

ST. TAMMANY PARISH
POSTCARDS

A Glimpse Back in Time

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A Glimpse Back in Time

by
Ashleigh Austin



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*For Daddy—
(1918—1982)*

*whose desire to leave the big city of New Orleans to a more
country atmosphere led him to relocate our family in the mid-1950s
to St. Tammany Parish, a place he called “God’s country,” with its
tall pine trees that stood like needles, its fresh ozone air,
and its pure artesian well water.*

*And
for Mother—
(1914—2003)*

*who raised me in ruffles and bows as a child, then allowed me
the freedom to roam the woods, back roads, and bayous of
St. Tammany Parish, a place I would come to call “home.”*

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INTRODUCTION

My collection of old postcards began a few years ago, not as a hobby, but rather for my own personal reference as documentation of places that had either changed through the years, or no longer existed. Since photographs were not as plentiful in earlier years, I found that old picture postcards contained a wealth of information. I am so grateful to all those early postcard photographers and publishers for having the foresight to capture pieces of history that might not have been preserved any other way.

Being a photography buff much of my life, I found myself collecting more and more postcards of South Louisiana as my fascination with the pictorial history continued to unfold. As a result, I collected postcards far beyond the boundaries I had originally set for myself. In the process, I also learned that postcard era and stamp box dating, as well as the actual Curt Teich postcard dating system, played a major part in identifying the actual period the photos were taken. Many times, the personal messages written on the backsides not only carried additional information that helped to validate the times and places, but also provided priceless comments.

Surprisingly, the front photo alone was often incomplete without the additional information gleaned from those little details the average person would normally overlook. That was especially true of the postcards of the early 1900s.

That people today are visiting and relocating to St. Tammany Parish for very much the same reasons as the earliest settlers is evident in viewing these old postcards. I found it interesting and fitting that before World War II, the parish was referred to as the “Pink Parish” because of its abundance of pink tung oil tree blossoms. St. Tammany’s beauty, along with her hospitality and country charm, is still very much alive. It is the fastest-growing parish in Louisiana.

I hope you will enjoy this pictorial history of St. Tammany Parish presented through old postcards dating back to the early 1900s. The journey takes us across Lake Pontchartrain from New Orleans, northeast to Slidell, with a loop around the lake through a number of cities before returning, via the causeway, to New Orleans.