running along Franklin Ave., will land passengers at Canal St. in twenty minutes, but, we have contracted for a far better service of transportation than this, one modeled on the same lines as have proven successful in the suburban districts of Brooklyn and Detroit. Five auto busses (see illustration on next page) make regular trips from Gentilly Terrace to the corner of Canal and Baronne Sts. on a fifteen minutes regular schedule by day, and a half hour schedule by night. Each coach carries twenty passengers with comfort and is perfectly weather proof. These busses are furnished by the Gentilly Automobile Company.

Page 16.

Courtesy, Louisiana Research Collection (LaRC), Special Collections Division, Tulane University Libraries.
Building Restrictions

THE only way to permanently protect property owners in a select neighborhood from the usual annoyances of open property is to make restrictions at the time of sale. These restrictions must be well and thoroughly considered so as to not interfere with any natural rights of owners but protect them from all possible questions which may arise in the future. Some of the best residence neighborhoods in New Orleans have been ruined by lack of foresight in this particular. For this reason we have made restrictions that will warrant the permanent protection of every buyer of property in Gentilly Terrace and yet in no way block the improvement of any single lot.

If you build a home in Gentilly Terrace you must rest assured that your neighbor cannot build a high fence on the adjoining line to cut off lake breezes. Nor can a Chinaman build a laundry shack on the corner next door to your home.

The restrictions printed on following page are taken from our form of deed and a careful reading of them will demonstrate just how far we protect buyers.
Restrictions
(Copy from our Deed)

Building Lines—Buildings must be at least twenty-five feet back from and parallel with the street on which they face.

Frontage—No house shall be erected on any subdivision of Gentilly Terrace street with a frontage of less than fifty feet, and on no avenue or boulevard front of less than seventy feet.

Porches and Steps—No porch nor steps shall extend more than twelve feet beyond the building line established.

Fences—No division fence shall be erected in front of building line, more than eighteen inches high, nor any fence on the property of more than six feet in height.

Cost of Buildings—No house shall be erected to cost less than $2,500 facing any of the streets, nor less than $3,000 facing any of the avenues, nor less than $3,500 on Gentilly Boulevard.

The Color Line—Each purchaser binds himself and his heirs and assigns to never lease or sell to a negro or negroes.

Business Property—No business houses shall be erected on any home site, as several Squares have been reserved for such purposes.
Page 19.

Courtesy, Louisiana Research Collection (LaRC), Special Collections Division, Tulane University Libraries.

Page 21.

Courtesy, Louisiana Research Collection (LaRC), Special Collections Division, Tulane University Libraries.

Page 22.

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Page 25.

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Page 27.

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Page 28.

Courtesy, Louisiana Research Collection (LaRC), Special Collections Division, Tulane University Libraries.
Don’t Pay Rent

This home will be built by us for about $4,500

Our architectural department will build this home in Gentilly Terrace at a cost of $4,000


Courtesy, Louisiana Research Collection (LaRC), Special Collections Division, Tulane University Libraries.
GENTILLY TERRACE is being placed on the market by New Orleans men—by men who were born and reared in New Orleans and who know the requirements of a home in this climate. They are men of Financial and Moral responsibility whose interests are centered in the development of New Orleans as a city and Gentilly Terrace in particular. They have confidence in Gentilly Terrace sufficient to build their homes there and live in them. The money that is paid for Gentilly Terrace property will be kept in New Orleans and used in the development of New Orleans. The organization of the Gentilly Terrace Company is under the laws of Louisiana and for Louisiana.

We thank you for the consideration given this book and we unqualifiedly endorse every statement set forth herein.

GENTILLY TERRACE COMPANY

M. A. BACCICH, President
E. E. LAFAYE, Vice President
R. E. E. De MONTLUZIN, Sec'y-Treas.
Inside back cover.

Courtesy, Louisiana Research Collection (LaRC), Special Collections Division, Tulane University Libraries.