**WELCOME TO**
**THE CRAWFISH CAPITAL**
**OF THE WORLD**

**BREAUX BRIDGE**

**CENTENNIAL CELEBRATION**

1859-1959

**April 10-11-12**

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**DANCES!**

**PARADES!**

**FANFARE!**

**FROLIC!**

**Fun!**

**FANFARE!**

**Price**

50¢

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[Louisiana Cities and Towns: Breaux Bridge]
Welcome Centennial Visitors!

HENRY J. MILLS
Company
221 Rees St. ED 2-3186
222Washington

GASTON WEBRE
* GENERAL STORE
* PRODUCE
* GAS & FERTILIZERS
* BUILDING MATERIALS
* HARDWARE
* CLIMATIC PAINTS

WEBRE And THIBODEAUX
SLAUGHTER HOUSE

ST. MARTIN BANK & TRUST CO.
110 E. Main ED 2-7371
ST. MARTINVILLE, LA.
MEMBER F.D.I.C.

STREETS ARE NEW AND CLEAN - READY FOR EASY PARKING.

BREAUX BRIDGE CENTENNIAL NEWS
PONT BREAUX SUR TECHE, LOUISIANA
Wednesday, March 4th, 1959
Number 1, Page 1

Breaux Bridge Voted "Crawfish Capital"

Executive Committee Invites All To Join In Centennial Celebration

A cordial invitation has been extended to all fun loving citi-
zens of Breaux Bridge, surrounding cities, the State of Louisiana,
and the entire Southland to visit the monumental Centennial Cele-
boration of Pont Breaux Sur Teche. Mayor Louis M. Kern, Cent-
nennial Chairman Raymond Castille and Co-Chairman Harris Pe-
tris wish to advise each and everyone that a tremendous program
of fun and frolic has been organized to take place on April
8-11. Events that have been definitely scheduled are: the
Crawfish Queen Contest and Coronation Ball; 5 Big Dances; 4
Specialty Parades; a Hobby show; Art Show; Athletic Events;
special exhibits; American Motorcycle Association Field Meet;
Crawfish Queen Contest and Coronation Ball. All events will take pl-
ace on the planning board and a complete list will be included in the
Centennial News Issue a week before the Centennial. A won-
derful cooperative spirit prevails with loyal townspeople prepared
on every way they can to make the Centennial a success. All
invitations in town will have dates of events in April and May
windows. So if you're interested in a wonderful, carefree visit
to Louisiana's friendliest city, plan to visit Breaux Bridge, the
Crawfish Capital of the World on April 4-12.

SPECIAL CENTENNIAL SALE
THURS., FRI., SAT.-MARCH 5, 6 and 7 - ALL STORES PARTICIPATING
FREE - CENTENNIAL SOUVENIR "Wooden Nickels" with purchases

STREETS ARE NEW AND CLEAN - READY FOR EASY PARKING.

SPECIAL VALUES ALL STORES - BIG BARGAINS - SEE THE ADS AND SAVE!

JOHNSON'S AUTO REPAIR
3105 GRAND POINT AVE.
BREAUX BRIDGE - ED 2-3232

CENTENNIAL SALE SPECIAL
BALANCE & WHELLS & ALIGNMENT
- $15 VALUE FOR $12 *

ANNOUNCEMENT
If you have autographs, old picture, books, maps or
recipes, historical items - Phone ED 2-3208 and ask
for KERR. He'll get the information to the proper
series.

MILLS' STORE
111 REES ST.

HEADQUARTERS FOR:
* SPORTS WEAR • LEVI'S • U.S. KIDS
* READING SHOES • MANHATTAN SHIRTS
* STAPLE GROCERIES

THEIR WE FAMOUS
FOR DELICIOUS FOOD!

LIVE AND PEELED CRAWFISH
SHIPPED ANYWHERE!

FISH • CRAWFISH
RETAIL & WHOLESALE

DUPLIS
SEAFOOD INN
GRAND POINT ROAD
BREAUX BRIDGE
ED 2-3097

HARRY'S MINIATURES
321 Main
For all building jobs

SUMMARY OF EVENTS:
1. Camping Contest.
2. Cooking Contests; American Motorcycle Association Field Meet;
3. Crawfish Trial Riders from Texas compete with chuck wagons and prancing horses.
4. A complete list will be included in the Centennial News Issue a week before the Centennial. A wonderful cooperative spirit prevails with loyal townspeople prepared on every way they can to make the Centennial a success. All invitations in town will have dates of events in April and May windows. So if you're interested in a wonderful, carefree visit to Louisiana's friendliest city, plan to visit Breaux Bridge, the Crawfish Capital of the World on April 4-12.

SPECIAL VALUES ALL STORES - BIG BARGAINS - SEE THE ADS AND SAVE!
CENTENNIAL LICENSE PLATES

**PONT BREAUX**
**BREAUX BRIDGE**

CENTENNIAL CRAWFISH CAPITAL OF THE WORLD
STATE OF LOUISIANA

CENTENNIAL LICENSE PLATES—Shown above is a photograph of the new Centennial License plate, color of which formed the initial fund for Horseheads. Centennial Projects at Elk Hill have been called “the best action” according to Ralph LeBlanc of the finance committee.

Colossal Amount of Work Necessary
To Promote The Lavish
Centennial Celebration

Unless you are one of the workers who are helping with preparations for the Centennial Celebration, it would be hard for you to imagine the staggering number of hours being spent on this project. To insure the success of such an important undertaking it is necessary that every detail be checked and rechecked for in advance. Due to the past efforts of local and area citizens the committees’ headaches have been mostly eliminated. All that is left is to keep working until every last part of the overall plan has been solved. The hard working people who are spreading the word on behalf of the Centennial Celebration are: Board of Directors, Raymond Castille, Chairman; Harris Perdon, co-chairman; Mayor Louis M. Kern, Ralph LeBlanc, treasurer, John Breaux, Bill Clouse, Joe Rieves, Fred Mills, J. W. David, W. L. Brauer, Earl Hoffler, Robert Angel, and Louis Bolch. Committees Chairman are: Mrs. Elize H. Castille, Rev. George Broussard, John Breaux, Mrs. Louis Kern, Greer Born, Mrs. Anne Belle Huffman, Mrs. Merak A. Finley, June Broussard, W. O. Clouse, Ascho Robertson, Mrs. Simon Triboulard, Mrs. Marie Louise Holter, John Holter, Mayor Louis Kern, and many others who have helped, and who will help between now and Centennial Time. It is this spirit of cooperation that will make the Centennial Celebration a wonderful advertisement for Breaux Bridge. Thousands of visitors will come into our city for an enjoyable visit that will make them want to return at the earliest possible moment. After the final word has taken place everyone will feel a sense of pride in his or her part in this celebration that will benefit Breaux Bridge greatly.

Design Adopted For Official
Breaux Bridge Town Flag

The Breaux Bridge City Council has unanimously adopted an official town flag and has already received notice of award of the flags; some made of cotton, others of silk with a gold fringe. In colors green, gold and crawfish red the flags are designed with symbols of live oaks for the Teche country, a bridge representing the town, face to face for the area’s French background, the Cross of Lorraine for its Catholic heritage and the Crawfish in recognition of Breaux Bridge being the official crawfish capital of the world. The first use of the flags was to decorate Mardi Gras floats from Breaux Bridge that were entered in parades at Lafayette and Houma. One is now on display at City Hall. The flags were designed by artist Woody Marshall of Effective Advertising and Sales. Several thousand of these Centennial commemorative articles of the famed crawfish were sold and are being sold to defray Centennial expenses. They will be inscribed to committees of the Celebration.

There are countless others who have helped, and others who will help, and everyone wants to return at the earliest possible moment. After the final word has taken place everyone will feel a sense of pride in his or her part in this celebration that will benefit Breaux Bridge greatly.

To promote the lavish Centennial Celebration, it would be hard for you to imagine the staggering number of hours being spent on this project. To ensure the success of such an important undertaking it is necessary that every detail be checked and rechecked for in advance. Due to the past efforts of local and area citizens the committees’ headaches have been mostly eliminated. All that is left is to keep working until every last part of the overall plan has been solved. The hard working people who are spreading the word on behalf of the Centennial Celebration are: Board of Directors, Raymond Castille, Chairman; Harris Perdon, co-chairman; Mayor Louis M. Kern, Ralph LeBlanc, treasurer, John Breaux, Bill Clouse, Joe Rieves, Fred Mills, J. W. David, W. L. Brauer, Earl Hoffler, Robert Angel, and Louis Bolch. Committees Chairman are: Mrs. Elize H. Castille, Rev. George Broussard, John Breaux, Mrs. Louis Kern, Greer Born, Mrs. Anne Belle Huffman, Mrs. Merak A. Finley, June Broussard, W. O. Clouse, Ascho Robertson, Mrs. Simon Triboulard, Mrs. Marie Louise Holter, John Holter, Mayor Louis Kern, and many others who have helped, and who will help between now and Centennial Time. It is this spirit of cooperation that will make the Centennial Celebration a wonderful advertisement for Breaux Bridge. Thousands of visitors will come into our city for an enjoyable visit that will make them want to return at the earliest possible moment. After the final word has taken place everyone will feel a sense of pride in his or her part in this celebration that will benefit Breaux Bridge greatly.

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